# JR East Group Profile

#### Corporate Profile (as of March 31, 2004)

Corporate name: East Japan Railway Company

Address: 2-2, Yoyogi 2-chome, Shibuya-ku, Tokyo, Japan

Established: April 1, 1987 Capital: 200 billion yen

Number of employees: 68,857

Passenger line network: Shinkansen lines: 1,052.9 km

Conventional lines: 6,473.9 km

Number of stations: 1,697

Average daily train runs: 12,527 (based on the timetable in March 2004)

Average daily number of passengers: 16.08 million

Business description: Transportation service, station

space-utilizing service, shopping center and office service, and other services



### Businesses in the JR East Group (as of April 2004)



## **Transportation Services**

"Safety first" is our top priority. We strive to provide faster, more convenient, and more comfortable transportation services.

JR Bus Kanto Co., Ltd. /JR Bus Tohoku Co., Ltd. /Tokyo Monorail Co., Ltd.



## Station Buildings and Shopping Centers

We develop and manage station buildings and shopping centers utilizing the convenient features of assets at stations and in their vicinity.

Tetsudo Kaikan Co., Ltd. /Omori Primo Co., Ltd. /Kamata Station Building Co., Ltd. /The EKIBIRU Development Co. TOKYO /LUMINE Co., Ltd. /Shinjuku Station Building Co., Ltd. //kebukuro Terminal Building Co., Ltd. //kkihabara Co., Ltd. //Boxhill Co., Ltd. //kawasaki Station Building Co., Ltd. //Tsurumi Station Building Co., Ltd. //ykhama Station Building Co., Ltd. /Lumine Chigasaki Co., Ltd. /Hiratsuka Station Building Co Station Building Co., Ltd. /Lumine Chigasaki Co., Ltd. /Hiratsuka Station Building Co., Ltd. /Abonde Co., Ltd. /Kichijoji Lonlon Co., Ltd. /Kokubunji Terminal Building Co., Ltd. /IX East Department Store Co., Ltd. /Hachioji Terminal Building Co., Ltd. /Kofu Station Building Co., Ltd. /IX (Jusunomiya Station Development Co., Ltd. /Kumagaya Station Development Co., Ltd. /Kukaki Chuo Station Building Co., Ltd. /Kinshicho Station Development Co., Ltd. /Kukaki Chuo Station Building Co., Ltd. /Kohio Station Building Co., Ltd. /Ltd. /Echigo Station Development Co., Ltd. /Station Building MIDORI Co., Ltd. /Ltd. /Echigo Station



## **Hotel Operation**

We provide hotel services meeting various customer needs.

Nippon Hotel Co., Ltd. /Hotel Edmont Co., Ltd. /Hotel Metropolitan Co., Ltd. /Takasaki Terminal Building Co., Ltd. /Sendai Terminal Building Co., Ltd. /Yamagata Termina Building Co., Ltd. /Morioka Terminal Building Co., Ltd. /Akita Station Building Co., Ltd. /Hotel Metropolitan Nagano Co., Ltd.



## **Retail Shops and Food Services**

Our shops and restaurants offer customers a convenient and pleasurable experience at stations and in their vicinity.

East Japan Klosk Co., Ltd. /Nippon Restaurant Enterprise Co., Ltd. /JR East Food Business Co., Ltd. /JR East Station Retailing Co., Ltd.



#### **Trading and Logistics**

We play an important role in providing material procurement, delivery, and other services to facilitate the business activities of JR East Group companies.

East Japan Railway Trading Co., Ltd. /JR East Japan Logistics Co., Ltd. /JR East Logistics Platform Co., Ltd.



# **Travel Agency and Car Rental**

We provide travel packages, car rentals, and other services to meet travelers' needs.

View World Co., Ltd. /JR East Rental Co., Ltd.



#### **Sports and Leisure Businesses**

Our leisure facilities and sports clubs support customers in leading healthy lives and in enjoying their time-offs.

JR East Sports Co., Ltd. /Gala Yuzawa Co., Ltd.



# **Real Estate Management**

We develop and manage detached houses, apartment complexes, and stores under the theme "creating people- and environmentally-friendly housing."

JR East Urban Development Corporation /JR East Housing Development & Realty Co., Ltd.



#### Information, Financial, and Personnel Services

We provide comprehensive information services for the JR East Group companies.

JR East Japan Information Systems Company /JR East Netstation Company /JR East Management Service Co., Ltd. /JR East Personnel Services Co., Ltd



## **Advertising and Publishing**

We provide information through in-train and station media.

East Japan Marketing & Communications, Inc. /Tokyo Media Services Co., Ltd. /The Orangepage, Inc.



## **Cleaning Services**

We provide maintenance and cleaning services at stations and in trains to offer customers "clean travel."

Shinkansen Cleaning Service Co., Ltd. /Kanto Railway Servicing Co., Ltd. /East Japan Railway Servicing Co., Ltd. /East Japan Eco Access Co., Ltd. /Takasaki Railway Servicing Co., Ltd. /Mito Railway Servicing Co., Ltd. /Chiba Railway Servicing Co., Ltd. /JR Technoservice Sendai Co., Ltd. /East Japan Amenitec Co., Ltd. /Akita Clean Servicing Co., Ltd. /Niigata Railway Servicing Co., Ltd. /Nagano Railway Servicing Co., Ltd.



#### **Construction Consulting and Maintenance Services**

We provide consulting and maintenance services concerning railway facilities, machine equipment, and personal service facilities.

JR East Consultants Company J/JR East Design Corporation /JR East Facility
Management Co., Ltd. /JR East Mechatronics Co., Ltd. /Union Construction Co., Ltd.
/East Japan Transport Technology Co., Ltd. /Tohoku Kotsu Kikai Co., Ltd. /Niigata
Rolling Stock Machinery Co., Ltd.



#### **Group Companies under Branch Offices**

We develop unique businesses according to the character of each region.

JR Tokyo Planning & Development Co., Ltd. /JR Kanagawa Planning & Development Co., Ltd. /JR Kaiji Planning & Development Co., Ltd. /JR Utsunomiya Planning & Development Co., Ltd. /Johoku Sogo Service Development Co., Ltd. /Juster Co., Ltd. /JR Atlis Co., Ltd. /Tokky Co., Ltd. /Shinano Enterprise Co., Ltd.



# Editorial Policies

As was the case last year, this report is divided into two parts: the Highlight Section and the Comprehensive Section. It is intended to provide detailed information concerning the environmental and social activities of the JR East Group in an easily-understood manner.

Although last year's Highlight Section was intended to provide an overview of JR East's activities, this year, we are spotlighting several topics that are particularly significant, with a focus on the experiences and the perspectives of employees at forefront.

In the Comprehensive Section, we made reference to the GRI\*1 guidelines on sustainability reporting, as we did last year, and addressed topics from environmental, social, and economic aspects. In the economic section, with a focus on our relationship with stakeholders, we disclosed information in a clear and easy-to-understand manner. In addition, we continue our active disclosures of environmental data in reference to Environmental Reporting Guidelines issued by the Ministry of Environment.

A new attempt of this year was introduction of the "First JR East Stakeholders' Dialogue," held on April 1, 2004 with various experts, in the section for communications.

#### **Reference Guidelines**

Sustainability Reporting Guidelines (Global Reporting Initiative) Environmental Reporting Guidelines (2003 edition) (Japanese Ministry of the Environment)

## **Reporting Period**

This report covers FY 2003 (April 1, 2003 through March 31, 2004). Data is based on the results during this period. However, initiatives begun prior to this period as well as some more recent activities are also referred to in certain sections.

#### **Boundaries of Reporting**

East Japan Railway Company and 98 Companies \*2 of the JR

### \*1 GRI (Global Reporting Initiative)

An international organization that issues globally acclaimed Sustainability Reporting Guidelines – guidelines for reporting not only environmental issues but also social and economic issues. The GRI was established in cooperation with United Nations Environmental Programme (UNEP) and other organizations.

#### \*2 East Japan Railway Company and 98 Companies of the JR East Group

As of the end of fiscal 2003; the number of group companies was reduced to 94 in April 2004 as a result of consolidation.















PAGE 14

# CONTENTS

JR East Group Profile	2
Contents, Editorial Policies	3

#### Highlight Section

Top Message

For a Faster yet Quieter Shinkansen	9
Recycling Food Waste from Station Building Shops for Compost	10
Promotion of Environmentally Friendly Driving Improves Safety	11
Challenges for Safe and Stable Transport Services	12

Station Nursery Schools Assist Working Women

Development of Environmentally-Friendly E231 Series

Using Renewable Energy for Our Trains

### Comprehensive Section

Environmental Asperts

Social Aspects

CSR (Corporate Social Responsibility)	
Vision	17
Our Philosophy on CSR	18

20
22
24
26
28
30
34
37
38

# Environmental Communication

Our Relationship With Society	42
Measures to Ensure Safety	44
Our Relationship with Customers	46
Our Relationship with Employees	48

Economic Aspects	
Economic Activities	50

Communication	
Our Relationship with Stakeholders	52
Report of the Independent Auditor, Aspirations for Next Fiscal Year	54