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HAWAIIAN ELECTRIC INDUSTRIES INC Form DEFA14A March 28, 2018

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934 (Amendment No.)

Filed	hv	the	Registrant	X

Filed by a Party other than the Registrant O

Check the appropriate box:

Preliminary Proxy Statement

Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2)) o

Definitive Proxy Statement o **Definitive Additional Materials** \mathbf{X} Soliciting Material under §240.14a-12 o

> Hawaiian Electric Industries, Inc. (Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

(
Payment of Filir x o	No fee required.	Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.						
	(2)		Aggregate number of securities to which transaction applies:					
	(3)		Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):					
	(4)		Proposed maximum aggregate value of transaction:					
	(5)		Total fee paid:					
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	(2)	Form, Schedule or Registration Statement No.:						
	(3)	Filing Party:						
	(4)	Date Filed:						

IMPORTANT NOTICE REGARDING THE AVAILABILITY OF PROXY MATERIALS FOR THE HAWAIIAN ELECTRIC INDUSTRIES, INC. ANNUAL MEETING OF SHAREHOLDERS TO BE HELD ON MAY 10, 2018

Notice of Annual Meeting of Shareholders

WHEN AND WHERE IS THE SHAREHOLDERS MEETING?

The 2018 Annual Meeting of Shareholders of Hawaiian Electric Industries, Inc. (HEI) will be held in Room 805 on the eighth floor of the American Savings Bank Tower, 1001 Bishop Street, in Honolulu, Hawaii on May 10, 2018, at 10:00 a.m., Honolulu time. See the 2018 proxy statement for directions to the American Savings Bank Tower.

WHAT IS BEING VOTED ON AT THE SHAREHOLDERS MEETING?

- 1. Elect three Class I directors: Richard J. Dahl, Constance H. Lau and James K. Scott, Ed.D.
- Advisory vote to approve the compensation of HEI s named executive officers
- 3. Ratify the appointment of Deloitte & Touche LLP as HEI s independent registered public accounting firm for 2018

WHAT DOES THE BOARD OF DIRECTORS RECOMMEND?

The Board of Directors recommends a vote FOR all nominees in proposal 1, FOR proposals 2 and 3.

HOW CAN I GET A COMPLETE SET OF PROXY MATERIAL?

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This is not a proxy card. If you wish to cast your vote on a traditional proxy card, you must request a paper copy of the proxy material by following the instructions below.

Inte	This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. We encourage you to access and review all of the important information contained in the proxy materials before voting.							
The	following proxy materials can be viewed at: www.ViewMaterial.com/HEI							
•	2018 Proxy Statement							
•	2017 Annual Report to Shareholders							
requ	ou want to receive a paper or e-mail copy of these documents, you must request one. There is no charge to you for uesting a copy. Please make your request for a copy as instructed below on or before April 20, 2018 to facilitate timely very.							
mee	may request a paper or e-mail copy of the proxy materials listed above and/or request that all proxy materials for future annual etings of shareholders be provided to you in paper or email form by following the instructions below. You will be asked to yide the 11-digit control number located by the arrow in the box below.							
•	Call the toll-free telephone number 1-800-516-1564 and follow the instructions provided, or							
•	 Access the website, <u>www.SendMaterial.com</u> and follow the instructions provided, or 							
you	Send an e-mail to papercopy@SendMaterial.com with your control number in the Subject line. Unless a instruct otherwise, we will reply to your e-mail with links to the proxy materials in PDF format for this eting only.							

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sha	re	te your Hawaiian Electric Industries, Inc. s, you can attend the HEI Annual Meeting of holders and vote in person or you can:	
1.	Gd	o to www.ViewMaterial.com/HEI	
2.	CI	ck on the icon to vote your shares.	
3. the	En bo	ter the 11 digit control number (located by the arrox above).	ow in
4.	Fo	llow the simple instructions to record your vote.	
Yo	ou	will be able to vote until 11:59 p.m. EST on May 9,	2018.