

JR East Group Management Vision V—Ever Onward

Under “JR East Group Management Vision V—Ever Onward,” JR East has positioned “Eternal Mission” and “Pursuing Unlimited Potential” as two important pillars and established six basic courses of action for the Group.

Eternal Mission

Pursuing “extreme safety levels”



Build a railway capable of withstanding natural disasters

- Invest a total ¥300.0 billion in seismic reinforcements (Expect to complete approximately 80% by the end of fiscal 2017)
- Appropriately renew aging facilities such as structures, track equipment, and station buildings

Formulate a phase 2 plan for installing automatic platform gates

- Expand the installation of automatic platform gates to outside of the Yamanote Line
- Reduce costs through methods such as the trial introduction of new types of automatic platform gates

Steadily push ahead with “JR East Group Safety Plan 2018”

Service quality reforms



Further enhance transportation service quality

- Promote snow countermeasures
- Strengthen contingency shuttle and alternative line operations
- Increase the number of lines covered in services providing information on the operational status of trains

Improve the quality of the Tokyo metropolitan area railway network

- Develop an operating framework for the Ueno-Tokyo Line
- Move ahead with specific plans for the development of the Haneda Airport Access Line

Promote use of the Hokuriku Shinkansen and prepare for opening of the Hokkaido Shinkansen

- Develop an operating framework and enhance services provided along with the opening of the Hokuriku Shinkansen to Kanazawa
- Develop wide-ranging sightseeing routes and promote destination-driven tourism in conjunction with the opening to Kanazawa
- Make steady preparations for the opening of the Hokkaido Shinkansen to Shin-Hakodate Hokuto

Improve the convenience of ticketing services utilizing ICT

Strengthening collaboration with local communities



Steadily promote three approaches to town development

- Enhance the attraction and convenience of Shinagawa Station and other large-scale stations
- Promote the line-side brand appeal of railway lines including through promotion of the *Chuo Line Mall Project*
- Develop towns around core regional train stations

Revitalize local economies with NOMONO shops and Sanchoku-Ichi (farmers' markets)

- Promote the sextic industrialization of agriculture, fishing, and forestry

Promote Japan as a tourism-oriented nation

- Advance *Destination Campaigns*
Fiscal 2016: Fukushima, Hokuriku;
Fiscal 2017: Aomori Prefecture-Hakodate
- Capture strong inbound demand including from management participation in a travel company in Taiwan
- Launch a *Golden Route for Travel in East Japan*
- Prepare for introduction of the *TRAIN SUITE SHIKI-SHIMA* cruise train

Pursuing Unlimited Potential

Technological innovation



Promote energy and environmental strategies

- Prepare for the introduction of catenary and battery-powered hybrid railcars to alternating current (AC) line segments
- Transform the northern Tohoku region into a renewable energy base (solar, wind, geothermal, biomass)

Utilize ICT to innovate operations

- Innovate maintenance operations through the introduction of monitoring devices for railcar equipment, railway track equipment, and electric power equipment to model line segments, among others
- Introduce wireless train control systems (ATACS: Saikyo Line (fall 2017), CBTC: Joban Line local services (around 2020))

Technological innovation by employees on the front lines

Tackling new business areas



Take on the challenge of overseas projects

- Make steady progress with supplying the railcars and the maintenance operations for opening the Purple Line urban mass transit railway system in Bangkok, Thailand
- Provide technological support to railway operators in Indonesia

Take on new business areas in life-style services

Incorporate outstanding technologies and services from outside the Company

Establish railcar manufacturing as a fourth business pillar

- Ambitiously develop *sustina* stainless-steel railcars

Developing employees and creating a corporate culture that maximizes human potential



Provide further growth opportunities to motivate employees

- Strengthen the development of global human resources and promote diversity

Promote cohesive Group management

Reform work styles and streamline organizational management

- Pursue a compact and highly efficient business execution framework
- Improve the efficiency and productivity of outsourcing as a Group base

Initiatives in view of hosting the 2020 Tokyo Summer Olympic and Paralympic Games

- Provide safe, smooth, and comfortable transportation services
- Revitalize the flow of tourism in the Tokyo metropolitan area and bring tourists to the regions
- Upgrade the attractiveness of Tokyo by promoting the development of large-scale stations