

# JR East Group Sustainability Report 2004

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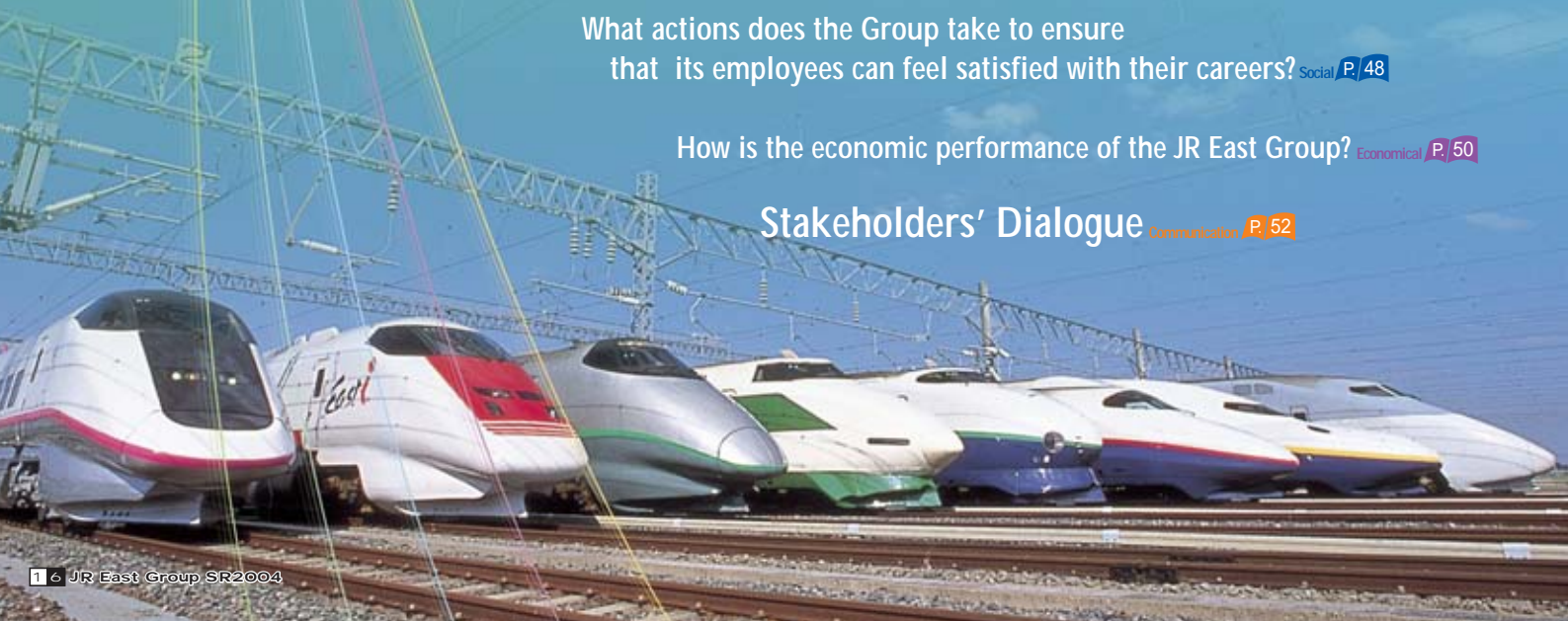
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## What Is the JR East Group's Vision?

The JR East Group seeks to be a corporate group that takes on the challenges of creating services that support people in their day-to-day lives and hopes to become a corporate group that is trusted by its customers and all other stakeholders. In other words, the JR East Group aims to be a "trusted life-style service creating group."

### Group Policies

The JR East Group aims to function as a corporate group providing high quality and advanced services with railway businesses at its core while achieving sound management. For this purpose, every employee of the Group endeavors to support safe and punctual transportation and supply convenient and high-quality products. Every employee takes on the challenge of improving the standard of services and raising the level of technology in order to further gain the confidence and trust of customers. As a "trusted life-style service creating group," we go forward with our customers to contribute to the achievement of better living, the cultural development of local communities, and the protection of the global environment.

### The New Frontier 21

The *New Frontier 21*, announced in November 2000, is the JR East Group's medium-term business plan for the period from 2001 to 2005. In pursuit of the Group's goal to be a "trusted life-style service creating group," the plan specifies four vital roles and five specific directions that the JR East Group is pursuing. These include achieving harmony with society and coexisting with the environment. To these ends we are encouraging the development of a barrier-free society and the revitalization of local communities while promoting environ-

mental management to become a "corporate group advanced in environmental conservation." Through such activities, we aim to act as a responsible corporate citizen providing ongoing services to the community.

### Action Guidelines

#### 1. Customer Focus

We offer cordial, user-friendly services.

#### 2. Safety and Quality

We provide safe and punctual transportation services and other high-quality services.

#### 3. Group Development

We establish trustworthy corporate group with autonomy, collaboration, and challenging spirit.

### Stakeholders\*1 and CSR

The JR East Group, serving approximately 16 million customers daily in its railway business alone, has various relationships with an enormous number of stakeholders including shareholders and investors, business partners, employees and their families, non-profit organizations, and local communities. There has been particular focus on corporate social responsibility (CSR) in recent years, and the Group believes that its business activities with a focus on railway services are the means for the Group to fulfill its corporate social responsibilities. Based on the Group Policies and Action Guidelines, we are working to achieve continuous growth, and through the gain of trust from all of our stakeholders, we will carry out our corporate social responsibilities.

### A Trusted Life-Style Service Creating Group "New Frontier 21"



### Four Vital Roles

We believe that the JR East Group should perform the following four major roles in the twenty-first century.

1. Provide safe, comfortable, and convenient transportation services and create new services (spatial and temporal designs)
2. Achieve steady growth and returns
3. Drive technological innovation and integrate advanced technologies
4. Fulfill our social responsibilities and work in partnership with local communities

### Five Specific Directions

We are committed to the realization of a group vision, based on five specific directions.

1. **Creating Customer Value and Pursuing Customer Satisfaction**  
— Building a corporate group for providing customers with "trust," "comfort," and "excitement."
2. **Innovation of Business through the Creation of Technologies**  
— Building a corporate group for the integration of advanced technologies.
3. **Harmony with Society and Coexistence with the Environment**  
— Building a corporate group which harmonizes with society and gains the respect of global community.
4. **Creating Motivation and Vitality**  
— Building a corporate group offering a working motivation and a sense of accomplishment through a free and liberal approach to work.
5. **Raising Shareholder Value**  
— Building a corporate group meeting shareholder expectations through the improvement of consolidated performance.

#### \*1 Stakeholder

Persons or parties who have a relationship with the JR East Group including customers, shareholders and investors, business partners, employees and their families, non-profit organizations, and local communities.