

## JR East Stakeholders



### ① Customers

Because our railway and non-railway businesses are continued with fees and compensations from our customers, we have defined our customers as stakeholders.

Stations provide specific venues for customers who use them to interact with the JR East Group, and they also serve as key contact points for the company to provide customers with a wide range of services and information. Furthermore, the trains on which customers travel and non-railway service provision locations both inside and outside stations also serve as key contact points which complement each other.

### ② Regions/communities

As a group whose main focus is the railway business, JR East has a close relationship to regions and communities. Indeed, without local communities, our business could not exist. Accordingly, we have defined them as stakeholders.

We are connected to regions and communities every day through our railway lines and especially our stations. We also maintain contact with these stakeholders by providing information via various media.

### ③ Shareholders and investors

Needless to say, as a stock company, our shareholders play an essential role, and investors are also key stakeholders for the purpose of maintaining our business.

We communicate with all our shareholders and investors via IR activities conducted both in Japan and overseas, such as our general shareholder meeting held once a year, and provide shareholders with financial information and so forth on our website.

### ④ Employees

In the railway business, which is considered a labor-intensive industry, employees play an indispensable role in running the business, and they are defined as stakeholders.

We are able to interact with employees in various ways, including daily communication in the workplace and various types of on-the-job and off-the-job education and training, based on contractual relationships aligned with labor regulations and other rules.

- We strive to improve service quality through measures such as collecting extensive feedback from the customers who use our services via front-line employees, call centers, etc. and working to understand the needs of regions and communities by conducting monitoring surveys along railway lines.
- Through our general shareholders meeting and other IR activities, we listen to the diverse opinions and requests of our various stakeholders and do what we can as a company to address them, and when it comes to matters relating to safe, convenient transportation in particular, we promote concrete measures such as making proactive investments in order to pursue extreme safety levels.