



Society

CONTENTS

- II -1 Relationship with Customers54 ➡
 - Special Topic II:** Promoting Strategy to Attract Foreign Visitors ...65 ➡
- II -2 Relationship with Society66 ➡
 - Special Topic III:** For Regional Revitalization ~"Oyatsu TIMES"~ ...70 ➡
- II -3 Relationship with Employees80 ➡
 - Special Topic IV:** Employee Development Initiatives86 ➡



II -1 Relationship with Customers

II -1-1 Our fundamental concept of service quality

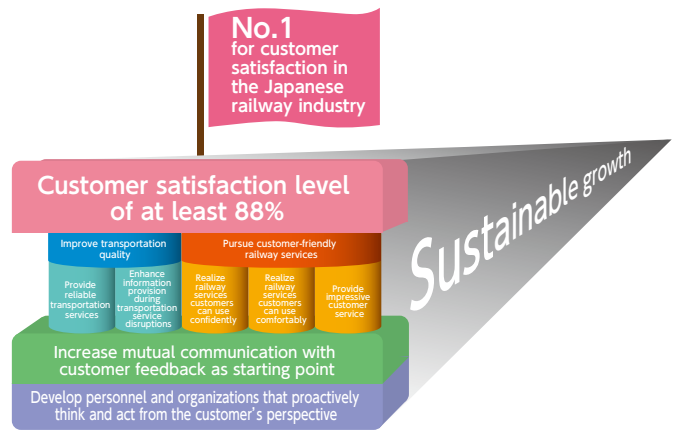
The "JR East Group Management Vision V" states that "Service Quality Reform" is one of the group's eternal missions. In order to become a corporate group that is the preferred choice of customers and local communities, JR East will reform service quality through cross-divisional and cross-sectional teamwork with the aim of becoming Japan's number-one railway in terms of customer satisfaction. In order to achieve this, we will work to increase safety and convenience and further improve transport quality while promoting the creation of railways that passengers can use confidently and pursuing the comprehensive delivery of customer-friendly railway services.

II -1-2 Medium-term Vision for Service Quality Reforms 2017

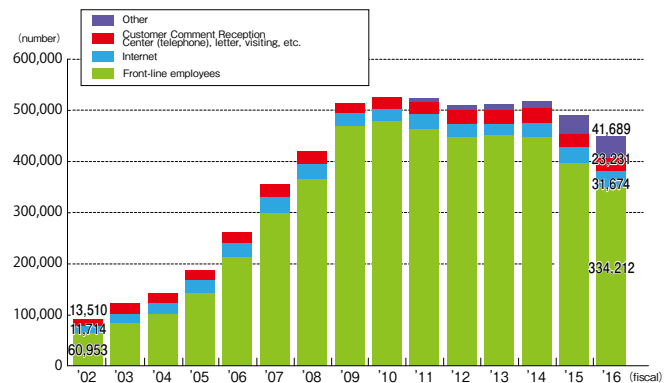
Customer satisfaction levels have continued to increase since the first year of service quality reforms in 2011. However, in order for the JR East Group to continue growing amid the various changes occurring in the surrounding environment, we formulated the "Medium-term Vision for Service Quality Reforms 2017," a three-year plan starting in 2015. With the aim of being number one in the Japanese railway industry when it comes to customer satisfaction, this vision is founded on enhancing mutual communication with customer feedback as the starting point and developing personnel and organizations that proactively think and act from the customer's perspective. It specifies five pillars for further improvement: safety, information provision during service disruptions, confidence, comfort, and service.

II -1-3 Increase mutual communication with customer feedback as the starting point

► **Constant attention to customer comments**
The core of improved quality of service in JR East has been our constant attention to customer comments. To constantly improve our services it is vital for us to listen carefully to customer comments, including their interests and complaints, and then promptly respond to their requests through service improvements. JR East has various methods of collecting large numbers of customer comments on a daily basis, including those passed directly to front-line employees, those posted on the Internet, and those given over the telephone. All of these comments are quickly shared and analyzed on a companywide basis, and form the core of our improvements. We believe that each and every individual customer comment contributes to the core of improved customer satisfaction.

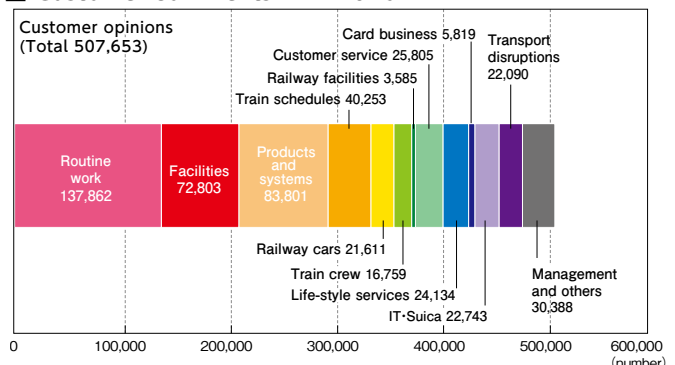


■ Trends in the number of customer comments by channel (FY2002~)



*Since the number of comments collected via "others," which are comments collected through the Group companies, etc., grew among the number of comments collected via customer Comment Reception Center (telephone, letter, visiting, etc.), such has been categorized separately under a new "Others" category.

■ Customer comments in FY2016



* The chart shows the number of comments on each subject. Some customers commented on more than one subject.

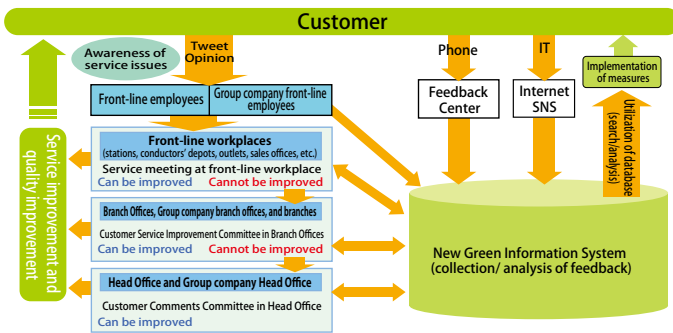
▶ Prompt service quality improvements based on customer comments

Customer comments are considered at various levels within the company. Initially, a decision as to whether or not some action of improvement is possible is made at the level that initially received the original customer comments. The action will reflect this decision. If action is difficult to take at that level, then the comments are passed on to higher levels, where potential improvements can be discussed. At the very top level, we have also established the Customer Comments Committee comprised of concerned executive officers, which considers the possible implementation of improvement measures based on collected customer comments. Through this system, we are constantly striving for the attainment of improved customer services.

■ Case of improvement based on customer comments



■ Systematic improvements based on customer comments



▶ Confirm grasp of issues and effects of measures implemented through customer satisfaction surveys

We conduct customer satisfaction surveys via our JR East Customer Questionnaires to enable us to gain an understanding of how customers evaluate our services that we cannot get simply through customer feedback and to quantitatively check levels of customer satisfaction. The survey results are used to decide which issues JR East should most urgently address as well as to confirm the efficacy of previous measures.

▶ Two-way communications with customers using various channels

JR East considers it necessary not simply to wait for information from customers, but also to be active in ascertaining what they really need. We therefore strive to understand their opinions by making use of social media. Through the "JR East Official Facebook" launched in May 2012, we proactively provide information about our various campaigns and proposals as well as collect customer voices. Furthermore, the "Projects for Improving Service Quality," designed to identify customer needs and to promptly improve service quality and transmit information, began in March 2013. As part of the project, we have been conducting Railway Line Wayside Monitors to gain an understanding of the potential needs of our customers and to expand two-way communications with customers.



JR EAST Official Facebook



Projects for Improving Service Quality (JR EAST APP edition)



Railway Line Wayside Monitors for Musashino Line (image)

《Railway Line Wayside Monitors for Musashino Line》

- Dividing the Musashino Line into three blocks, we conducted interviews along with online questionnaires.
- Employees of JR East participate in interview and directly listen to customers' opinions to gain an understanding of potential needs.

II-1-4 Develop personnel and organizations that proactively think and act from the customer's perspective

▶ Service Quality Coordinator

For overall improvement of railway service quality focused on team efforts for service improvement and for providing reliable railway transport, we stationed Service Quality Coordinators in district and branch offices beginning in October 2011. The coordinator's job is to supervise the area-wide improvement of service quality, as well as to support and promote solutions for cross-organizational problems. In this way efforts will be made to improve service quality rapidly from the front-line field operations.

▶ Group-wide SQ Network

To promote improvements in the quality of our services by reflecting customer comments, with the entire Group working as a single team, our Company and group companies closely involved in transport service established the SQ (Service Quality) Network in October 2011. The SQ Network holds meetings of representatives of JR East and group companies at the operating fields such as stations, branch offices and the head office, to share customers' comments and devise solutions and improvements through teamwork, which goes beyond individual departments or group companies. In this way the JR East Group as a whole can dedicate itself to enhancing customers' satisfaction.

▶ Service Quality Meetings

To improve our service quality further with operating fields, branch offices and the head office working as a team, we instituted Service Quality Meetings, in which senior executives from our head office visit operating fields and exchange views with field supervisors. In the fiscal year ended March 2016, with "the strengthening of collaboration in an emergency of Shinkansen" set as the main theme as was in the previous fiscal year, "establishment of a structure to strengthen collaboration among Shinkansen Transport Department, branch offices and the field in an emergency" and "responses to operation schedule when conducting turn-back operations and provision of information to customers" were discussed. JR East identifies the problems faced by each railway section and area and strives to improve quality of service by means of teamwork.

▶ Service Quality Symposiums

With the goal of achieving even more service improvements, we hold service quality symposiums, and are working to create a workplace environment in which employees think and act by themselves.



Service quality symposium

II-1-5 Provide reliable transportation services

▶ Transport disruption prevention and prompt resumption of train operation after transport disruptions, and minimization of the effects of disruptions to other sections

We are implementing various measures to improve transport quality by striving to prevent transport disruptions and by stepping up early resumption of operations after transport disruptions, as well as preventing disruptions impacting on connecting lines.

We continue to implement expanded introduction of railcars with dual systems* and installation of track switches of next-generation design to make equipment failure less likely, measures to prevent lightning strike damage to electric facilities and other disruption countermeasures.

For early resumption of operations, we maintain efforts to enhance our post-disruption response abilities by such measures as drills to deal with accidents resulting in casualties and rescuing passengers. Notably, concerning accidents resulting in casualties, cooperation with police and fire services is important and we thus implement drills, etc. for employees jointly with police and fire services on a regular basis. In addition, we try to turn trains back before they enter the disrupted section or operate other routes wherever possible in an effort to minimize the impact on customers.

When a disruption has occurred, each worksite involved reflects on how it was dealt with, learns the lessons from this, and uses the knowledge to study and implement measures to prevent recurrences, which are then widely disseminated in-house to raise the level of each and every employee.

*Railcars with dual systems Railcars with increased reliability through duplication of major equipment.



Rescue drill

II-1-6 Enhance information provision during transportation service disruptions

▶ Information Enhancement

For better information provision in an emergency, JR East is taking steps to provide our customers with more accurate information by having the anticipated time at which operations should resume announced within ten minutes of a suspension of operations following an accident that caused casualties, and giving subsequent updates depending on the situation. In addition, as tools for providing transport information, we have installed emergency information displays and are working to enhance display functions, such as displaying in four languages and showing information on turn-back operations, disruptions on other lines and other events as well as to continue installment of displays (installed at 249 stations as of March 2016). We also provide information through various media, such as onboard liquid crystal displays and the content of cell phone carriers. In addition, on our website, we provide information on service suspensions of conventional line limited express trains, etc. and distribute delay certificates on major lines in the Tokyo metropolitan area.



Information display during transport disruptions

▶ Timely Information Provision through Smartphones

In order to provide timely information to meet individual customer needs, we released the smartphone app "JR EAST APP" on March 10, 2014.

"JR EAST APP" allows customers to view information on train operations of not only JR East's trains but also of 15 companies including private railway companies, all our stations and real-time information on the location of 17 lines in the Tokyo metropolis such as Yamanote, Keihin-Tohoku and Ueno-Tokyo Lines. The app also allows customers to easily access information on lines and stations they frequently use. In addition, customers using the Yamanote Line can view their boarding position (car number), information on stops for the section (transfer routes, platform map and station map), and the congestion status and temperature of each car of the Yamanote Line train they have boarded or that is in operation.

In addition to the above services, we launched "JR-EAST Train Info," an English version of the JR EAST APP which is made based on the JR EAST APP and delivers information on operating status of individual trains, maps of major stations and such in English, on March 20, 2015.

Furthermore, for smartphones, we instituted "JR East Train Operation Information Push Notification," a service for notifying information on our train operations. In addition, we provide "Doko-Train," a train operation information service that enables customers to confirm the operating status of individual trains on their own.



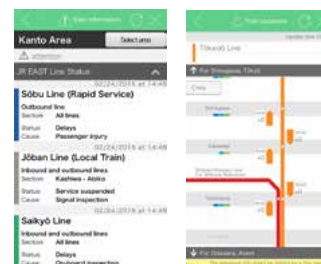
JR EAST APP



Train Operation Information Push Notification app



Doko-Train



JR-EAST Train Info

II-1-7 Railway services customers can use confidently

▶Barrier-free Stations

JR East has been working with local governments and other entities to install elevators at stations in accordance with the "new barrier-free law (Act on Promotion of Smooth Transportation, etc. of Elderly Persons, Disabled Persons, etc.)" As of the end of March 2016 we had completed the installation of elevators in 524 stations.



Chuo Line (Rapid Service) platform in Shinjuku Station



Saikyo Line up-direction train platform in Jujo Station

▶Barrier-free Railcars

To improve accessibility for persons with impaired vision, in the fiscal year ended March 2006 we installed Braille maps and stickers indicating the passenger's current location and the locations of various facilities on all Shinkansen trains. On conventional lines we also are placing Braille stickers identifying car numbers and door locations.

In December 2006, the universal design E233 series railcars started being introduced sequentially to the Chuo Rapid, Saikyo, Yokohama and other Lines. Spacious toilet rooms capable of accommodating advanced electric wheelchairs with handles have been introduced on new Narita Express E259 series cars; on the Shinkansen E5 series "Hayabusa" and the new limited-express E657 series trains on the Joban Line since October 2009; and on the Shinkansen E7 series railcar since March 2014.

Furthermore, E235 series trains, which started operation on the Yamanote Line in November 2015, now have priority seats in each railcar as well as feature free space in all railcars that can be used more safely by wheelchair users and baby stroller users (whereas there used to be a space for wheelchair users only in the front railcar).



Free space on E235 series

▶Creating an environment where customers with baby strollers can use our services safely

To increase safety for customers with baby strollers who use our stations and trains, we have been working to improve the response of railcar doors in the event that baby stroller frames and other devices are caught by the doors. In addition, we carried out a campaign organized by the "Council for Use of Baby Strollers on Public Transportation, etc.," which was formed by the Ministry of Land, Infrastructure, Transport and Tourism, transport operators including our company, baby stroller manufacturers and others, to urge customers with baby strollers to be careful, as well as asking customers with baby strollers and other customers to give way to each other when boarding trains. In FY2015, we posted baby stroller signs, which were selected by the council, in the spaces for wheelchair users on local trains, to create an environment where baby stroller users can safely use our services. In addition, we have baby rooms installed at 42 stations as of the end of March 2016.



Baby stroller campaign



Baby stroller sign

▶ Escalator Safety Measures

To prevent injuries to customers when they use escalators, we are carrying out safety enhancements, including measures that will prevent sandals from getting caught, prevent falls during emergency stops, and prevent steps from descending when escalators stop. In addition, we are also working together with other railway companies, retailers and other facilities to carry out campaigns in an effort to draw the attention of customers through such means as posters and handing out free pocket tissues that call for the safe and proper use of escalators.

In FY2016, campaigns took place during the summer holiday season, continuing an ongoing effort to concentrate people's attention upon the proper use of escalators and upon caring for those customers who, due to injury or various other reasons, are able to stand only on the right side of the escalator steps, which are normally used by people who are walking while on the escalator. We invited retail facilities as well as railway companies to join in the campaigns, and were also able to newly receive support from the Consumer Affairs Agency.



"Escalator Safety" campaign poster

▶ Measures against Female Molestation

In addition to adding women-only cars during certain hours, and with the aim of enabling female passengers to travel stress-free, we have been installing SOS buttons on major Tokyo metropolitan area lines that women can use to alert train crews if they are improperly touched or otherwise molested. Furthermore, in cooperation with police and other railway operators we are actively conducting a campaign to eliminate on-train molestation and have significantly increased security surveillance on trains and in stations. As a further step in the discouragement of female molestation, we have installed on-board security cameras in the leading cars on all Saikyo Line trains.

▶ Crime Prevention Measures

Surveillance cameras are installed in Series E259 and E657 limited express trains on the conventional lines and in the two-level green cars on the Tokaido, Tohoku, Takasaki and Joban lines, and in new railcars of the E3 series in the 2000s and E5, E6 and E7 series Shinkansen railcars in addition to the Saikyo Line.



E657 series limited express trains

▶ Assistance Campaign and Support

We have a campaign in which we personally greet all customers in need, including those customers with disabilities, elderly customers and others who require particular attention, to make sure that they can use our stations and other facilities safely and with a sense of security. In order to foster the momentum for supporting one another and to create a society where all people can live safely and comfortably with peace of mind, we are promoting the "Assistance Campaign and Support" by asking not only our own employees but also employees of other JR East Group companies and, even customers using our services to greet others who may be in need of help.



"Assistance Campaign and Support" poster

II-1-8 Realize railway services customers can use comfortably

▶Transport Services Improvements

In March 2016, the opening of the Hokkaido Shinkansen between Shin-Aomori and Shin-Hakodate Hokuto reduced travel time between Tokyo and Shin-Hakodate Hokuto to as little as 4 hours 2 minutes, greatly enhancing efficiency and increasing the time available at the destination. On the conventional line network, while enhancing convenience by increasing the number of Limited Express Azusa departing from Tokyo station and unifying Takasaki Line Limited Express to 651 series trains, congestion was reduced for Tokaido Line, Utsunomiya Line and Takasaki Line by increasing the number of railcars.

For "Tokyo Mega Loop*," we also increased the frequency of operations during the evening commuting hours for the Musashino and Keiyo Lines and increased the number of directly-operated trains on the Negishi and Yokohama Lines to reduce congestion and enhance convenience.

As a result of the above efforts as well as the introduction of wide-bodied cars, in the fiscal year ended March 2016 the average level of in-train congestion during morning commuting hours was 169%, 69 percentage points below the rate in the fiscal year ended March 1988.

*Tokyo Mega Loop the loop formed by the Musashino, Keiyo, Nambu and Yokohama lines in the Tokyo metropolitan area that has many connections with other JR lines and lines of other railway companies.

▶Efforts to Speed up the Shinkansen

JR East has been putting efforts to increase the speed of Shinkansen and have been operating at a speed of 320km/h since March 2013. This already being a world-class speed, we are continuing with a broad range of research and development in order to realize "Shinkansen operation at a speed of 360 km/h" which we have upheld in "JR East Group Management Vision V."

We will strive to advance with research and development for improving stability while in operation and reducing environmental impacts along the railway line wayside to realize reduction of travel time to destination and such.



E5 series Shinkansen trains



Field test of noise reduction device

▶Improvement of onboard service

As part of improvement of onboard service, we are providing up-to-date information via WiMAX. Furthermore, in addition to liquid crystal display (LCD) on trains in the Tokyo metropolitan area showing guides and advertisements, LED displays in full color installed in limited express trains and new Shinkansen railcars are showing newscasts as well as destinations and other transport information. Customers can also avail themselves of Internet connections on some of the limited express trains through WiMAX and Wi-Fi.

▶Creation of new stations to develop railway network

We are also cooperating with local governments in the creation of new stations in line with their city planning, based on requests from local governments, etc. In FY2016, we opened new stations, Odasakae and Ishimakiyumino on Nambu Line and Senseki Line, respectively.



Odasakae Station on Nambu Line

▶ Improvements in Station Toilets

In order to dispel the image of station toilets as dark, dirty, and malodorous and to enable customers to be able to use them comfortably, since its establishment JR East has been steadily upgrading its toilet facilities. Measures taken include a change to western-style toilets, improved ventilation and the use of larger floor tiles. The upgrading also includes water-saving type toilets and automatic faucets in the washbasins to reduce water consumption. During the fiscal year ended March 2016, we renovated the toilets in 27 more stations, as a way to increase customer comfort and satisfaction.



Toilet installed inside the ticket gate of Shinkansen at Takasaki Station

▶ Station Navigation

In order to facilitate more convenient and comfortable use of complicated stations such as terminal stations, "Station Navi," a smartphone app which provides the current location of the customer and guide to destinations and such is being developed. We made the app for Tokyo and Shinjuku Stations available for the public from January to March 2016 to evaluate the service contents and the system. We will be working to further improve the system for actual implementation.



Route guide

II-1-9 Provide impressive customer service

▶ Efforts to improve customer service

We prepared a "Green Handbook," establishing the basics of customer service in 1987 and started distributing it to all employees. We have been utilizing it while making repeated renewals to suit the changes of the times to improve our customer service since then. In March 2016, we replaced the former six important customer service terms with "hospitality terms" to further draw out the needs of each customer.

▶ Acquisition of Service Assistance certification

We have encouraged our employees to qualify themselves for Service Assistance certification to acquire hospitality mindset and assistance skills, and approximately 11,000 employees were certified by the end of March 2016. The qualified employees wear a "Service Assistant" name tag so that customers will be able to recognize them easily.

II-1-10 Suica Business

▶ About Suica

Suica is an IC ticket provided by JR East. Its service started at 424 stations in the Tokyo metropolitan area in November 2001, and the number of Suica cards issued reached approximately 60.77 million at the end of July 2016. The locations where Suica can be used continues to expand as more shops in JR East's business area begin to accept payment with Suica; interchangeable use with the other 10 IC cards throughout the country was made available in 2013. Furthermore, e-money service enabling use of Suica for shopping payment started in March 2004. Speedy settlement, no hassle over small change and additional convenience have been supported by many customers, and the maximum number of uses on a single day of Suica and other e-money cards operated by transport companies reached approximately 5.75 million (recorded on August 5, 2016). We aim to increase the number to 8 million by FY2021 by further expanding the number of affiliated stores and promoting its use.

【Number of Suica cards issued】	Approx. 60.77 million
<(of which with e-money function)>	Approx. 58.59 million
【Number of Mobile Suica users】	Approx. 3.78 million
【Membership of Suica Point Club】	Approx. 2.27 million
【Number of uses in May 2016】	Approx. 147.79 million
【Number of uses per day (record-high)】	
(recorded on August 5, 2016)	Approx. 5.75 million
【Number of shops accepting Suica】	Approx. 357,270
【Number of locations accepting Suica (number of terminals)】	Approx. 657,310
(As of the end of July 2016 unless otherwise specified)	

▶ As an IC Ticket

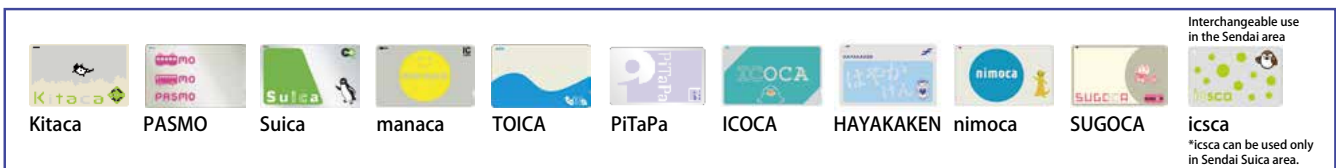
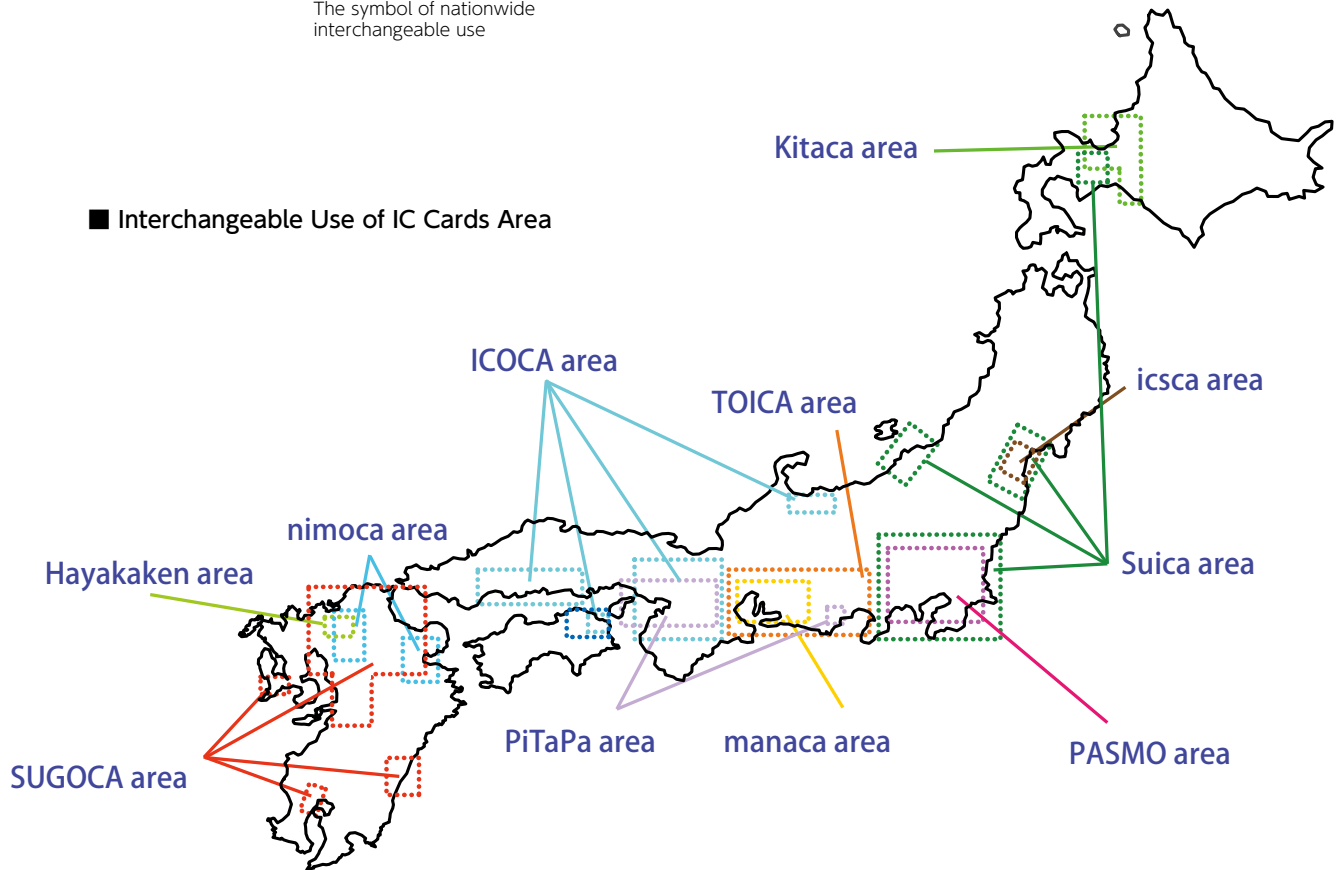
Ten IC cards, including Suica, used in public transport throughout the country were made interchangeable in March 2013. In addition, partial service of Suica was newly made available at 36 stations on 13 lines of our company in 2014 and interchangeable use of Suica with "icsca," IC cards issued by Sendai City Transportation Bureau, in the Sendai region started in March 2016. The number of stations where Suica can be used, including stations of railway companies accepting interchangeable use, is 4,789 across the nation as of the end of March 2016.

【Number of stations accepting Suica for railway use】	
Suica area	924
PASMO area	1,285
Kitaca area	55
TOICA area	149
manaca area	399
ICOCA area	496
PiTaPa area	1,047
SUGOCA area	298
nimoca area	72
Hayakaken area	35
icsca area	29
(As of the end of March 2016)	



The symbol of nationwide interchangeable use

■ Interchangeable Use of IC Cards Area



▶ As Electronic Money

The number of places where Suica can be used as electronic money has been increased, to include shops not just inside but also outside stations. Examples of where Suica can be used include major convenience stores and supermarkets as well as restaurant chains and drugstore chains. In addition to these, we have expanded its use to places other than regular shops and to services, such as taxis, tourist spots, ANA's inflight shopping on domestic lines, Nintendo's game machines and events, as well as online shopping sites like "Amazon" and "Rakuten Ichiba." As of the end of July 2016, the number of shops which accept payment with Suica has expanded to approximately 357,270 and the maximum number of uses in a single day reached approximately 5.75 million on August 5, 2016.

▶ Responding to Diverse Needs

The number of users of "Mobile Suica," which celebrated its 10th anniversary in January 2016, reached approximately 3.78 million at the end of July 2016. As a result of our efforts to increase the membership shops and companies with which points can be exchanged, the membership of "Suica Point Club" reached around 2.27 million as of the end of July 2016. "View Suica," combining the functions of Suica and View cards, was issued and View Gold Lounge was opened for View Gold Plus Card members using Shinkansen Green Cars (1st class cars) to enrich functions and services so as to meet a wide range of customer needs. We have also been working to enhance convenience in the railway business and the life-style business and to further develop customer services by utilizing information obtained from Suica and View cards.



Mobile Suica



Suica Point

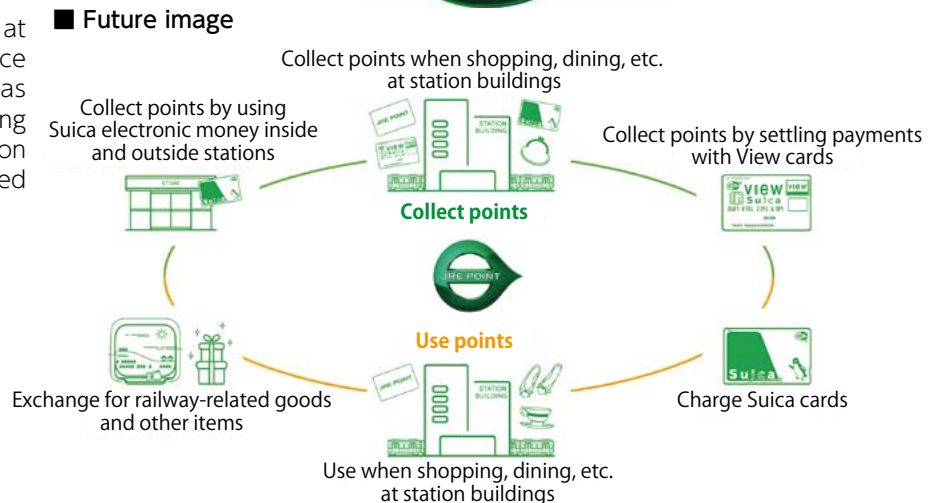


View Suica Card

▶ JRE POINT

In order to increase the use of the JR East Group services and expand its profits through sharing customers while enhancing customers' convenience and appeal of all lines, we launched in February 2016 the "JRE POINT" program. (4 companies and 36 buildings as of the end of August 2016)

We first standardize point services used at station buildings of our group in sequence to make "saving points easier" as well as to make "using points easier" by accepting points for payment for purchases at station buildings, for exchange with railway-related goods, etc.



II-1-11 Efforts on Services for Overseas Visitors

In order to take in demand of rapidly increasing overseas visitors, we are taking active measures such as proposing attractive products and carrying out promotional activities in full cooperation with communities. Furthermore, with an eye on the Tokyo 2020 Olympic and Paralympic Games*, we are working to reinforce capability to accept overseas visitors so that they will be able to use the railway network safely and comfortably.

▶ Products that Appeal to Overseas Visitors

As products that can accommodate to different travel plans, we offer the "JR EAST PASS," which allows unlimited travel within the JR East service area, the "JR Kanto Area Pass," which allows unlimited travel within the Kanto area, and "NEX TOKYO Round Trip Ticket" as a product providing access from Narita International Airport to Tokyo. Starting from April 2016, we divided "JR EAST PASS" into two products ("Tohoku area" and "Nagano/Niigata area") to improve convenience while launching new products such as "JR East-South Hokkaido Rail Pass" for traveling on Hokkaido Shinkansen and "Tokyo-Osaka Hokuriku Arch Pass" for traveling on Hokuriku Shinkansen to provide overseas visitors with more convenient and reasonable products and encourage them to take enjoyable trips using railways.

▶ Environment where foreign visitors can purchase products free of worry

"JR EAST Travel Service Center" for foreign visitors is located at Narita International Airport Terminal 1, Narita International Airport Terminal 2-3, Haneda Airport International Terminal Station on the Tokyo Monorail line, Tokyo Station and Shinjuku Station that many overseas visitors use. In April 2016, a foreign visitors' travel counter was set up in Travel Service Center (View Plaza) at Sendai Station.

At those centers, foreign language speaking staff engage in sales of products for foreign visitors such as the "JR EAST PASS." At Tokyo and Shinjuku centers, tourist information centers are also placed to help overseas visitors consider their trips using JR East. In addition, we have enhanced convenience for overseas visitors by setting up a duty-free counter, etc. in the stations.



JR EAST Travel Service Center at Tokyo Station



Inbound Travel Counter at View Plaza Sendai Station

▶ Seat reservation system allowing reservations from overseas

We offer "JR-EAST Train Reservation," which is a seat reservation service allowing reservations from overseas for Shinkansen and major limited express trains of JR East. Starting from February 2016, real time reservations became possible online, and reservation service in Chinese (traditional Chinese and simplified Chinese) and Korean in addition to English was made available, further enhancing convenience for overseas customers.



Online seat reservation site "JR-EAST Train Reservation"

▶ Free Public Wireless LAN Service for Overseas Visitors

As of March 31, 2016, we have installed and provide free public wireless LAN services at 82 stations (mainly on the Yamanote Line) and at the "JR EAST Travel Service Centers" which are used by many overseas visitors. (This service is provided in four languages: English, Chinese, Korean and Japanese.)



JR-EAST FREE Wi-Fi

*JR East is a Tokyo 2020 Official Partner in the category of Passenger Rail Transportation Services.

Special Topic

II

Promoting Strategy to Attract Foreign Visitors

Station numbering system

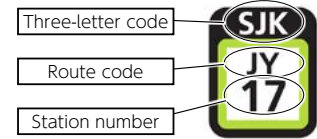
To offer easier and safer use of railways not only for foreign visitors but also for all customers, a "station numbering system" will be sequentially introduced in the Tokyo metropolitan area, with station names indicated in four languages (Japanese, English, Chinese, and Korean), starting at Meguro Station from August 2016.



Station numbering

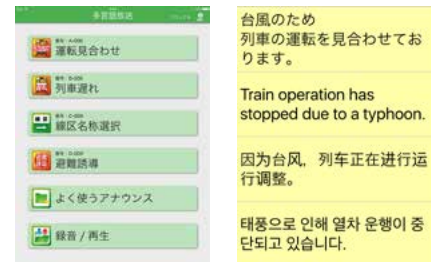
- 1 Shows the combination of the route code (two letters) and station number (two-digit number) using the route color.
- 2 In addition to the route code and station number, "three-letter codes" that represent the station names using three alphabetical characters are shown for hub stations.

Image of JR East station numbering



Reinforcing provision of multi-lingual information through tablets

To enhance the provision of information at stations and on trains in emergencies, an information service utilizing tablets, "Multi-lingual information provision app for emergencies", is being tested at stations where a service manager is staffed or at some stations where train crews are based. Information provision during emergencies in four languages (Japanese, English, Chinese, and Korean) is available in both text and voice.



Multi-lingual information provision app for emergencies

Acquisition of halal certification, and overseas promotion of travel to Japan (sales of Ekiben boxed lunches sold at stations in Paris, etc.)

Halal-certified products sold by the JR East Group include, halal-certified pastry (Baumkuchen) and halal-certified boxed lunches available at some of the retail stores within station buildings in the Tokyo metropolitan area. In addition, two restaurants in Hotel Metropolitan Sendai have acquired localized halal certification and offer halal dishes that Muslim guests can order without worry.



Ekiben shop at Lyon Station, Paris



Paris lunch box



Hotel Metropolitan Sendai's halal dishes

As an overseas promotion of travel to Japan, we opened an "EKIBEN (boxed lunches sold at stations)" shop at Lyon Station in Paris, France for a limited time (March to May 2016) and communicated the charms of railway travelling through sales of Ekiben at the shop.

Also, in November 2016, the "Japan Rail Café" will open in

Singapore, providing a "venue" to offer travel information on Japan and personal exchange among local people highly interested in Japan. Moreover, we are disseminating the charms of railway travel at events, travel fairs, and others held overseas.



Japan Rail Café (Image)