

Advancement of the JR EAST Group's Inbound Strategy

~We are continuously working on creating an environment to accommodate overseas visitors to Japan~

JR East is making the following efforts to respond to the various demands accompanying the increase in overseas visitors to Japan.

- We will be installing new luggage storage areas in Tohoku / Hokkaido and Akita Shinkansen train ordinary cars and Green Cars.
- We will be opening a "Prayer Room" at Tokyo Station.
- We will be launching Japan tourism products in collaboration with airlines.
- We will be launching tourism products using "Joyful Trains" aimed at inbound travelers.

In order to respond to the growing needs of overseas visitors to Japan, we will continue to advance our inbound strategy as a group in the future.

1. Installation of in-car luggage storage areas on Tohoku / Hokkaido Shinkansen E5 series and Akita Shinkansen E6 series trains

(1) Applicable trains

Tohoku / Hokkaido Shinkansen E5 and H5 series and Akita Shinkansen E6 series trains
(For H5 series trains, installation will be carried out gradually by the Hokkaido Railway Company)

(2) Installation location

<Tohoku / Hokkaido Shinkansen E5 series and H5 series>

No. 2, 4, 6, 8 cars toward Tokyo and No. 9 Green Car deck space

<Akita Shinkansen E6 series>

No. 13, 15, 17 cars toward Tokyo and No. 11 Green Car deck space

* Some seats will be removed from the target cars and the luggage storage area will be set up in the space.

(3) Installation period and start of use

<Tohoku / Hokkaido Shinkansen E5 series and H5 series>

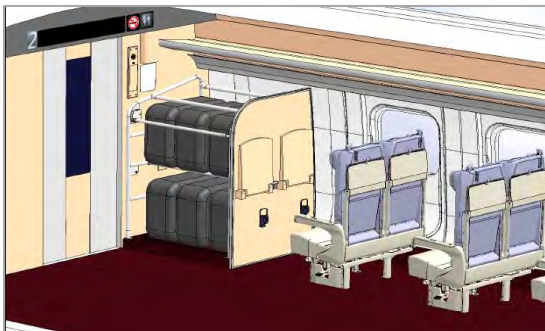
They will be introduced gradually from July 1, 2017 (Sat) and introduction on all trains is scheduled to be completed by around February 2018.

<Akita Shinkansen E6 series>

They will be introduced gradually from around February 2018 and introduction on all trains is scheduled to be completed by around August 2018.

(4) Ordinary car luggage storage area image and photo of existing car (Hokuriku Shinkansen E7 series) luggage storage area

[Image of Tohoku / Hokkaido Shinkansen E5 and H5 series in-car luggage storage area]



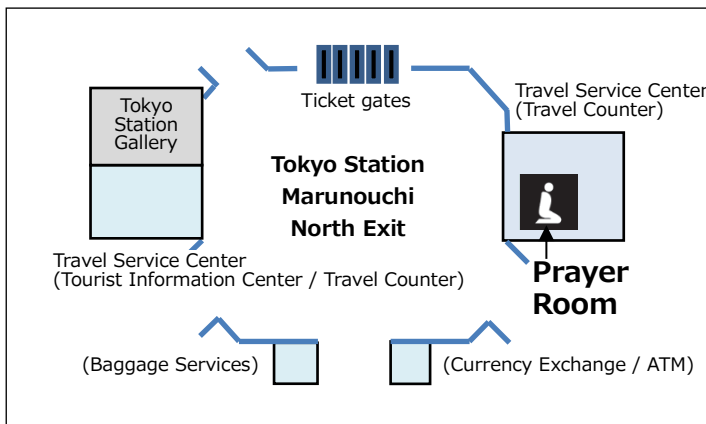
[Hokuriku Shinkansen E7 series in-car luggage storage area]



2. Opening of the JR East Group's first "Prayer Room" at Tokyo Station

In light of the increased number of Muslim travelers visiting Japan from Southeast Asia and other areas, we will be opening a Prayer Room inside Tokyo Station.

- Scheduled opening date June 5, 2017 (Mon)
- Available Hours 08:30 — 19:00 (until 17:00 on Saturdays and holidays) * Open all year round
- Location Tokyo Station, inside "JR EAST Travel Service Center" (Marunouchi North Exit Dome)
- Facility Overview It is a space that can be used by around two people at a time in peace, and it features a "purification space" for users to cleanse themselves. To use, notify staff via the intercom and they will unlock the door.
* The prayer room will be operated as a facility that can be used by anyone, regardless of their religion or denomination.



[Location of the prayer room]



[Image of exterior]

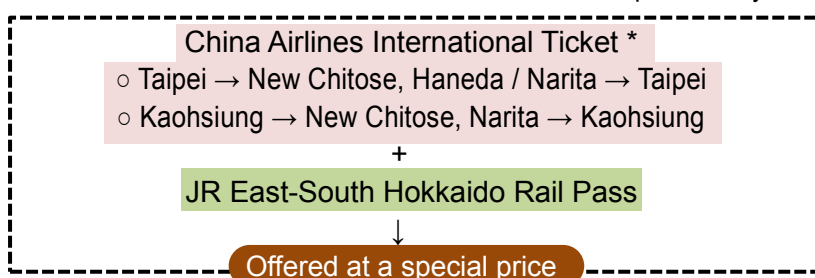
3. Sales of "three-dimensional sightseeing" Japan tourism products in collaboration with international airlines

In collaboration with international airlines, we will be launching three-dimensional Japan tourism products of "Flight + JR" for visitors to Japan from Taiwan and Thailand, in order to create inbound demand to areas mainly in Tohoku.

(1) Collaborative products with Taiwan "China Airlines"

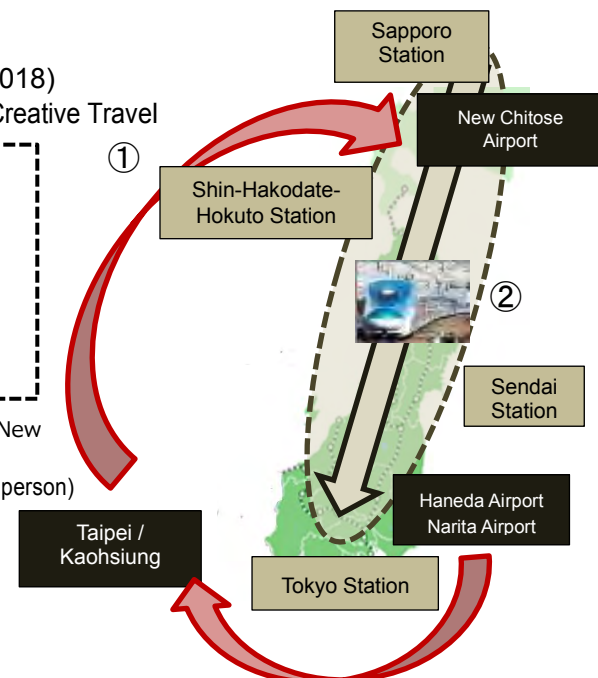
In collaboration with JR EAST Group's JR EAST VIEW Travel Service Co., Ltd. ("VTS") investment subsidiary CREATIVE TRAVEL (TAIWAN), LTD ("Creative Travel"), China Airlines and JR EAST, we are selling specially-priced travel products, using China Airlines from Taiwan, that allow travel around South Hokkaido and Tohoku by rail.

- Sale Period: May 10, 2017 — March 20, 2018
(Available for flights boarding up to June 22, 2018)
- Products: Sales of "Air Ticket + Rail Pass" travel products by Creative Travel



* Open-jaw air tickets, arriving at Haneda / Narita and departing from New Chitose are also possible

- Number of tickets: First 500 persons (minimum number of participants: 1 person)
- On Sale: May 10, 2017 (Wed)



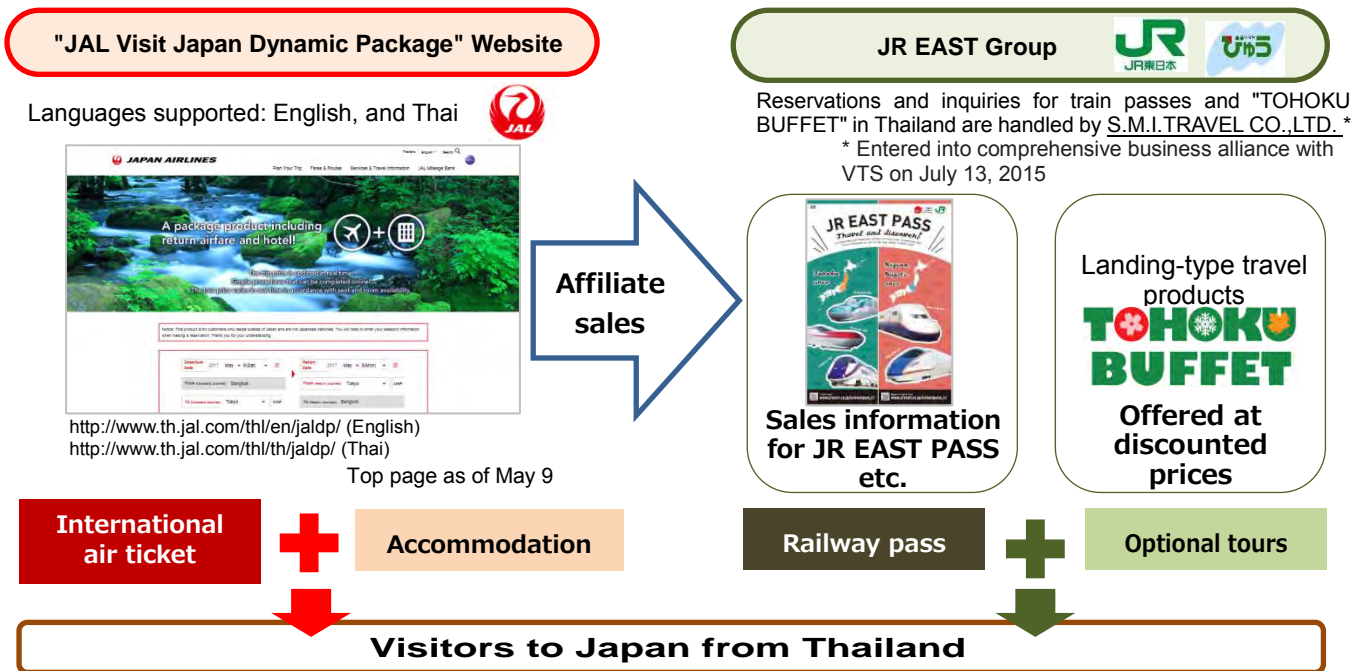
(2) Collaboration with JAL Group "JAL Visit Japan Dynamic Package" in Thailand

In cooperation with Japan Airlines and JALPAK ("JAL Group"), we will inform you about our inbound railway passes for users of "JAL Visit Japan Dynamic Package", on sale in Thailand. In addition, as a collaborative campaign, we offer the landing-type travel product "TOHOKU BUFFET" at a special price to those who purchase a rail pass.

JAL Visit Japan Dynamic Package

- Package tours that allow you to freely combine air tickets, sold online in Thailand by the JAL Group since January 2017, with accommodation. It is the first time for Japanese company to expand overseas.
- Blanket purchase of round-trip international tickets for on 4 JAL routes (Narita, Haneda, Chubu, Kansai) servicing Bangkok, Thailand, connecting domestic air tickets and accommodation (around 5,000 to choose from) is possible.

- Scheduled start date of service: June 20, 2017 (Tue)
- Outline of Collaboration
 - ① Introduction to a website selling our rail passes for inbound travelers, such as the "JR EAST PASS", for customers using "JAL Visit Japan Dynamic Package"
 - ② As a collaborative campaign, until September 30, we will be offering the landing-type travel product "TOHOKU BUFFET" at a discounted price to those who purchase a rail pass from the website.







4. Launching of tourism products using "Joyful Trains" aimed at inbound travelers

JR East is operating a variety of "Joyful Trains" where "riding" on the train itself is the objective, and they have been well received by overseas visitors to Japan, especially for group travelers.

On this occasion, in response to the needs of free individual travelers (FIT), we will be launching, for the very first time, products that make use of "Joyful Trains" as part of the line-up of our personal travel product brand "Eastern Japan Tokyo Rail Days" aimed at inbound travelers.

In addition, the products that make use of "Joyful Trains" being launched this time will be on sale at overseas travel agencies affiliated with VTS, and there are also scheduled to be sold by the JTB Group's JTB Japan Travel Corp under their "SUNRISE TOURS" brand for travel products aimed at inbound travelers.

- On Sale: May 15, 2017 (Mon)
- Set Period: May 17 - September 30, 2017 * Products for October onwards are scheduled for release around August
- Product Overview: A travel product featuring a "Joyful Train" train ticket / limited express ticket + meal and foot spa tickets, etc., as a set
- Sales Locations: VTS affiliated overseas travel agencies
* Scheduled to go on sale from September 2017, under the "SUNRISE TOURS" brand, also at overseas travel companies etc., affiliated with the JTB Group (products departing from January 2018)

Joetsu Shinkansen "GENBI SHINKANSEN"	Yamagata Shinkansen "Toreiyu Tsubasa"
 <p data-bbox="177 1178 807 1350">A Shinkansen train in which you can enjoy the world's fastest art appreciation, with contemporary art specially created by artists for the train exhibited in each car (Echigo-Yuzawa — Niigata)</p> <p data-bbox="177 1386 727 1451">[Product details] Ticket/limited express ticket + original goods</p>	 <p data-bbox="826 1178 1441 1317">The Shinkansen's first resort train, where you can relax with a "footbath" while enjoying the view from the window (Fukushima — Yamagata / Ōishida/ Shinjō)</p> <p data-bbox="826 1386 1441 1451">[Product details] Ticket/ limited express ticket + foot spa ticket + box lunch + drink</p>
Ban-etsu-West Line "FruiTea Fukushima"	Riku-East Line "Resort Minori"
 <p data-bbox="177 1771 767 1910">A "traveling café", where you enjoy original sweet snacks, made mainly with Fukushima fruit, and drinks on the train (Kōriyama — Aizu-Wakamatsu)</p> <p data-bbox="177 1980 791 2040">[Product details] Ticket/reserved-seat ticket + sweet set</p>	 <p data-bbox="826 1771 1441 1944">A resort train where you can enjoy the countryside scenery and the sight of Naruko Gorge flowing past from a large windows (Sendai — Naruko-Onsen) * Operation section is Sendai — Shinō</p> <p data-bbox="826 1980 1430 2040">[Product details] Ticket/reserved-seat ticket + local sweets / drink etc.</p>