

JR East Group Management Vision V — Ever Onward — *EverOnward*

JR East was established as a result of the reform and privatization of Japanese National Railways (JNR) 25 years ago, and the Group is now at a crossroads of moving on into the next quarter century. With this as an impetus, and in light of major changes in our operating environment, for instance as a consequence of the Great East Japan Earthquake, JR East in October 2012 formulated a new management vision entitled “JR East Group Management Vision V - Ever Onward.” This fifth management vision since the Company was established aims to once again renew the courses of action for the Group going forward. Having set the continual fulfillment of “Eternal Mission” and of growth through “Pursuing Unlimited Potential” as two important pillars, the vision was drawn up to set forth management’s basic direction and the Group’s specific priorities for execution.

Our Calling —Basic Courses of Action for Management

The JR East Group’s New Key Phrase

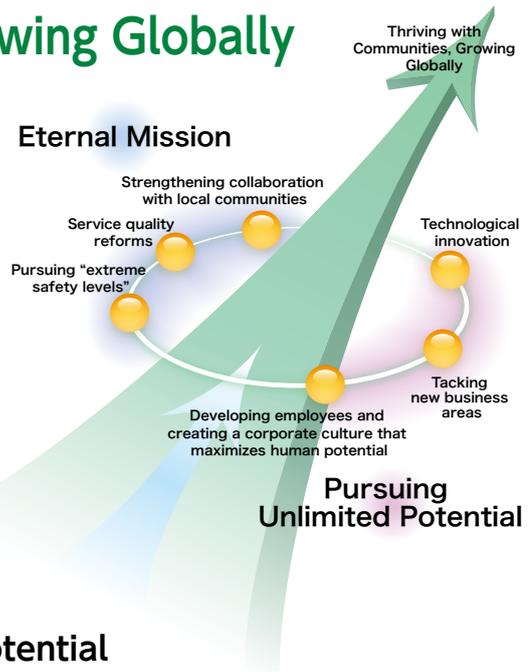
Thriving with Communities, Growing Globally

Thriving with communities

The Great East Japan Earthquake poignantly reminded us of the fact that companies cannot thrive without sound and vibrant communities. The East Japan area, our home ground, and Japan as a whole currently face a host of issues. As a corporate citizen, we are determined to fulfill our mission and execute businesses unique to the JR East Group in an effort to help solve those issues. The goal is to draw a blueprint for the future together with members of the community as we do our part to build vibrant communities.

Growing Globally

However, taking root in communities does not mean becoming complacent by turning inward. To continue to fulfill our mission, we must constantly transform ourselves and achieve growth. We must look outward and step out into the world, while actively seeking knowledge and technology externally. We believe that doing so will provide fertile ground for capturing new growth opportunities. To unlock our full potential, we must boldly step out into the world.



Eternal Mission and Pursuing Unlimited Potential

Under “JR East Group Management Vision V — Ever Onward,” JR East has set “Eternal Mission” and “Pursuing Unlimited Potential” as two important pillars and has established six basic courses of action for the Group.

◆Eternal Mission

The JR East Group’s fundamental mission is to provide safe and high-quality services that customers expect of the JR East Group and conduct railway and life-style businesses, with the aim of contributing to the growth and prosperity of communities. This fundamental mission will never change through the years. We have once again positioned this mission as a key tenet of management. At the same time, we will make relentless efforts to ensure that the content and quality of our services properly answer the expectations of society.

◆Pursuing Unlimited Potential

The JR East Group must achieve sustained growth in order to continue to fulfill its three-part eternal mission in the years ahead. In a fast-changing environment, maintaining the status quo will only mean falling behind. Unless we constantly take on the challenge of reaching new goals, we will be unable to achieve growth. The JR East Group and each and every Group employees will pursue the Group’s unlimited potential.

KIWAMERU	Pursuing “extreme safety levels”—Building a railway capable of withstanding natural disasters
MIGAKU	Service quality reforms—Enhancing the rail transportation network and other measures
TOMO NI IKIRU	Strengthening collaboration with local communities —Supporting earthquake recovery, stimulating tourism and revitalizing communities
HIRAKU	Technological innovation—Forging strategies for conserving energy and the environment, utilizing ICT (information and communication technology) and operating the Shinkansen at faster speeds
NOBIRU	Tackling new business areas—Globalization
HABATAKU	Developing employees and creating a corporate culture that maximizes human potential

Ever Onward

We have adopted “Ever Onward” as the subtheme of “JR East Group Management Vision V.” This subtheme carries forward the spirit of “*Idomu*” championed in JR East 2020 Vision — *idomu* —, our management vision formulated in March 2008. “Ever Onward” embodies our strong determination to drive the growth of our employees and the JR East Group as a whole by embracing new challenges such as technological innovation and globalization, as we pursue our unlimited potential.



Eternal Mission

KIWAMERU (Excel): Pursuing “extreme safety levels”

– Building a railway capable of withstanding natural disasters

- Based on experience derived from the Great East Japan Earthquake, we have worked to implement earthquake countermeasures in preparation for events that are conceivable such as an earthquake directly beneath the Tokyo metropolitan area, focusing on both tangible and intangible aspects, in an effort to build a railway capable of withstanding natural disasters.
- We will strengthen countermeasures against train collision and derailment accidents and rail crossing accidents, along with installing automatic platform gates on station platforms. In these and other ways, we continue to promote the development of railways that passenger can utilize reliability.
- We will continue to tirelessly work to improve safety by pursuing a goal of “zero accidents involving passenger injuries or fatalities and zero accidents involving employee fatalities (including employees of Group companies and partner companies).”



MIGAKU (Improve): Service quality reforms

– Enhancing the rail transportation network and other measures

- We aim to become No.1 in customer satisfaction in the railway industry by honing the quality of transportation services while rigorously pursuing passenger-friendly railway services.
- We will create new passenger flows, such as tourism, by steadily promoting several major projects. These include the opening of the Hokkaido Shinkansen to Shin-Hakodate Hokuto following the opening of the Ueno Tokyo Line and the Hokuriku Shinkansen to Kanazawa (March 2015).
- Besides striving to create new demand by upgrading and enhancing services for seniors, we will promote measures to enhance the convenience of Suica. Through these sorts of measures, we aim to further popularize Suica in society as an essential social infrastructure in daily life.



TOMO NI IKIRU (Together): Strengthening collaboration with local communities

– Supporting earthquake recovery, stimulating tourism and revitalizing communities

- As a company responsible for railways, which are a crucial social infrastructure, and a member of communities, we will consider the future of communities together with local communities and take action accordingly.
- We have positioned the next five years (from FY2013 through FY2017) as an intensive period in which reconstruction from the earthquake will remain an urgent priority. Therefore, we will diligently execute measures to revitalize communities and promote tourism in ways unique to JR East.
- In the life-style business, we will promote three town development perspectives that will see us conduct development and business expansion initiatives integrated with towns surrounding stations. These measures will be centered on the development of large-scale terminal stations, the Tokyo metropolitan area railway network and core regional train stations.



Pursuing Unlimited Potential

HIRAKU (Pioneer): Technological innovation – Forging strategies for conserving energy and the environment, utilizing ICT (information and communication technology) and operating the Shinkansen at faster speeds

- We will embrace the approach of open innovation where we utilize external development capabilities and intellectual property and will vigorously promote technological innovation.
- We will emphasize measures to establish energy and environmental strategies in light of power shortage issues, develop new railway systems utilizing ICT that are unfettered by conventional notions, and embrace the challenge of operating Shinkansen at a maximum speed of 360 km/h.



NOBIRU (Grow): Tackling new business areas – Globalization

- The overseas railway market is projected to grow, and we will cooperate with companies worldwide to actively participate in overseas railway projects so that we will grow as a group.
- While continuing its challenges to enter into new business domains, we will hone JR East Group's technologies and expertise and establish an open and transparent corporate culture.



HABATAKU (Empower): Developing employees and create a corporate culture that maximizes human potential

- To ensure that employees are able to experience personal growth and fulfillment through their work, we will strive to provide numerous opportunities where highly motivated employees can succeed and tackle new challenges. At the same time, we will create a culture of respect for embracing challenges, where people feel empowered to try new initiatives.
- Through technological innovation and participation in overseas railway projects, among other means, we aim to build an open and transparent corporate culture and nurture personnel with an expansive perspective, as we foster employees who are able to take a broad interest in other industries and the world at large.
- To address the tumultuous management environment and allocate business resources to growing sectors, we will create a lean, muscular and agile management structure that is able to continuously generate profit.

