

Special Topic 2

Expansion of the Railway Network

Opening of the Hokuriku Shinkansen

In preparation for the opening of the Hokuriku Shinkansen Line to Kanazawa, we conducted a “Japanese Beauty Hokuriku Campaign” as one of the original measures beforehand in October 2014 and highlighted the attractions of the Hokuriku region to foster the mood for its opening. In addition, as our focus on the Hokuriku Sales Center set up in April 2013, we joined forces with local governments and JR West to prepare development of tourism routes covering a wide area, including the Hokuriku region (Fukui, Ishikawa and Toyama Prefectures) and the Shin’etsu region (Niigata and Nagano Prefectures). We will also conduct a “Hokuriku Destination Campaign” in October 2015 and continue to work closely together with JR West and local communities in preparation.



“Smile! The Opening of the Hokuriku Shinkansen” footage from TV commercial



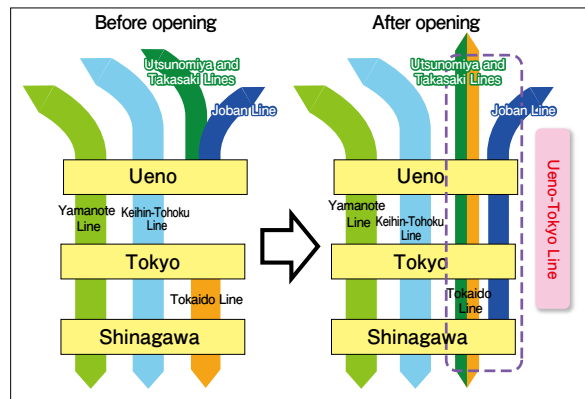
“Japanese Beauty Hokuriku: The Japan I Wanted to Visit” poster

Opening of the Ueno-Tokyo Line

The Ueno-Tokyo Line, the newest link in the Tokyo metropolitan area railway network, opened on March 14, 2015. Trains now run through between the Utsunomiya and Takasaki lines, which serve northern suburbs, and the Tokaido Line to the south and southwest. This greatly enhances convenience for many passengers on these lines, who no longer need to change at Ueno or Tokyo to trains on the Yamanote Line and Keihin-Tohoku Line. Many Joban Line trains also use the Ueno-Tokyo Line and go as far south as Shinagawa.

Joban Line express trains have been renamed as “Hitachi” for services to and from Iwaki and “Tokiwa” for shorter-distance runs that make more stops at intermediate stations. Most of the express trains also operate to and from Shinagawa.

Other improvements for express-train users include our “Eki-Net Ticketless Service”, more comfortable seating, and a simpler schedule of saving charges for express service.



Transport System after the opening of “Ueno-Tokyo Line”

Toward Opening of the Hokkaido Shinkansen to Shin-Hakodate-Hokuto

In preparation for the opening of the Hokkaido Shinkansen to Shin-Hakodate-Hokuto at the end of fiscal 2016, JR East joined forces with JR Hokkaido to publicize the name of the Hokkaido Shinkansen rolling stock and unveil the H5 series trains, which are based on the E5 series used on the Tohoku Shinkansen.

A Rail Fastening Ceremony was held in the yard of Hokkaido Shinkansen Kikonai Station on November 1, 2014 and running tests were conducted between Shin-Hakodate-Hokuto and Okutsugaruimabetsu from December 1, 2014 to March 31, 2015. Running tests between Shin-Aomori and Shin-Hakodate-Hokuto were also conducted in collaboration with Japan Railway Construction, Transport and Technology Agency (JRTT) and JR Hokkaido to prepare for the opening.

## VOICE

## &lt;Hokuriku Marketing Center&gt;

**To Transmit Attractive Information that will Not End as a Temporary Boom**

The Hokuriku Marketing Center is located in front of Kanazawa Station to gather attention for the opening of Hokuriku Shinkansen. Since this Kanazawa Station is under the jurisdiction of JR West, it is the first sales office set up outside of the JR East service area.

The main business concept is information gathering, investigation and analysis in terms of tourism covering Ishikawa, Toyama and Fukui Prefectures and development of tourism routes on the basis of this information. By drawing the “Attraction of Plus Alpha” of places that the locals want visitors to sightsee or experience fun as well as well-known sightseeing spots, we continue to introduce such to customers along the JR East Line including the metropolitan area.

When we think of the opening of the Shinkansen, what of the “Hokuriku has been bound with Tokyo” is the first thing that comes to mind. In fact, access to Nagano makes remarkable progress and visitors to Hokuriku are increasing. In addition, the fact is that the 10% of visitors are from Sendai or surrounding areas since the opening. Though the locals also seemed to hold the image that Hokuriku bound to Tokyo as a point and a point, they surely feel closer to the entire sales area of JR East after welcoming visitors from various regions.

We are aiming that the current situation will not end as a temporary boom, but by analyzing the attraction of regions deeply and conveying this in a simple way for visitors to come sustainably, and providing local products or specialties to enjoy their attraction. We would like to remember to transmit attractive information for visitors to come to Kanazawa as a starting point of the Hokuriku region, the surrounding areas including Kaga and Noto, in addition to Toyama and Fukui Prefectures.

Therefore, it is necessary that we work together with the local communities. While we have a wealth of knowhow about tourism, we have little on the deep attraction of the Hokuriku region. On the other hand, local governments and tourism facilities have strengths in local information, but there is a limit to PR activities in the metropolitan area. We suppose that the mutual cooperation of the three entities of JR East, local governments and tourism facilities enables effective PR activities and drives sustainable tourism demand.

Two years have passed since the Hokuriku Marketing Center was set up. We have kept in mind that we are not considered a “Passerby” by locals. Judgement from shallow knowledge from just seeing and hearing a little makes it easy to miss the true attraction and causes misunderstanding, so it cannot be helped that we are considered a “Passersby” by locals. In order for the JR East working outside the original sales area to gain trust from locals: see the current situations of the regions, listen carefully to what locals say and know as the origin of sightseeing sources and the histories of towns. We think of this as a cardinal rule.

When we see the current bustle of Kanazawa Station, we feel great satisfaction from playing a role in binding the customers of the Hokuriku region with the those of the East Japan area and that it is greatly due to our being able to put into practice “Seeing, Listening and Knowing Carefully” that we could receive appreciative words from many customers.



Railway Operations Headquarters  
Marketing Department  
Hokuriku Marketing Center  
Director  
**Hideaki Kuroda**

## JR East's Life-style Business

JR East operates a broad range of lifestyle businesses and provides services to support the everyday lives of our customers in their various lifestyles and life stages. These services include retail stores within station buildings, hotels, office buildings and fitness clubs that benefit from their locations near stations, advertising in stations and on trains, childcare support in areas adjoining railway lines, and housing.

## Appealing to Overseas Visitors

### Products that Appeal to Overseas Visitors

We offer the "JR EAST PASS," which allows unlimited travel within the JR East service area, and the "JR Kanto Area Pass," which allows unlimited travel within the Kanto area. In March 2015, we began to offer "N'EX TOKYO Round Trip Ticket" as a product providing access from Narita Airport to Tokyo. In addition, we offer the "Mt. Fuji Round Trip Ticket" to promote demand for trips to Mt. Fuji, and the "GALA Option Ticket" as an option that can be added to the "JR Kanto Area Pass" for customers to enjoy snow in winter. With these highly convenient seasonal travel products, we can give visitors suggestions and recommendations for different train trips in our service area.

### Free Public Wireless LAN Service for Overseas Visitors

As overseas visitors feel that the free public wireless LAN environment in Japan is inconvenient, we provide and have installed free public wireless LAN services at 41 stations (mainly on the Yamanote Line) and at the "JR EAST Travel Service Centers" which are used by many overseas visitors. (This service is provided in four languages: English, Chinese, Korean and Japanese.)



JR-EAST FREE Wi-Fi

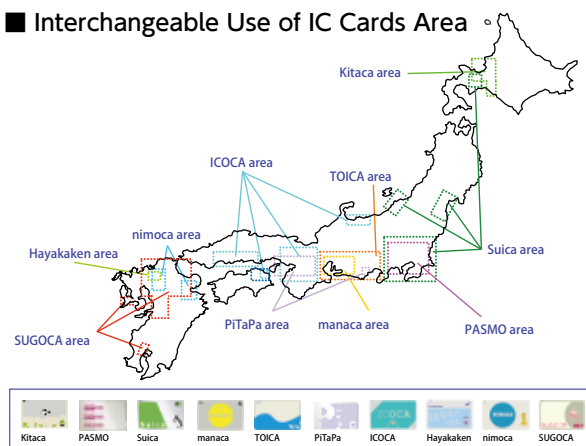
## Suica Business

### As an IC Ticket

Ten IC cards, including Suica, used in public transport throughout the country were made interchangeable in March 2013. In addition, partial service of Suica was newly made available at 36 stations on 13 lines of our company in 2014 and service of Suica on Fujikyuko Line, and Kesennuma and Ofunato Line BRTs in March 2015. Furthermore, we will begin interchangeable use of Suica with "icsca," IC cards issued by Sendai City Transportation Bureau, in the Sendai region in spring 2016.

The number of Suica cards issued reached approximately 53.11 million at the end of June 2015.

### Interchangeable Use of IC Cards Area



The symbol of nationwide interchangeable use

## As Electronic Money

The number of places where Suica can be used as electronic money has been increased, to include shops not only inside but also outside stations. Examples of where Suica can be used include major convenience stores and supermarkets as well as restaurant chains and drugstore chains. In addition to these, we have expanded its use to places other than regular shops and to services, such as taxis, tourist spots, ANA's in-flight shopping on domestic lines, Nintendo's game machines and events, as well as online shopping sites like "Amazon" and "Rakuten Ichiba."

As of the end of June 2015, the number of shops which accept payment with Suica has expanded to approximately 303,470 and the maximum number of uses on a single day reached approximately 5.18 million on July 31, 2015.

## Responding to Diverse Needs

The number of users of "Mobile Suica," which combines the functions of a Suica card and a smartphone or cell phone, reached approximately 3.61 million at the end of July 2015. As a result of our efforts to increase the membership shops and companies with which points can be exchanged, the membership of "Suica Point Club" reached around 2.06 million as of the end of July 2015. "View Suica," combining the functions of Suica and View cards, was issued to enrich functions so as to meet a wide range of customer needs. We have also been working to enhance convenience in railway business and the life-style business and to further develop customer services by utilizing information obtained from Suica and View cards. Going forward, JR East will continue to make efforts to realize services that will bring convenience to customers' everyday life.



Mobile Suica



Suica Point



View Suica Card