

JR East Group Management Vision V: Priority group-wide tasks

To accelerate the realization of “JR East Group Management Vision V,” the company reviews progress on an annual basis under “Priority Initiatives Going Forward” and makes regular updates to all initiatives. In October 2016, as part of its priority group-wide tasks, JR East updated its measures and set three new initiatives:

◆Improve the safety and reliability of transportation

JR East Group faces internal and external “change points,” including changes in railway systems, the increasingly flat division of work, and the rapid transition to the next generation. In light of these, JR East will proactively solve issues by strengthening related equipment and facilities and revising safety education and training.

◆Take on the challenge of enhancing profitability

Given the realization of projects such as the opening of the Hokkaido Shinkansen line to expand the railway network as well as the completion of JR SHINJUKU MIRAINA TOWER, the JR East Group will further improve the added value for our customers by taking on the challenge of maximizing operating revenues.

◆TICKET TO TOMORROW: Tickets to tomorrow for each and every one of us

Based on the “TICKET TO TOMORROW” communication slogan, the JR East Group will advance concerted initiatives aimed at providing high-quality services to meet customers’ expectations and creating a legacy for society beyond 2020. Each and every one of our employees will make the most of these changes by utilizing them as opportunities and continue to meet the challenge of revolutionizing ourselves not only in the railway business but in all of our businesses.

