

Shikoku Electric Power Group Code of Conduct

Guided by our purpose of “contributing to regional development and a comfortable, safe, and secure life”, we at Shikoku Electric Power Group believe that strengthening relationships of trust with all those who are deeply involved in and support our business activities as well as broadly fulfilling our responsibilities to society are essential to our continued growth and development as a corporate group.

Our officers and employees will make every effort to meet the expectations of society and to make us a company that is even more trusted by acting in accordance with the following standards based on compliance with laws and regulations, thorough corporate ethics, and the execution of highly transparent and open business activities.

- Together with our customers -

- We will put customer satisfaction first and sincerely provide products and services that are useful to society with full consideration for safety.
- In the supply of electricity in particular, we will deliver high-quality, inexpensive electric energy in a safe and stable manner based on our social mission as an electricity utility.

- Together with our shareholders and investors -

- We will conduct sound and transparent business activities with the aim of continuously enhancing corporate value over the long term.
- We will actively and accurately disclose information to shareholders and investors.

- Together with our business partners -

- We recognize that all our business partners are good partners on an equal footing, and we will conduct business in a fair and free manner.

- Together with our employees -

- We will respect the personality and individuality of each and every employee.
- We will ensure a safe and comfortable working environment, and create a cheerful, free and open corporate culture.

- Together with society -

- We will contribute to the development of local communities as a member of society.
- We will maintain sound and normal relations with politics and government.
- We will take a firm stand against anti-social forces that pose a threat to civil society.

- Together with the earth -

- We recognize the importance of environmental conservation, and we will strive to reduce environmental impact in all of our business activities.