

Group Philosophy

The JR East Group aims to contribute to the growth and prosperity of the East Japan area by providing quality leading-edge services, with train station and railway businesses at its core, to customers and communities.

We will continue to embrace the challenge of pursuing “extreme safety levels” and service quality reforms. Through technological innovation and globalization, we will strive to attain goals such as nurturing personnel with an expansive perspective, spurring the advancement of railways, and making line-side areas more attractive and convenient. To this end, JR East will continue to rigorously pursue its unlimited potential.

We aim to grow continuously while meeting our social responsibilities as a *Trusted Life-Style Service Creating Group*.

Basic Principles

①

Together with customers and communities

We will put our hearts into providing good service and living up to customers' and communities' expectations.

②

Enhancing safety and quality

We will aim to enhance safe and reliable transportation services and service quality.

③

Pursuing unlimited potential

With an expansive perspective and based on our calling, we will pursue the JR East Group's unlimited potential.

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(2) MIGAKU (Improve): Service quality reforms—Enhancing rail transportation network and other measures	
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Notes: Fiscal years end on March 31 of the respective years shown.
The graphic images and illustrations in this document represent the Company's future direction.