

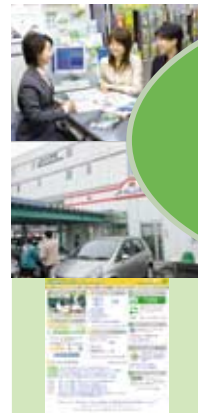
# The JR East Group aims to become a corporate group trusted by all stakeholders through the provision of a variety of services, with stations and railways as our core businesses.

The JR East Group aims to provide the highest quality and most advanced services centered around stations and railways — services that give customers a sense of safety and security, services which customers can enjoy with convenience and a sense of affluence, services that respond to current needs of society. As a trusted Lifestyle Service Creating Group, the JR East Group aims to strike a balance between fulfilling its social responsibilities and generating profits, while maintaining close relationships with all its stakeholders.



**Shareholders and creditors**

**Safe and**  
JR East Group environmentally-friendly Shinkansen introduce new able and environ-



**Pleasurable travel**  
JR East Group supports town revitalization through tourism, makes proposals for ecotourism and for travel on local lines in order to increase the attraction of railway travel, and cooperates with local transport operators to increase mobility.

**Employees and their families**

**Busi**  
JR East know-tured in services enterprises.



## Customers



## comfortable travel

will promote the introduction of friendly hybrid railcars, designate railcars as non-smoking cars, and railcars which are safe, comfortably friendly.

## Everyday convenience

JR East Group is striving to further improve the convenience of Suica, the IC card which seamlessly connects most parts of the Tokyo metropolitan area transport network, and to expand the card's usability, through the development of businesses inside stations, shopping center businesses and publishing.

## Local communities

## Support for life and health

JR East Group provides station nursery school and nursing care facilities that respond to the demands of the aging society and the declining birth rate. The Group is also involved in the sports and leisure businesses.



## Business support

Group provides its unique know-how and experience nurture the railway and lifestyle businesses to support other

## Creating new cities

JR East Group is involved in the construction and operation of shopping centers, hotels, condominiums and housing developments, including the large-scale redevelopment of Tokyo Station.



## Business partners

## NPOs & NGOs

## Public sector