



## At a Glance

### TRANSPORTATION

#### Transportation



JR East's 7,526.8 km rail network (excluding the Tokyo Monorail) covers the eastern half of Honshu (Japan's main island), including the Tokyo metropolitan area. JR East operates a transportation business whose mainstay service is passenger railway transportation through the use of its very profitable network.

### NON-TRANSPORTATION

#### Station Space Utilization



About 17 million passengers use JR East's railway stations every day. Station space utilization offers retailing and restaurant services to these customers through outlets at railway stations and sales inside trains.

### NON-TRANSPORTATION

#### Shopping Centers & Office Buildings



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 railway station premises throughout its service area.

### NON-TRANSPORTATION

#### Other Services



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 hotel operations, advertising and publicity, information services, credit card business, and others. Additional activities include construction and car rentals.

### Shinkansen Network

High-speed train services linking Tokyo with major cities

### Kanto Area Network

Trains serving in and 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

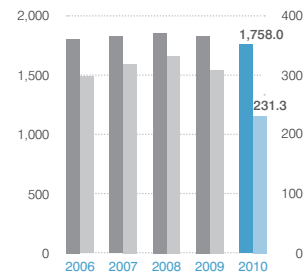
### Bus Services

Bus services conducted in addition to railway operations

### Operating Revenues and Operating Income

Billions of Yen

■ Operating Revenues ■ Operating Income



### Retailing

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

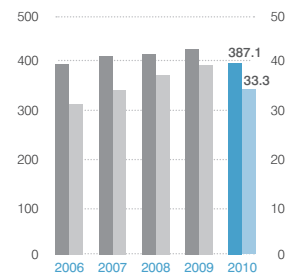
### Restaurants

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

### Operating Revenues and Operating Income

Billions of Yen

■ Operating Revenues ■ Operating Income



### Shopping Centers

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

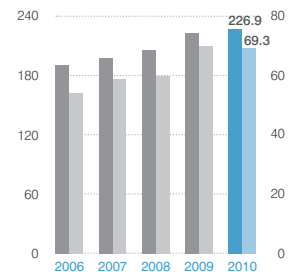
### Office Buildings

Development and operation of buildings used primarily as office space

### Operating Revenues and Operating Income

Billions of Yen

■ Operating Revenues ■ Operating Income



### Hotel Operations

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

### Advertising and Publicity

Advertising and publicity in railway stations and in and on railcars

### 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 railway stations, stores at railway stations, hotels, shopping centers, and VISA, JCB, or MasterCard card member merchants

### Others

Wholesale, truck delivery, cleaning services/station operations, cleaning, and other services

### Operating Revenues and Operating Income

Billions of Yen

■ Operating Revenues ■ Operating Income

