

Advancement of the JR EAST Group's Inbound Strategy

~Aiming to enhance our selection of offerings and strengthen our system to accommodate overseas visitors to Japan~

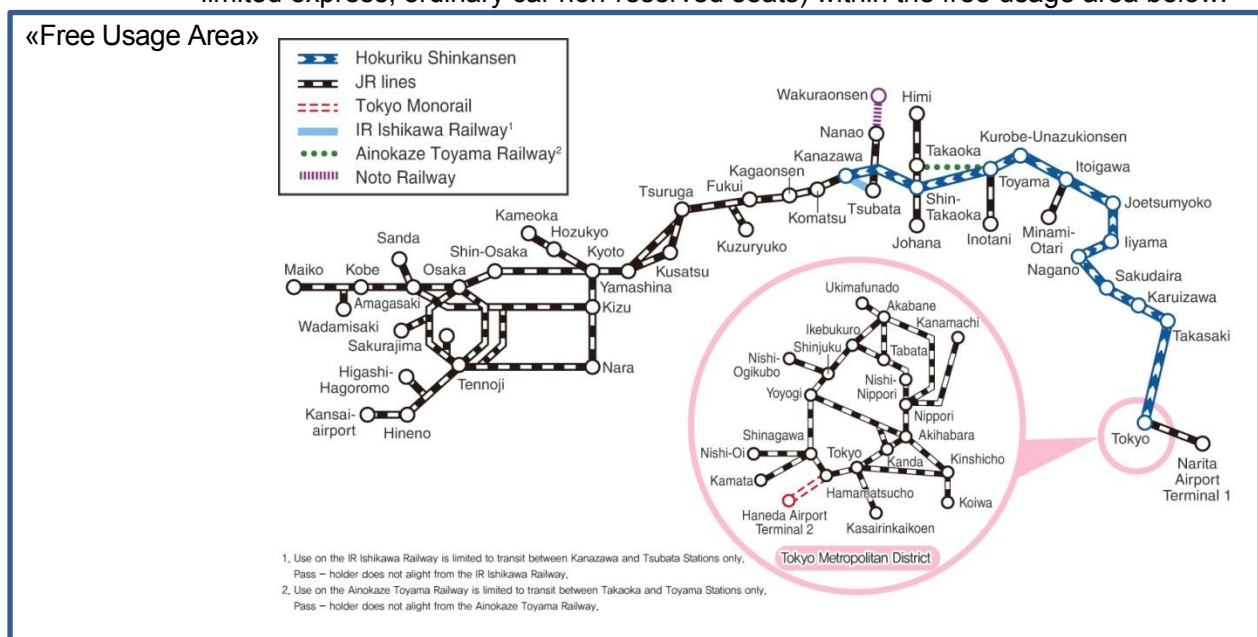
In order to take advantage of the rapid growth in demand from overseas visitors to Japan, the East Japan Railway Company Group is advancing its inbound strategy.

With regard to economical unlimited-travel passes for foreign visitors to Japan, in addition to setting up new products in collaboration with the West Japan Railway Company, we are reviewing the validity, etc., of existing passes. In addition, we are also engaged in various initiatives to strengthen preparedness to receive overseas visitors to Japan, such as expanding the Haneda Airport JR EAST Travel Service Center, making the online reservation service for overseas customers (JR-EAST Train Reservation) multilingual, and expanding tax-free sales in station building shopping areas.

1. Launch of the Tokyo-Osaka Hokuriku Arch Pass

Through joint development between JR EAST and JR WEST, we are launching an economical unlimited-travel pass for travel between Tokyo, Hokuriku and Osaka, aimed at overseas visitors to Japan..

- Name of pass: Tokyo-Osaka Hokuriku Arch Pass
- Period of use: Can be used throughout the year, beginning on April 1, 2016
- Validity period: For 7 continuous days
- Prices: Purchased abroad: Adults ¥24,000, children ¥12,000
Purchased in Japan: Adults ¥25,000, children ¥12,500
- Validity: Unlimited use of the ordinary car reserved seating on limited express trains (Shinkansen included), express trains, and local trains (in the case of the Haruka limited express, ordinary car non-reserved seats) within the free usage area below.



* Please refer to the attached press release (The launch of the Tokyo-Osaka Hokuriku Arch Pass) for details on purchasing the product, conditions for use, validity, sales/exchange locations, etc.

2. Launch of JR EAST PASS (Tohoku area) and JR EAST PASS (Nagano, Niigata area)

We have reviewed the validity of the JR EAST PASS unlimited-travel pass for overseas visitors to Japan and are relaunching it as the JR EAST PASS (Tohoku area) and the JR EAST PASS (Nagano, Niigata area).

* Sales of the current "JR EAST PASS" will end on March 31, 2016 for passes purchased overseas and June 30, 2016 for passes purchased in Japan.

(1) JR EAST PASS (Tohoku area)

- Name of pass: JR EAST PASS (Tohoku area)
- Period of use: Can be used throughout the year, beginning on April 1, 2016
- Validity period: Any 5 days out of the 14-day period from the date of issue (Flexible 5-day use)
* The date of issue refers to the date of pick-up for passes purchased overseas and the date of purchase for passes purchased in Japan.
- Prices: Purchased abroad: Adults ¥19,000, children ¥9,500
Purchased in Japan: Adults ¥20,000, children ¥10,000
- Validity: Unlimited use of the ordinary car reserved seating on limited express trains (Shinkansen included), express trains, and local trains within the free usage area.

(2) JR EAST PASS (Nagano, Niigata area)

- Name of pass: JR EAST PASS (Nagano, Niigata area)
- Period of use: Can be used during the period of one year beginning on April 1, 2016
- Validity period: Any 5 days out of the 14-day period from the date of issue (Flexible 5-day use)
- Prices: Purchased abroad: Adults ¥17,000, children ¥8,500
Purchased in Japan: Adults ¥18,000, children ¥9,000
- Validity: Unlimited use of the ordinary car reserved seating on limited express trains (Shinkansen included), express trains, and local trains within the free usage area.

«Free Usage Area»

(1) JR EAST PASS (Tohoku area)



(2) JR EAST PASS (Nagano, Niigata area)



* Please refer to Attachment 1 for details on purchasing the pass, conditions for use, validity, sales/exchange locations, etc.

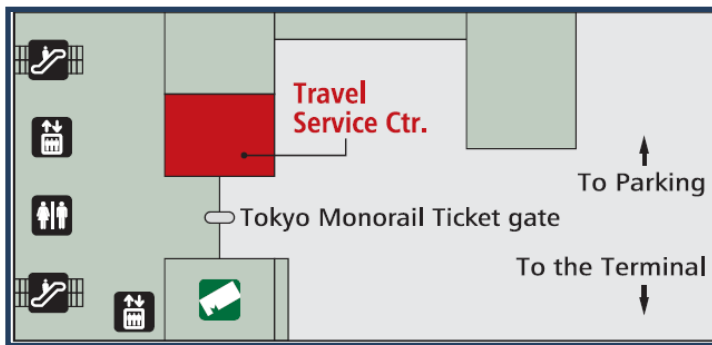
3. Expansion of Haneda Airport "JR EAST Travel Service Center"

In light of the congestion at service counters due to the increase in the number of overseas visitors to Japan, we are planning the expansion of the JR EAST Travel Service Center. This time, we have commenced work on expanding the Haneda Airport "JR EAST Travel Service Center" (Inside Tokyo Monorail Haneda Airport International Terminal Station).

- Scheduled completion: February 2, 2016
 *As the expansion is into the area adjacent to the existing Travel Service Center, the center will remain open throughout the construction period.
- Overview of expansion work: Area: Current approx. 18㎡ ⇒ approx. 63㎡ (approx. 3.5 times larger)
 Number of service counters: Current 1 counter ⇒ 3 counters

Overview of Haneda Airport Service "JR EAST Travel Service Center"

- Opening hours: 07:45–18:30
- Languages: English
- Products handled: "Japan Rail Pass" pick-up, exchange and sales of the JR East's inbound passes, sales of other JR train tickets



4. Expansion of features of the "JR-EAST Train Reservation" online seat reservation service for overseas customers

We are expanding the features of the "JR-EAST Train Reservation" online seat reservation service for overseas customers, making it multilingual and developing an online system.

- Scheduled feature expansion: February 1, 2016
- Multilingualization: English, Traditional Chinese, Simplified Chinese, Korean (currently, English only)
- Online systemization: Immediate response at the time of reservation application
 (Currently, responses are provided within 24 hours of reservation application due to being operator handling)
 *Reservations requires membership registration. (Responses are also immediate for membership registration)
 Inquiries and membership cancellation procedures will continue to be handled by an operator, via email, etc. (offline).

«Site sample image»



5. Expansion of services in station building shopping areas

(1) Tax-free sales

Tax-free sales are starting to be offered at commercial facilities in station buildings, and the number of participating facilities will gradually be increased in the future.

[List of major facilities supporting tax-free sales] * Participating duty-free shops differ by facility

- Tokyo Metropolitan District

Gransta, Gransta Dining, Central Street, ecute Tokyo (above, Tokyo Station), mAach ecute Kanda Manseibashi, ecute Ueno, Lumine Shinjuku, Lumine Est Shinjuku, Lumine Ikebukuro, Lumine Yurakucho, Lumine Yokohama



Tax-free counter

(2) Multilingualization of station building portal site "Eki Para"

From December 1, we will start offering a multilingual service on the "Eki Para" website, which provides information on around 8,500 stores in station buildings and station building shopping complexes such as Lumine, atré and S-Pal.

Languages: English, Traditional Chinese, Simplified Chinese, Korean



(3) Muslim-friendly trials at station cafés and bakeries

At cafés and bakeries in three stations that are used by many overseas visitors – Tokyo Station, Ueno Station and Akihabara Station – we will be handling halal products for a part of the menus, for a limited trial period of "Muslim-friendly" services.

- Participating stores: Tokyo Station (Drip Mania Gransta store, as Leaf Tokyo store)
Ueno Station (UP CAFE ecute Ueno store)
Akihabara Station (Beck's Coffee Shop Akihabara Denki-gai entrance store)
- Sales period: December 1 – December 31, 2015
- Trial content: Sales of halal-certified baked goods (part of the menu)
- Operator: JR East Food Business Co., Ltd.



[Attachment 1]

JR EAST PASS (Tohoku area), JR EAST PASS (Nagano, Niigata area)

Common items

- ◇ Purchase and usage conditions: Customers are foreign nationals and holders of non-Japanese passports who have entered Japan with a "Temporary Visitor" visa to stay in Japan for no longer than 90 days.

* Passports will be checked at the time of purchase.

- ◇ Where to purchase: 1) Purchase in Japan: On sale at domestic sales locations
2) Purchase overseas: Purchase an e-ticket at an overseas tour company, travel agent or on the JR EAST website HP, and exchange for a ticket at an exchange location in Japan

* For both of the above, there are no changes from the current "JR EAST PASS".

"JR EAST PASS (Tohoku area)"

- ◇ Validity: Unlimited use of the ordinary car reserved seating on limited express trains (Shinkansen included), express trains, and local trains on JR EAST lines (BRT included), all Izu Kyūkō lines, all Tokyo Monorail lines, all Aoimori Railway lines, all Iwate Galaxy Railway lines and all Sendai Airport Transit lines, within the free usage area. In addition, there is also unlimited use of the ordinary car reserved seating on limited express trains such as the Tobu Direct Limited Express "Nikko", "SPACIA Nikko", "Kinugawa", " SPACIA Kinugawa" trains.

- ◇ Sales and exchange locations:

	Exchange	Sales
JR EAST Travel Service Centers (Narita Airport Terminal 1 Station, Narita Airport Terminal 2・3 Station, Tokyo Monorail Haneda Airport International Terminal Station, Tokyo Station, Shinjuku Station)	YES	YES
JR Ticket Offices (Narita Airport Terminal 1 Station, Narita Airport Terminal 2・3 Station)	YES	YES
View Plaza (Yokohama Station, Mito Station, Fukushima Station, Sendai Station, Yamagata Station, Morioka Station, Hachinohe Station, Shin-Aomori Station and Akita Station)	YES	YES
Travel Service Centers(View Plaza) (Shinagawa Station, Shibuya Station, Ikebukuro Station (West Exit) and Ueno Station)	NO	YES
Information Centers (Shinagawa Station, Shibuya Station, Shinjuku Station (East Exit), Ikebukuro Station, and Ueno Station (Central Exit), Sendai Airport Line Sendai Airport Station "JR EAST PASS exchange counter")	YES	NO

"JR EAST PASS (Nagano, Niigata area)"

- ◇ Validity: Unlimited use of the ordinary car reserved seating on limited express trains (Shinkansen included), express trains, and local trains on JR EAST lines, all Izu Kyūkō lines, all Tokyo Monorail lines, all Hokuetsu Express lines, and the Echigo TOKImeki Railway line (between "Naoetsu – Arai"), within the free usage area. In addition, there is also unlimited use of the ordinary car reserved seating on limited express trains such as the Tobu Direct Limited Express "Nikko", " SPACIA Nikko", "Kinugawa", " SPACIA Kinugawa" trains.

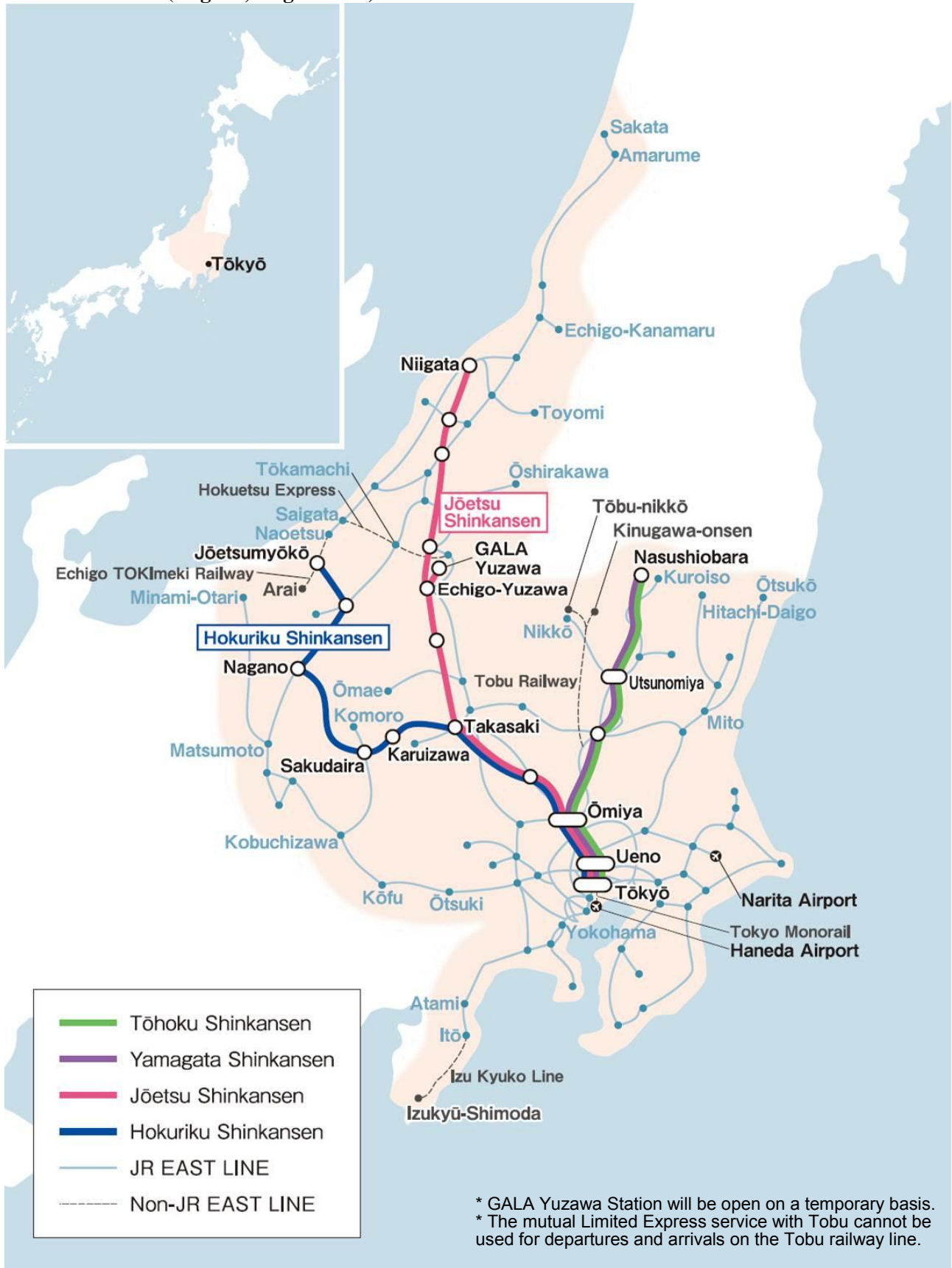
- ◇ Sales and exchange locations:

	Exchange	Sales
JR EAST Travel Service Centers (Narita Airport Terminal 1 Station, Narita Airport Terminal 2・3 Station, Tokyo Monorail Haneda Airport International Terminal Station, Tokyo Station, Shinjuku Station)	YES	YES
JR Ticket Offices (Narita Airport Terminal 1 Station, Narita Airport Terminal 2・3 Station)	YES	YES
Travel Service Centers (View Plaza) (Yokohama Station, Mito Station, Nagano Station and Niigata Station)	YES	YES
Travel Service Centers (View Plaza) (Shinagawa Station, Shibuya Station, Ikebukuro Station (West Exit) and Ueno Station)	NO	YES
Information Centers (Shinagawa Station, Shibuya Station, Shinjuku Station (East Exit), Ikebukuro Station, and Ueno Station (Central Exit))	YES	NO

"JR EAST PASS (Tohoku area)"



"JR EAST PASS (Nagano, Niigata area)"



[Appendix 2]

Other inbound initiatives

(1) GALA Yuzawa

Every year, GALA Yuzawa is used by many customers from overseas. This season, GALA Yuzawa is scheduled to open on December 19, and we are planning to further expand our services to customers from overseas.

[New Services]

New concierge services, pamphlets in 5 foreign languages, signage within the facility

UnionPay card and tax-free sales supported

Creation of the Snowshoe Snowscape Walking Tour (*1), Snow Country Style Experience Plan (*2), and more

*1... A tour that allows overseas visitors, accompanied by guide, to get a taste of mini trekking and the unique experience offered by the snow country

*2... A plan where you can experience wearing snow country "mino hat" and Japanese straw boots

[Continuing Services]

Tobogganing, snow play, ski lessons aimed at foreign visitors, woodland snowshoe tour, etc.



(2) Acquisition of "local halal certification" at the Hotel Metropolitan Sendai's restaurant

Hotel Metropolitan Sendai has acquired at "local halal certification" at two of its restaurants, and they now serve menu items prepared with halal ingredients that Muslim customers can enjoy with peace of mind.

- Locations: Restaurant & Café "Serenity", Japanese cuisine / Teppanyaki "Hayase"
- Start date: February 10, 2015
- Content: Breakfast, lunch, dinner

* "Local halal certification" is a certification based on the world's most widely-used Malaysian halal certification standards, advocated by MHC (Malaysia Halal Corporation), localized to suit the current situation in Japan.



Example menu

(3) Opening of currency exchange centers, etc.

In order to accommodate the currency exchange needs inside the station premises, we have established currency exchange centers, and installed currency exchange machines, in Tokyo Station, Shinagawa Station and Shinjuku Station, and we will be gradually expanding to other stations in the future. (Operator: TetsudoKaikan Co., Ltd. (Tokyo Station); Viewcard Co., Ltd. (Shinagawa Station and Shinjuku Station))



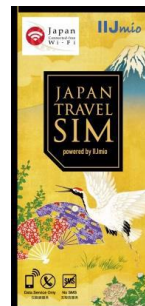
Inside Tokyo Station Gransta View Square	Tokyo Station Marunouchi North Exit JR EAST Travel Service Center (Including foreign currency automatic exchange machines)	Next to Shinagawa Station central ticket gates	Shinjuku Station New South Gate JR EAST Travel Service Center
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(4) Sales of prepaid SIM cards for overseas visitors to Japan

JR East Retail Net Co., Ltd., in the Shinjuku and Tokyo areas, popular with overseas visitors to Japan for visiting and accommodation, is offering prepaid SIM cards aimed at overseas visitors in order to meet their telecommunications needs quickly and easily.

[Shinjuku Station]

- Sales outlet: BOOK EXPRESS Shinjuku South Gate store (Inside the JR Shinjuku Station South Exit ticket gates)
- Sales start: November 1, 2015 (Sunday)
- Service name: "Japan Travel SIM"
* Service provided by Internet Initiative Japan Inc.
- Price: 1.0 GB (30 days): ¥3,000 (tax included)
2.0GB (90 days): ¥4,000 (tax included)



Japan Travel SIM
(package)

[Tokyo Station]

- Sales outlet: STANDBY TOKYO (In front of JR Tokyo Station Shinkansen South Transfer Gate)
- Sales start: October 1, 2015 (Thursday)
- Service name: "Prepaid LTE SIM"
* Service provided by So-net Corporation
- Price: 1.0GB (30 days): ¥3,000 (tax included)
2.2GB (30 days): ¥4,000 (tax included)
3.0GB (60 days): ¥5,000 yen (tax included)



Prepaid LTE SIM
(packaging)

Sales of the "Tokyo-Osaka Hokuriku Arch Pass" aimed at overseas visitors to Japan

~ This new pass enables economical travel from Tokyo and Osaka to the Hokuriku area! ~

JR East and JR West have up to now served many passengers through the sales of economical unlimited-travel passes aimed at visitors to Japan from overseas.

So that foreign visitors to Japan can enjoy touring across a wide area, we are now introducing the "Tokyo-Osaka Hokuriku Arch Pass", an unlimited-travel pass enabling economical travel from Tokyo and Osaka to the Hokuriku area. With this pass, visitors can travel on the Hokuriku Shinkansen and limited express trains from Narita, Haneda and Kansai International Airport to the Hokuriku area.

In addition, Hokuriku area leisure-facilities, bus, train, and other discount and gift benefits are also being prepared.

In the future, we will work even harder to promote tourist routes together with local communities so that even more overseas visitors can get more enjoyment out of their travels.

- ◇ Name: Tokyo-Osaka Hokuriku Arch Pass
- ◇ Usage period: Can be used throughout the year, beginning on April 1, 2016 (Friday)
- ◇ Validity period: For 7 continuous days
- ◇ Sales locations: For exchange ticket sales locations (overseas) and sales/exchange locations (in Japan) please see the attachment.
- ◇ Price: Purchased abroad: Adults (age 12 and up) **¥24,000**, children (age 6 to 11) **¥12,000**
Purchased in Japan: Adults (age 12 and up) **¥25,000**, children (age 6 to 11) **¥12,500**
- ◇ Validity: Unlimited use of the ordinary car reserved seating on limited express trains (Shinkansen included), express trains, and local trains (in the case of the Haruka limited express, ordinary car non-reserved seats) between Narita and Haneda Airports, the Tokyo Metropolitan area, the Hokuriku area, the Kansai area, and Kansai-airport
 - Narita Express limited express train in the free usage area
 - The Tokyo Monorail between Haneda Airport Terminal 2 and Hamamatsuchō
 - The Hokuriku Shinkansen between Tokyo and Kanazawa, and the Thunderbird limited express between Kanazawa and Osaka
 - The Haruka limited express (non-reserved seats) between Shin-Osaka/Kyoto and Kansai-airport
 - JR lines in the Tokyo Metropolitan District, JR lines in the Keihanshin area (Osaka, Kyoto, Kobe and Nara)
 - The Etsumi-Hoku Line, Nanao Line, Himi Line, Jōhana Line, Takayama Main Line (between Toyama and Inotani) Oito Line (between Itoigawa and Minami-Otari)
 - IR Ishikawa Railway, Ainokaze Toyama Railway, and Noto Railway* For details, see attachment.
- ◇ Eligibility: Foreign nationals who are holders of non-Japanese passports (who have entered Japan with a "Temporary Visitor" visa to stay in Japan for no longer than 90 days) are eligible. Passports are required for confirmation purposes at the time of exchange or purchase.
- ◇ Other: Through the cooperation of the people of the region, Hokuriku area leisure-facilities, buses, trains, and other discount and gift benefits are also being prepared for purchasers of the Tokyo-Osaka Hokuriku Arch Pass. More information will be announced through the multilingual website, etc.

■ Tokyo-Osaka Hokuriku Arch Pass exchange and sales locations

1. Exchange order sales Locations

Overseas tour companies and travel agencies selling products aimed at overseas visitors to Japan, such as the Japan Rail Pass

2. Exchange locations in Japan

[East Japan area]

- JR EAST Travel Service Center

Narita Airport Terminal 1 Station, Narita Airport Terminal 2・3 Station, Tokyo Monorail Haneda Airport International Terminal Station, Tokyo Station, Shinjuku Station

- Narita Airport Terminal 1 Station, Narita Airport Terminal 2・3 Station
- Travel Service Centers (View Plaza) in Yokohama Station and Nagano Station
- Information centers

Shinagawa Station, Shibuya Station, Shinjuku Station (East Exit), Ikebukuro Station, and Ueno Station (Central Exit)

[West Japan area]

○ Kansai-airport Station, Osaka Station, Shin-Osaka Station, Kyoto Station, Kanazawa Station, and Toyama Station

3. Sales locations in Japan

[East Japan area]

- JR EAST Travel Service Center

Narita Airport Terminal 1 Station, Narita Airport Terminal 2・3 Station, Tokyo Monorail Haneda Airport International Terminal Station, Tokyo Station, Shinjuku Station

- Narita Airport Terminal 1 Station, Narita Airport Terminal 2・3 Station
- Travel Service Centers (View Plaza) in Shinagawa Station, Shibuya Station, Ikebukuro Station (West Exit), Ueno Station, Yokohama Station, and Nagano Station

[West Japan area]

○ Kansai-airport Station, Osaka Station, Shin-Osaka Station, Kyoto Station, Kanazawa Station, and Toyama Station

■ Usage area for the Tokyo-Osaka Hokuriku Arch Pass

