



catalyst for a better

HAWAII





One look at the unique history of Hawai'i and you'll understand why Hawaiian Electric Industries (HEI) is inspired to be on the forefront of Hawai'i's future—the visionary King Kalakaua was the first Hawaiian monarch to explore the world, gain new insights from other heads of state, and pioneer the introduction of electricity to the islands. Indeed, 'Iolani Palace was electrified even before the White House. Today, through our subsidiaries, Hawaiian Electric Company and American Savings Bank, we see a vibrant future for Hawai'i—one that puts our state at the forefront of clean energy, creates a sustainable and growing local economy, and allows our families and communities to flourish.

Being Hawai'i-based is both a privilege and a responsibility: we have a shared kuleana to care for our islands and the quality of life we hold dear. Our respect for the past, commitment to the present, and sense of responsibility for the future—inspires our journey towards a vibrant and sustainable Hawai'i for generations to come.



Catalyst for a better Hawai'i



catalyst for
EXPLORATION



Hawaiian Electric Company

For 125 years, the Hawaiian Electric Companies have provided the energy that has fueled our islands' growth and prosperity. Hawaiian Electric, Maui Electric, and Hawai'i Electric Light serve 95 percent of Hawai'i, creating a strong partnership with our communities to achieve a 100 percent renewable energy future, the most ambitious clean energy goal in the nation.

With our focus on affordable, clean energy for all of our customers, Hawaiian Electric is pursuing short and long-term actions that include adding renewable energy from a diverse set of resources like wind and solar; offering new options such as energy storage and time-of-use pricing; supporting clean transportation such as electric vehicles; deactivating older, less efficient fossil-fueled generating plants; implementing ongoing operational efficiencies; and modernizing the energy delivery grid to ensure continued reliable service, greater residential and commercial access to the benefits of renewable energy, and more customer options.

We're also transforming our company's culture to be more innovative and flexible, providing more tools to improve customer service and to help our customers manage their energy costs.

Currently at 23 percent renewable energy, we're well ahead of our state's 2015 goal of 15 percent and are committed to meeting Hawai'i's ultimate goal of 100 percent renewable energy by 2045. And with an estimated 19 percent of all customers approved to install solar, we also lead the nation in the percentage of customers with private rooftop solar.

Achieving this ambitious energy future will take collaboration—with national experts, innovators, policy makers, entrepreneurs and our communities. Working together, Hawai'i will continue to be a national clean energy leader.



Hawaiian Electric
Maui Electric
Hawai'i Electric Light

Hōkūle'a

catalyst for INNOVATION

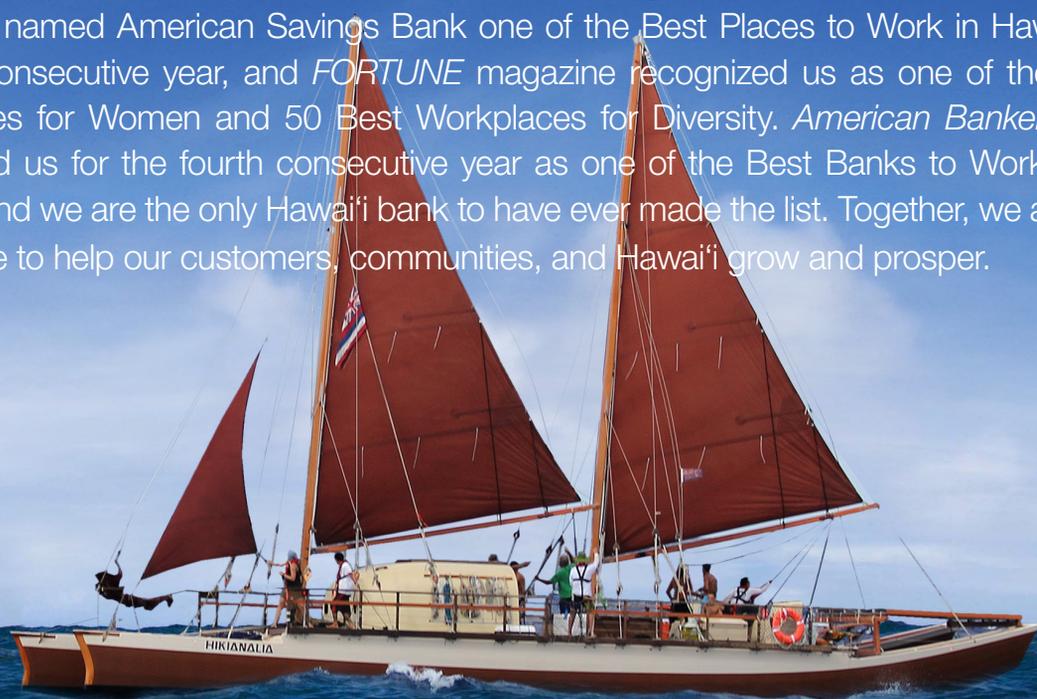
American Savings Bank

At American Savings Bank, we see ourselves as more than just bankers—we help make people's dreams possible. Since our humble beginnings in 1925 as a savings and loan institution in downtown Honolulu to a \$6 billion full-service bank with 52 branches across the state today, our business has always focused on serving and investing in Hawai'i's families, businesses and communities.

American Savings Bank is one of Hawai'i's leading financial institutions and a market leader in home loans and home equity lines of credit. We offer a full range of financial services including business and consumer banking, home loans, loans and lines of credit, insurance, and investments.

Our continued quest to make banking easy for our customers drives our innovation. We were the first Hawai'i bank to introduce remote-deposit capture with a mobile banking application, and we recently invested in a new e-Banking platform to bring additional best-in-class features to our business and consumer customers.

We are also proud of our continued reputation as a great place to work. *Hawaii Business* magazine named American Savings Bank one of the Best Places to Work in Hawai'i for the seventh consecutive year, and *FORTUNE* magazine recognized us as one of the 100 Best Workplaces for Women and 50 Best Workplaces for Diversity. *American Banker* magazine recognized us for the fourth consecutive year as one of the Best Banks to Work For in the country, and we are the only Hawai'i bank to have ever made the list. Together, we are charting our course to help our customers, communities, and Hawai'i grow and prosper.



catalyst for TOMORROW

Community Advancement

At HEI, we are proud of the contributions our companies make to our Hawai'i communities—from stewarding and preserving our environment, to improving the economic well-being of our state, to helping our keiki reach their full potential. We take pride in serving and giving back to the community through volunteerism, grants, donations, scholarships, and our employee matching gift program. The HEI Charitable Foundation is focused on community programs aimed at promoting educational excellence, environmental sustainability, economic growth, and community development.

Since 2010, the HEI Charitable Foundation has contributed more than \$10 million to local charities and other nonprofit organizations. Moreover, our employees have donated or fundraised over \$4 million, and volunteered more than 80,000 hours. As we look to the future, we continue to preserve the values, culture and quality of life we experience in Hawai'i. Together, we are strengthening our communities and serving as a catalyst for a better Hawai'i.



Hōkūle‘a

HEI is a proud patron of Hōkūle‘a’s voyage around the world. The Hawaiian name for this voyage, Malama Honua, means “to care for our Earth.” For portions of her journey, Hōkūle‘a is being joined by Hikianalia, a state-of-the-art solar and wind powered canoe—merging the wisdom of Hawai‘i’s voyaging ancestors with modern technology—as they travel to more than 25 countries in a mission of exploration, discovery, and sustainability for our “island” earth.

“When people come together around a common vision, they can accomplish great things. Through their volunteerism and giving spirit, HEI, Hawaiian Electric, and American Savings Bank were one of the first to support the Worldwide Voyage and have been our family throughout our journey. They have teamed up and worked together with many supporters in our community to make Hōkūle‘a’s voyage possible and we are very grateful. HEI shares in our hopes, our dreams, and our vision for a better Hawai‘i and its relationship to the world.”

Nainoa Thompson

Master Navigator and President
Polynesian Voyaging Society





Catalyst for a better Hawai'i



Our Journey Towards a Better Hawai'i

Voyaging was an important part of the ancient Polynesian culture. Prior to instrument panels and technology, navigators looked to the stars, wind, and waves to provide cues for their course. Each voyage was guided by the principles of vision, planning, community-building, preparation for the journey, calculated risk-taking, and sharing collective learning.

Now more than ever, our interdependence will be the key to navigating our future. As on a canoe, our ability to survive and thrive is directly dependent on our ability to help one another. We are bringing together the best and the brightest to ask rigorous questions, develop innovative solutions, broker new partnerships, and facilitate the leadership conversations that align all parties toward an abundant future for all of us here in the islands. A sincere mahalo for your steadfast support in this journey and for your shared commitment towards a vibrant and sustainable Hawai'i.

Use of trademarked image of Hōkūle'a navigating canoe licensed by Polynesian Voyaging Society.

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