

# Suica

Ticket gate use



Vending machine use



Suica



View Card with commuter pass function



Tie-up with financial institutions, airlines and retail chains



Convenience store use

## OVERVIEW

JR East introduced *Suica* in November 2001 as a fare collection system based on an IC card for displacing magnetically coded tickets. *Suica* is a reusable debit card that can be charged repeatedly with cash and credit prepayments and enables users to board local trains with a touch of a scanner on automatic ticket gates at either end of the journey.

JR East began *Suica* electronic money services in March 2004. At the same time, JR East has been expanding the usage of *Suica* electronic money to *Suica*-compatible vending machines and stores inside and outside stations. The card has won the support of customers for the convenience it offers, making short journeys on trains and small payments quick and effortless. As such, issuance of *Suica* stood at 35.34 million cards as of March 31, 2011.

## TOPICS

### EXPANDED USAGE AREA OF *Suica*

Since introduction in November 2001, JR East has worked to expand the usability of *Suica* on railways within the JR East service area and beyond. Starting with *Suica*'s mutual compatibility with *PASMO* IC cards in March 2007, usability was extended to most other railways and bus services in the Tokyo metropolitan area, besides the JR EAST service area in the Tokyo Metropolitan area, Sendai and Niigata. As of March 31, 2011, *Suica* was usable in almost all of Japan's major cities, including ordinance-designated cities, thanks to mutual compatibility with West Japan Railway Company's *ICOCA*, Central Japan Railway Company's *TOICA*, Hokkaido Railway Company's *Kitaca*, Kyushu Railway Company's *SUGOCA*, Nishi-Nippon Railroad's *nimoca*, and Fukuoka Transportation Bureau's *Hayakaken*.

### *Suica* ELECTRONIC MONEY

Since launching the electronic money service of *Suica* in March 2004, JR East has been expanding business partnerships for the card, with the aim of popularizing its usage in a wide variety of settings. Beyond the stores and vending machines inside railway stations, usability of the card has been extended outside

**Suica in Use**



Mobile Suica express tickets



Green Car (first class) Suica system

**INSIDE STATIONS**



Drink vending machines



Lockers

**OUTSIDE STATIONS**



Convenience stores/supermarkets

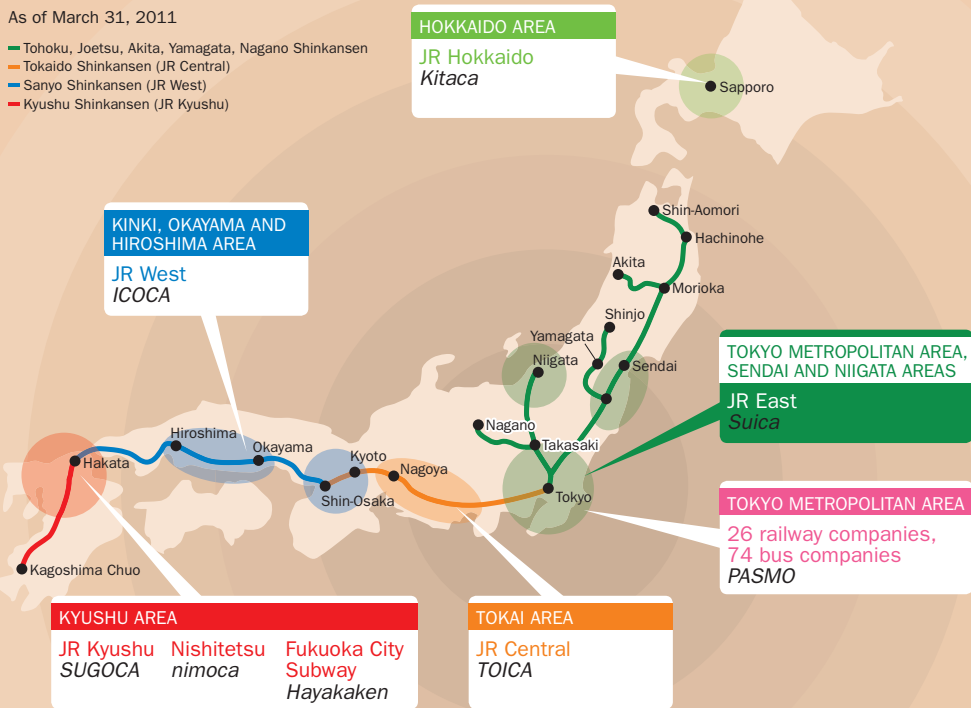


Taxis

**Operating Area**

As of March 31, 2011

- Tohoku, Joetsu, Akita, Yamagata, Nagano Shinkansen
- Tokaido Shinkansen (JR Central)
- Sanyo Shinkansen (JR West)
- Kyushu Shinkansen (JR Kyushu)



the stations to convenience stores and shopping centers, as well as mass retailers of electronics and home appliances. Also, July 2009 saw the launch of a *Suica* Internet service that expanded the card's usage to the settlement of Internet shopping accounts. JR East is busy at work paving the environment for broadening *Suica*'s usage to all aspects of daily life.

At the same time, JR East has launched a variety of campaigns and programs intended to promote *Suica* usage. One of these is the *Suica Point Club* the Company unveiled in June 2007, which awards users with points usable for charging *Suica*.

As a result of those efforts, usage of *Suica* electronic money has continually grown to the point where the cards were accepted at approximately 143,180 retail locations and turned over a record 2.33 million transactions a day as of March 31, 2011.

**MOBILE Suica**

The *Mobile Suica* service, which enables mobile phones equipped with a special microchip to host the card, expands the convenience of *Suica* beyond merely as a debit card. It provides various services using the telecommunications and display functions of mobile phones. For example, the *Mobile Suica Limited Express Ticket* service enables customers to use

their mobile phones to book and purchase reserved-seat tickets on the Shinkansen online, and to board the train ticket-free. Membership in this service numbered 2.39 million individuals as of March 31, 2011.

**INTEGRATION WITH OTHER CARDS**

Furthermore, JR East is developing a lineup of *Suica* services that cater to a wide range of customer needs, such as the *View Card with Suica*, which integrates *Suica* with the credit card functions of the Group's *View Card*, as well as various other multifunctional IC cards integrating *Suica* with company and student identification cards, and cash dispenser cards of financial institutions.

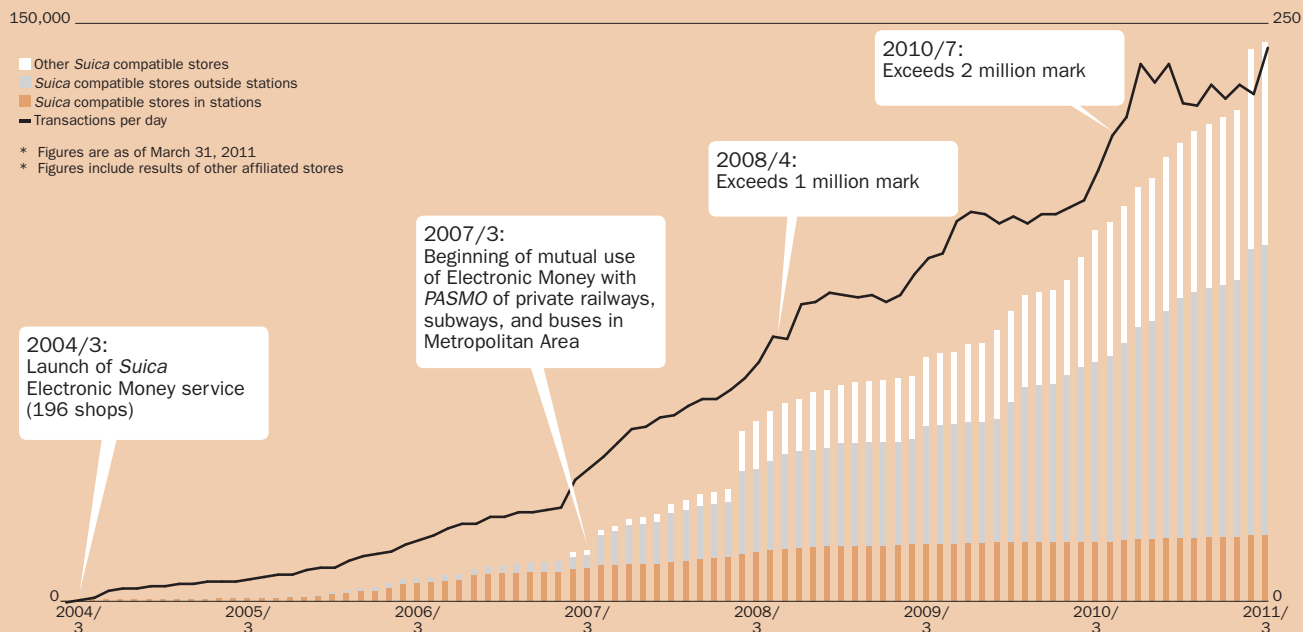
**GREEN CAR Suica SYSTEM**

Other *Suica* services include the *Green Car Suica System* introduced for usage in first-class ("Green Car") carriages on local trains running on the Tokaido Line, Yokosuka Line, Sobu Line (Rapid Service), Shonan-Shinjuku Line, Utsunomiya Line, Takasaki Line and Joban Line. The system tags the seating of users with "Green Car" fares charged to their *Suica* cards to eliminate the need for onboard ticket inspections, for their greater ease and comfort in boarding these carriages.

## Suica Electronic Money- Transactions and Compatible Stores

Left scale: Compatible stores

Right scale: Transactions per day (millions)



## OUTLOOK

### BROADENING *Suica* BEYOND THE CONFINES OF RAILWAY NETWORKS

JR East aims to extend the use of *Suica* to all of its railway lines and expand the mutual compatibility of *Suica* with other IC cards, for the aim of extending the card's acceptance beyond the confines of railway networks.

By the spring of 2013, JR East is planning to make *Suica* mutually compatible with *PiTaPa*, the IC card introduced for various railway and subway lines in the Kansai region, and with *manaca*, the IC card for railways and subways in the Nagoya area. Within the fiscal year ending March 31, 2014, the Company plans to expand this compatibility to *SAPICA*, the IC card for subways, buses and other public transportation servicing the city of Sapporo and its suburbs.

### RAISE *Suica*'s STATUS AS THE PREMIER ELECTRONIC MONEY FORMAT, AND NURTURE IT TO HELP DRIVE GROUP EARNINGS

JR East will strive to establish *Suica* as a brand name, by expanding its mutually compatible network for usage as electronic money, and by paving an expansive network for its usage in public transportation in alliance with other groups. Specifically, the Company will work to expand business alliances in all economic subsectors that would benefit from electronic money to spread its usage to a broader range of settings. This will be done for JR East to lead the effort in promoting the mutual compatibility of electronic money cards and terminals, and spread the acceptance of *Suica* electronic money nationwide.

### UPGRADE *SUICA* OPERATIONS TO A COMPREHENSIVE IT BUSINESS, BASED ON INFORMATION THE CARDS LOG

In the process of promoting a shift from payments in cash to *Suica* transactions, JR East will build up a database on consumption behavior for small purchases. From this data, the Company plans to build an IT Business providing analysis of demographic consumption patterns and other behavior useful as marketing data.