

# AT A GLANCE

TRANSPORTATION

## Transportation



Principal Businesses

**Shinkansen Network**

High-speed train services linking Tokyo with major cities

**Kanto Area Network**

Trains serving around the Tokyo metropolitan area, the largest market in Japan

**Intercity and Regional Networks**

Intercity transportation other than the Shinkansen network and regional transportation outside the Kanto area network

**Travel Agency Services**

View Plaza travel agencies and other outlets selling travel products

**Bus Services**

Bus services conducted in addition to railway operations

NON-TRANSPORTATION

## Station Space Utilization



**Retailing**

Retailing activities, such as kiosk outlets, convenience stores, and *ecute* shopping complex at stations and sales of snacks, drinks, and other goods inside trains

**Restaurants**

Fast-food restaurants and a variety of other restaurants operated mainly at or near stations

NON-TRANSPORTATION

## Shopping Centers & Office Buildings



**Shopping Centers**

Development and leasing of space to retailers and other tenants in shopping centers at stations

**Office Buildings**

Development and operation of buildings used primarily as office space

NON-TRANSPORTATION

## Other Services



**Advertising and Publicity**

Advertising and publicity in stations and inside trains

**Hotel Operations**

Chain hotel businesses, including *Metropolitan Hotels* and *HOTEL METS* operated as part of the *JR East Hotel Chain*

**Information Services**

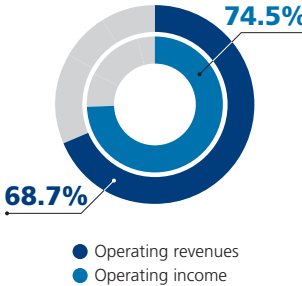
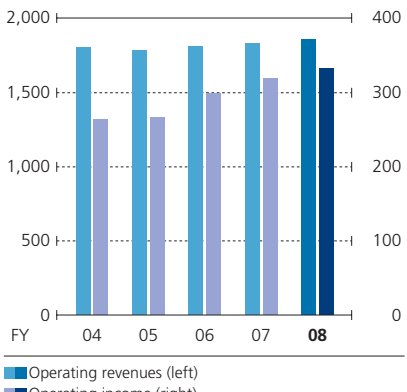
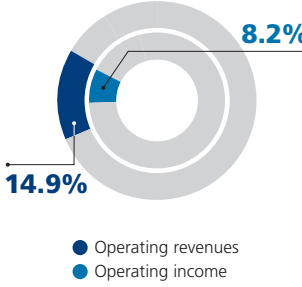
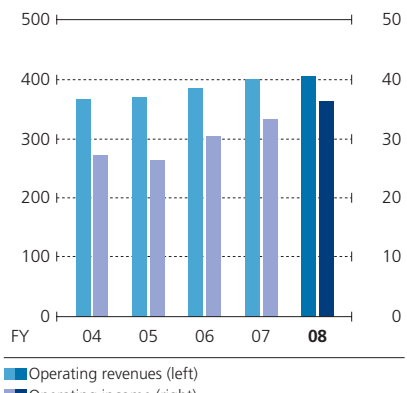
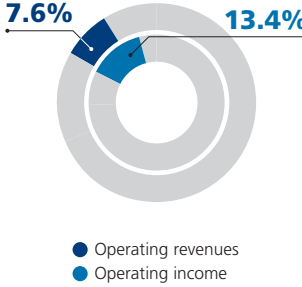
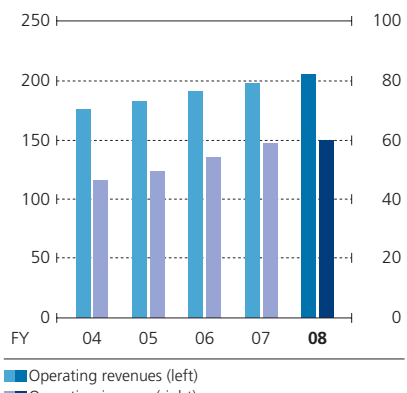
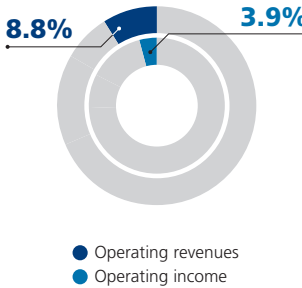
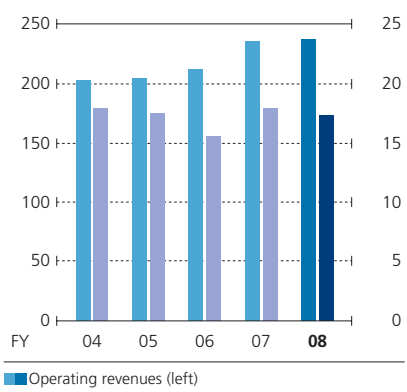
Information processing, development, operations, and support for Internet businesses and related activities

**Credit Card Business**

The *View Card*, a credit card that is honored at stations, stores at stations, hotels, shopping centers, and VISA, JCB, or MasterCard card member merchants

**Others**

Wholesale, truck delivery, cleaning, and other businesses

Business Composition by Segment	Profile and Topics	Business Results (Billions of Yen)
 <p>● Operating revenues ● Operating income</p>	<p>JR East's 7,526.8km rail network (excluding the Tokyo Monorail) covers the eastern half of Honshu, including the Tokyo metropolitan area. JR East operates a transportation business whose mainstay service is passenger railway transportation through the use of this very profitable network. In fiscal 2008, transportation operating revenues were ¥1,857.8 billion (\$18,578 million) and operating income was ¥331.8 billion (\$3,318 million).</p>	 <p>Operating revenues (left) Operating income (right)</p>
 <p>● Operating revenues ● Operating income</p>	<p>About 17 million passengers use JR East's stations every day. Station space utilization offers retailing and restaurant services to these customers through outlets at stations and sales inside trains. Station space utilization operating revenues were ¥404.0 billion (\$4,040 million) and operating income was ¥36.3 billion (\$363 million) in fiscal 2008.</p>	 <p>Operating revenues (left) Operating income (right)</p>
 <p>● Operating revenues ● Operating income</p>	<p>JR East leases space to retailers and other tenants in shopping centers and office buildings developed on property already owned by JR East within or near station premises throughout its service area. Shopping centers &amp; office buildings operating revenues were ¥205.4 billion (\$2,054 million) and operating income was ¥59.8 billion (\$598 million) in fiscal 2008.</p>	 <p>Operating revenues (left) Operating income (right)</p>
 <p>● Operating revenues ● Operating income</p>	<p>JR East conducts a number of other business activities, most of which are aimed at leveraging the customer base at railway stations and other facilities of its core passenger railway transportation business. Major businesses in the other services segment include advertising and publicity, hotel operations, information services, credit card business, and others. Additional activities include construction and car rentals. In fiscal 2008, other services operating revenues were ¥236.4 billion (\$2,364 million) and operating income was ¥17.3 billion (\$173 million).</p>	 <p>Operating revenues (left) Operating income (right)</p>