

Support for Local Communities

We have maintained the basic principle “We grow while Tohoku prospers” since our founding. We continue to support local communities as their member and engage in various activities designed to help us grow with the region.

Working with Local Communities

We engage in a wide range of activities to develop relationships of trust with local communities as their member. We participate in local festivals and events that include clean-ups and planting trees. We became involved in about 1,500 activities during FY2017.

Social Contribution Activities

Our company operates a support project called “Houkago Hiroba” (After-School Playground). Its aim is to create an environment to help nurture the character and talent of children who will be responsible for the future of the region. We support local children’s growth by engaging in various activities such as a Junior High School Essay Competition, school concerts, the Tohoku Electric Flag Tohoku Mini Basketball Tournament, and a series of lectures on energy.

Outreach Programs for Community Revitalization

The Company conducts various initiatives to revitalize the region in the six prefectures of Tohoku and Niigata Prefecture. “Machizukuri Genki Juku” (Cheerful Community-Building Study Group) dispatches experts in community development as “Machizukuri partners” to organizations involved in regional revitalization and self-reliance to help promote community-based development activities. From the start of the initiative in 2006 until 2017, through the efforts of 32 organizations in Tohoku and Niigata, the area’s charms have been introduced to the world, and a unique local identity has developed. The project has borne fruit with the help of these “Machizukuri partners.” In 2018, we also supported four organizations and encouraged new activities. In 2017, we launched the Tohoku Niigata Activation Support



Our employees at a tree planting festival



Tohoku Electric Flag Tohoku Mini Basketball Tournament

Program to support groups doing voluntary activities to promote regional industry, revitalize local communities, and expand the intermingling of people in Tohoku and Niigata. Of the 110 organizations that applied, we chose seven to support with grants. We will recruit and select more groups to support with grants in 2018.



A Machizukuri Genki Juku workshop

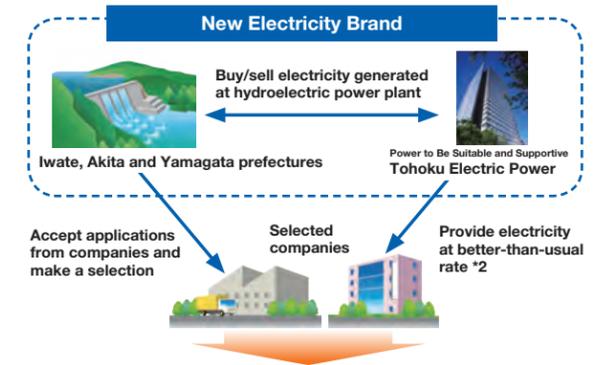


Activities of a group supported by the Activation Support Program

Establishing Electricity Brands Jointly with Iwate, Akita, and Yamagata Prefectures

We have reached agreements with Iwate, Akita and Yamagata prefectures to establish new electricity brands. The brands offer electricity generated at hydroelectric power plants run by these prefectures.

Since April 2018, we have offered electricity at better –than–usual rates for companies or other organizations that meet these brands’ requirements. The maximum amount of power supplied to these companies is equivalent to the amount of electricity purchased from the prefecture-run hydroelectric power plants.



Electricity brands to be jointly established with Iwate, Akita and Yamagata prefectures

Brand	Iwate: Iwate Fukko (reconstruction) Power	Akita: Akita E-ne!	Yamagata: Yamagata Kibo Sozo (Hope & Creation) Power
Discount rate *1	Flat rate of 5%	Flat rate of 5%	New and expanding enterprise: 6% Existing small and midsize enterprises: 4%

Help revitalize the local economy and industries (e.g. by reconstructing local communities and attracting more businesses to boost the population and employment)

*1: The discount is from the charge for the amount of electricity on the menu of general electricity rates that apply to high voltage electricity.

*2: The electricity brands offer will be transmitted via Tohoku Electric Power’s system. Hence, it may include electricity generated at places other than the hydroelectric power plants in Iwate, Akita or Yamagata prefectures.

Comprehensive Partnership Agreement with Fukushima Prefecture

In July 2017, we signed a comprehensive partnership agreement with Fukushima Prefecture. The agreement aims to facilitate coordination and cooperation between the local government and our company so that various local issues will be addressed quickly and properly. This will help speed up the process of rebuilding the region from the devastation caused by the Great East Japan Earthquake, as well as revitalizing local communities.

With consent and help from the local communities, our Fukushima branch and other offices in the prefecture have installed bright lights on the telecommunication tower, donated

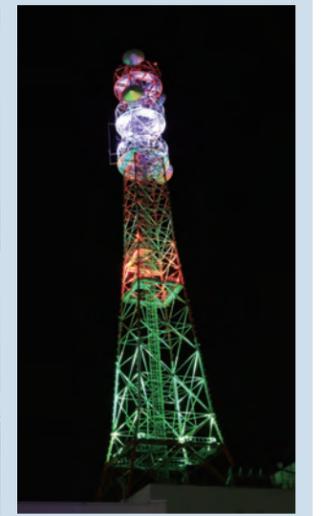
street lights, planted trees for a coastal forest for damage prevention, cooperated in local community watch services, and engaged in other activities in the prefecture, in hopes of helping Fukushima fully recover from the devastation and begin to grow again. We plan to make our conventional efforts more workable in accordance with the agreement. We will also continue to serve as a medium of information about prefectural administration by placing copies of Fukushima’s public relations magazine at the reception areas in our business offices, and pointing our facilities’ visitors toward Fukushima’s tourist spots.

Subjects included in the Comprehensive Partnership Agreement with Fukushima Prefecture

1. Recovery from devastation by the Great East Japan Earthquake
2. Industrial promotion
3. Promotion of tourism and the prefecture’s specialties
4. Anti-disaster measures and regional safety
5. Dietary education and health enhancement
6. Nurturing children and juveniles
7. Energy and the environment
8. Other matters regarding regional revitalization



Donated street light installed in Namie Town



Brightly lit-up telecommunication tower on the premises of the Fukushima office

Fukushima Governor Uchibori, right, and President Harada of Tohoku Electric Power hold the signed agreement.



Tree planting for a coastal forest for damage prevention in Soma City