

## Group Philosophy

JR East Group aims to function as a dynamic corporate group providing quality leading-edge services, with railway businesses at its core.

To that end, each person working for the group will reflect the viewpoints of customers by providing safe, reliable transportation and high-quality, convenient products and services. At the same time, group employees will continue raising the levels of services and technologies to earn the further trust and confidence of customers.

We will grow continuously and advance in harmony with customers by generating earnings while meeting social responsibilities as a *Trusted Life-Style Service Creating Group*.

## Basic Principles

### ■ Putting the customer first

We will put our hearts into providing good service and living up to customers' expectations.

### ■ Ensuring safety and quality

We will take thorough measures to provide transportation services that are safe and reliable and products and services that are of high quality.

### ■ Developing the Group

We will make concerted efforts to grow the group by emphasizing autonomy, collaboration, and new initiatives.