

Start of JR East 2020 Project
Contributing to the Success of the Tokyo 2020 Games and
Creating an Enduring Legacy

East Japan Railway Company (JR East) has been chosen to sponsor the Tokyo 2020 Olympic and Paralympic Games as a Tokyo 2020 Official Partner. In light of this occasion, JR East has unveiled the JR East 2020 Project, which compiles the objectives that the Company seeks to accomplish. Details are as follows.

1. JR East 2020 Project

Basic Policies

- JR East is committed to contributing to the success of the Tokyo 2020 Games as a Tokyo 2020 Official Partner in the Passenger Rail Transportation Services category.
- JR East will act in its capacity as a company operating in the East Japan area to help ensure that the Tokyo 2020 Games proceed without issue and will work to contribute to the growing enthusiasm surrounding this event.
- Through these efforts, we will endeavor to create an important legacy that will continue to benefit communities long after 2020.

2. Core Initiative Areas of the JR East 2020 Project

Core Initiative Area I: Supporting Operation of the Tokyo 2020 Games

(1) Provide safe, secure, and barrier-free railway services

- A. We will broaden platforms and concourses and expand the range of barrier-free facilities at stations expected to see heavy use during the period of the Tokyo 2020 Games, mainly stations near event sites as well as stations at which customers will change trains in order to access stations near event sites.

* Please refer to the press release entitled “Notice of Station Renovation Plans” (available in Japanese only) for more details on current renovation plans.

B. Placing customer safety as our first priority, we will step up coordination with relevant organizations to prevent acts of terrorism and other incidents on our railways.

(2) Supply information to ensure ease of usage and offer comfortable passenger rail transportation services

A. Based on competition schedules, we will work together with other transportation providers to secure the necessary transportation capacity when usage is predicted to increase. At the same time, we will enhance our ability to offer guidance at stations expected to become crowded.

B. We will improve services, through means such as providing information in multiple languages at stations and in trains, in order to ensure that the growing number of inbound tourists can feel comfortable using our trains.

【Major Initiatives】

- Utilize station numbering
- Display station names in four languages
- Enhance multi-language information provision
- Expand availability of free public wireless LAN services for inbound tourists etc.



Example of sign displaying station numbering and station name in four languages

Core Initiative Area II: Cultivating Enthusiasm for the Tokyo 2020 Games

(1) Stimulate tourism to aid reconstruction of regions heavily impacted by the Great East Japan Earthquake (Tohoku region)

Aiming to aid the reconstruction effort in regions that were heavily impacted by the Great East Japan Earthquake, we will advertise the appeal of the Tohoku region by providing passenger rail transportation services. We will also work to encourage as many people as possible, including travelers from overseas, to visit the Tohoku region.

[Major Initiatives]

- Continue Ikuze, Tohoku. Campaign

- Advance collaborative activities with the Tohoku Tourism Promotion Organization, Japan National Tourism Organization, and municipal government agencies

(2) Revitalize local industries in the East Japan area through related events

We will strive to help revitalize local communities through various events related to the Tokyo 2020 Games held in the East Japan area and other parts of the Company's service area.

[Major Initiatives]

- Revitalize local industries through collaboration with the Committee on the Tokyo 2020 Olympic and Paralympic Games
- Participate in and support events and cultural programs related to the Tokyo 2020 Games

(3) Improve appeal of the Tokyo metropolitan area through terminal station renovations

- A. We will examine possible initiatives for cultivating enthusiasm for the Tokyo 2020 Games in the area surrounding the new station tentatively scheduled to open between Shinagawa Station and Tamachi Station in 2020.
- B. We will conduct renovations and various other initiatives at Shinjuku, Yokohama, Tokyo, Shibuya, and other large-scale terminal stations in preparation for the Tokyo 2020 Games.



Planned site of new station

(4) Utilize Tokyo 2020 Paralympic Games as an opportunity to promote diversity

- A. We will continue implementing the assistance campaign, which entails employees actively asking customers if they need assistance.
- B. As an official partner to the Japanese Para-Sports Association, we will continue to support the spread of para-sports through ongoing trainings in which participants are given the chance to experience para-sports, internal education activities, and other initiatives.
- C. We will cultivate a corporate culture in which employees respect each other's diversity in terms of gender, nationality, disability status, and other factors, while working together to tackle challenges.



(5) Continue contributing to local communities through sports team activities

We continue to support community sports activities through our Company baseball, women's judo, running, and basketball teams as well as our involvement with the JEF UNITED Ichihara Chiba professional soccer team.



Sports workshop

Enduring Legacy to be Created through the JR East 2020 Project

- ◇ Safe, secure, and barrier-free railways available to all
- ◇ Multi-language information and seamless guidance enabling smooth and comfortable use of passenger rail transportation services
- ◇ Stimulate tourism to regions heavily impacted by the Great East Japan Earthquake (Tohoku region) through customer drawing initiatives by providing passenger rail transportation services
- ◇ Revitalization of local industries in the East Japan area through cooperation with related events and utilization of local specialty products
- ◇ Solicitation of Japan's appeal centered on the new station between Shinagawa Station and Tamachi Station and subsequent development of base for international exchanges
- ◇ Corporate culture that facilitates the efforts of differently abled and non-Japanese employees
- ◇ Contributions to local communities through Company and professional sports teams



Tokyo2020 Official Partner (Passenger Rail Transportation Services)