

Highlight 01

Measures to Combat the COVID-19 Pandemic

We offer our heartfelt condolences to those who have lost their lives to the COVID-19 pandemic, as well as our sincere hope for a swift recovery to those fighting the disease and their families.

The JR East Group is undertaking measures to prevent the spread of COVID-19 based on guidelines (Guidelines for measures against COVID-19 in the railway business).

Reassuring Our Passengers about Using the Railway

The JR East Group is implementing the following ongoing undertakings.

Measures to Prevent Infection at Railway Stations

In addition to regular cleaning, we are sterilizing our stations with antiseptics. We have placed antiseptic dispensers and soap at Yamanote Line terminal stations and other hub stations.



"Midori no Madoguchi" ticket office staff will ensure safe distancing seating when selling reserved tickets to our passengers.



Our station staff wear masks and we have installed clear plastic sheets to prevent the transmission of oral or nasal particles.

Measures to Prevent Infection on Train Carriages

We have included antiseptic sterilization to our regular carriage cleaning regimen.



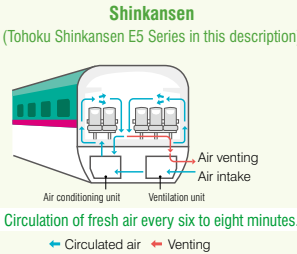
Crew members are disinfected when trains arrive at their turnaround terminals.



We ventilate carriage interiors using air conditioning as well as having crew open windows by hand.



We used air conditioning and ventilation equipment to circulate the air on Shinkansen trains and limited express trains on conventional lines.



Measures to Prevent Infection during the Sale of Reserved Seat Tickets

Passengers may select seats of their choice from the seat map.



Measures to Prevent Infection when Boarding

The JR East app provides information on congestion on the Yamanote Line and certain stations.



Station congestion information



Train carriage congestion information

Posting Requests for Our Passengers to Help Prevent Infection



We post requests for our passengers to help prevent infection in our stations and train carriages.

Other Specific Undertakings

Acceptance of COVID-19 Patients

JR Tokyo General Hospital

At the request of the Tokyo government, we have been accepting patients infected with COVID-19.

In addition to standard anti-infection measures, we have set up outpatient fever treatment, all medical staff wear masks, we have provided a medical questionnaire in Chinese, we have set up patient walkway lines, and we have installed temperature measurement devices at outpatient entrances.

On top of that, we make efforts to ensure that all working medical staff wear protective clothing and masks to prevent the spread of the virus.



Temperature measurement at outpatient entrances

Hotels and Other Facilities

A number of hotels run by the JR East Group have accepted COVID-19 patients with mild symptoms.

For the peace of mind of our guests, we conduct regular anti-septic cleaning and fresh air circulation as well as place ethanol fingertip lotion for use at various locations within our hotels. Other measures we take to prevent infection include ensuring that our hotel staff wear masks, wash their hands, and disinfect their fingertips.



Regular disinfecting of guest rooms, public areas, restaurants, and banquet halls



Alcohol disinfectant placed at various places within our hotels

Support for Producers and Medical Staff

In collaboration with Yamagata Prefecture, JA Zennoh Yamagata, and Japan Post, we have been using Shinkansen logistics to provide support for cherry farmers in Yamagata who have been impacted by the COVID-19 pandemic, and we have been selling their fare at stores in Tokyo and Ueno stations.



Use of Shinkansen logistics

We took goods that had been intended for hotel guests under our Gunma Destination Campaign from April to June 2020 and gave them as a token of gratitude to staff at designated infection medical institutions fighting the disease on the healthcare front lines (throughout Gunma Prefecture and in parts of Saitama and Tochigi prefectures).



Gifts presented to the Maebashi Red Cross Hospital



Gift items



Highlight 02

Takanawa Gateway Station Opens for Business

March 14, 2020, marked the opening of Takanawa Gateway Station as the Gateway linking Tokyo with the world. A new cityscape is scheduled to open in FY2025 under the concept of “Global Gateway Shinagawa” centered on Takanawa Gateway Station.

The objective is to create a community that continues to generate new types of business and culture by attracting advanced companies and people from Japan as well as the world and promoting a diverse array of exchange. We have undertaken the challenge of this grand project to create a station and a surrounding community from the ground up.

Entranceway Linking Tokyo with the World

Every part of the station’s design is imbued with Japanese aesthetics so customers visiting from all over the world can experience hospitality within “Japanese” surroundings. The station’s trademark, its spacious roof, incorporates an origami motif evoking Japanese taste. The latticework is inspired by traditional “shoji” sliding doors.

The roof membranes help reduce lighting power consumption and contributes to a superior thermal environment. In conjunction with its solar panels and wind power turbines, it further works to reduce its environmental burden as an “eco-station” by incorporating environment-preserving technologies.



The Face of a Futuristic New City

With our Shinagawa development project, we are aiming for a city opening by FY2025. We see the project as a trial run for city development providing affluent next-century communities, and as such we are undertaking the installation of a variety of technologies and the creation of new business. Spearheading our efforts is the “Takanawa Gateway Fest,” an event held at the station-front plaza aimed at fostering expectations for the area’s future. We are also proactively running proving trials for robots and other new technologies to give our customers a taste of what stations of the future will be like.



Highlight 03

Resumption of Full Service on the Joban Line

The Joban Line had suspended operation due to the impact of the 2011 Great East Japan Earthquake and the Fukushima Daiichi nuclear power plant disaster. It has since then been working section by section to run safety checks and gradually resume service.

With the resumption of service on the Tomioka to Namie stretch, the Joban Line resumed full service on March 14, 2020. The Hitachi Limited Express from the Tokyo area to Sendai has also resumed service.

With this, service has now been fully resumed on all railway sections disrupted by the Great East Japan Earthquake.



The Day the Joban Line Resumed Full Service

On March 14, 2020, the day that the Joban Line resumed full service, there were train arrival welcoming ceremonies at various stations, including Futaba, Ono, and Yonomori Stations, cheered on by people along the rail lines and other members of the community.



Entering the Second Stage of Reconstruction

Along with the resumption of service, Futaba, Ono, and Yonomori Stations have reopened their doors to business in rebuilt or repaired station buildings.

In addition, J-Village Station, which reopened in April 2019, is now outfitted with a roof over the station-front plaza. This makes not only special events, but also everyday passengers’ experience more pleasant.

Community building is still going on in areas surrounding the stretch of recently resumed service, and we see good prospects for further reconstruction.

Going forward, in Stage 2 of reconstruction, we will use the Joban Line to stimulate communities and further invigorate both quake-hit areas and the Tohoku region as a whole.



Highlight 04

JRE POINT

JRE POINT is a loyalty points program we launched in February 2016. Previously, each individual company or service within the JR East Group had their own separate loyalty points programs. The *JRE POINT* service combines those loyalty points, to make it easier for our customers to accumulate and use loyalty points.

Subsequently, we integrated “*Suica*” points and “View Thanks” points into our Group loyalty points, and in October 2019 we expanded our loyalty points service to railway use as well.

JRE POINT membership reached 12 million, and forms a valuable customer base for the JR East Group.



More Opportunities to Earn and Use *JRE POINT* on Railway Use

Since October 2019, passengers can earn points when they ride the train using *Suica* (registered *Suica*). Passengers earn even more points when they use Mobile *Suica*. We will continue to expand services on the railway usage scene.

Earning Points How to Earn *JRE POINT* on Railways

Since October 2019

- Customers can earn *JRE POINT* when they take conventional lines by *Suica*
- Customers can earn *JRE POINT* when they purchase *Suica* Green Tickets
- Customers can earn *JRE POINT* when they purchase a Mobile *Suica* commuter pass



Since March 2020

- Customers can earn *JRE POINT* when they take Shinkansen lines by *Suica* such as “Touch and Go Shinkansen” service

Around next Spring

- We are going to start to offer *JRE POINT* when customers take railways by multiple-ride tickets.

Around summer 2021

- We are going to start to offer *JRE POINT* when customers purchase train tickets at JR East Train Reservation, “*Eki-net*”.



Using Points How to Use *JRE POINT* on Railways

Around summer 2021

We are going to start following two services:

- Upgrade to Green Cars and Gran Class with *Eki-net*
- Exchange for free Shinkansen and limited express tickets with *Eki-net*



One-Stop Delivery of Attractive Services

Integrating various loyalty programs within JR East Group into *JRE POINT* delivers a number of benefits. It enables us to provide more attractive service and accumulate customers' behavior such as purchasing and traveling data. Moreover, *JRE POINT* allow us to analyze and utilize big data to improve our services. Through our *JRE POINT* service, we will achieve the goal of “one-stop provision of various services to meet individual needs” under our management vision, “Move Up” 2027.



Highlight 05

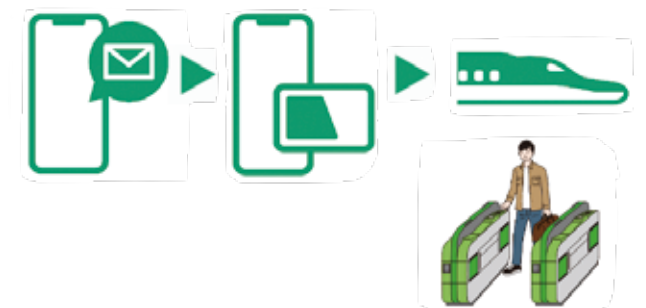
Launch of Shinkansen e-Ticket Service

On March 14, 2020, we launched the “Shinkansen e-Ticket” service, a Shinkansen IC boarding service. Passengers who use *eki-net* or another site to make reservations on the Tohoku-Hokkaido, Joetsu, Hokuriku, Yamagata, or Akita Shinkansen lines can board by touching their transportation IC cards (*Suica* or similar) to the Shinkansen automated wicket gates.

Reservations Anytime, Anywhere via Smartphone or PC

Shinkansen e-Tickets may be purchased via the *eki-net* reservation site (also the *eki-net* app). Change of reservations or refunds can also be done over *eki-net*.

The “*eki-net* Toku Da Ne” discount can also be used exclusively for Shinkansen e-Tickets.



Ticketless, Touch-Based Boarding

Passengers no longer need to obtain tickets at station reserved seat ticket vending machines or ticket counters. JR East now offers ticketless boarding. Passengers can board Shinkansen trains by taking their *eki-net* preregistered Mobile *Suica* or *Suica* cards (or similar IC cards) and touching them to the Shinkansen automated wicket gates.

The service accommodates up to six passengers, meaning the whole family can enjoy ticketless boarding.

Looking ahead, when we release our all new *eki-net* (planned for around summer 2021), we will make the necessary upgrades to elevate the service to a “new normal” level of excellence.



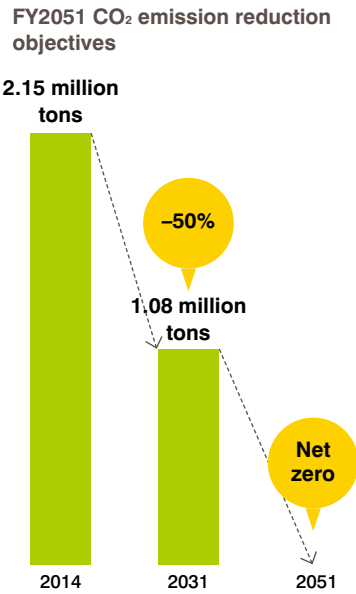
Zero Carbon Challenge 2050

As a railway operator using large amounts of energy, it is the mission of the JR East Group to reduce its long-term CO₂ emissions and contribute to the achievement of a carbon-free society.

In May 2020, we formulated our new “Zero Carbon Challenge 2050” long-term environmental objectives. To enhance the environmental superiority of railways into the future and remain the transportation mode of choice, we will undertake the challenge of achieving net zero*¹ CO₂ emissions in railway operations by FY2051.

*1 “Net zero” refers to achieving effectively zero CO₂ emissions by matching the amount we emit with the amount we capture, reclaim, and use via leading-edge technologies.

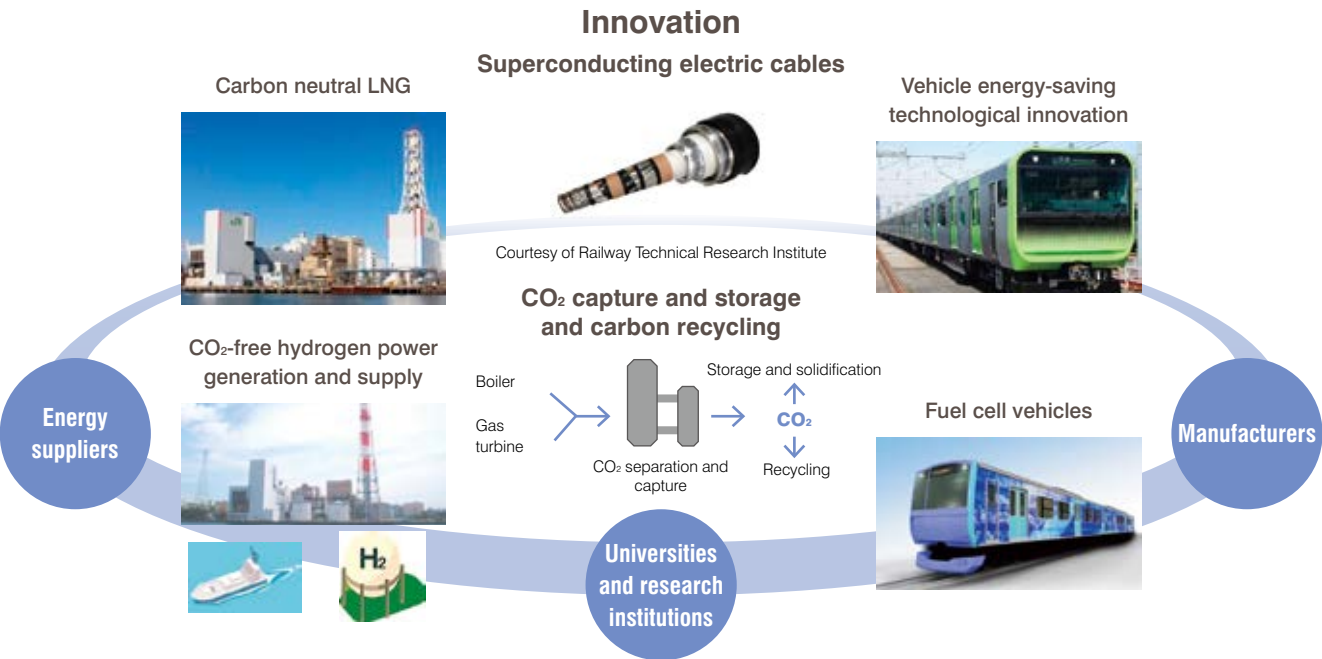
Aiming for “Net Zero” CO₂ Emissions by FY2051



Specific Undertakings to Achieve Our Objectives

The JR East Group proactively incorporates new technologies in every phase of its energy network, from generation through transmission and from storage through consumption. We also have in place a framework for pursuing technological innovation in collaboration with other companies and research institutions. We also work to develop renewable energy, and we utilize non-fossil fuel certificates*² to supply the electricity we generate as renewable energy source feed-in-tariff (FIT*³) electricity to stations and trains in Japan's Tohoku region. In so doing, we aim to achieve zero CO₂ emissions in the Tohoku region by FY2031.

*2 Non-fossil fuel certificates: Certification of the environmental value (non-emission of CO₂) of electricity generated by renewable energy sources.
*3 FIT: A system whereby electricity generated by renewable energy is purchased by electric power companies at fixed rates over a certain period of time.



Utilization and application of hydrogen to achieve a sustainable carbon-free society


Through means such as the utilization and application of hydrogen, we work to diversify our energy sources, and we will accelerate efforts for a carbon-free society.

Collaboration with Toyota Motor

JR East signed a basic agreement with Toyota on a comprehensive business partnership centered on hydrogen-based mobility collaboration between railways and automobiles. The two companies will aim to help build attractive, low-carbon communities by combining their resources to undertake feasibility studies for a variety of approaches to hydrogen utilization and application, coordinating with our numerous stakeholders, including local governments, businesses, and community citizens, and building a railway station-based hydrogen supply chain.

Adopting Fuel Cell Buses

We have chosen to adopt fuel cell buses in anticipation of their future use in on-demand mobility in Tokyo's Shinagawa area. We are also studying the possible use of fuel cell buses for loop-line bus service at “WATERS *takeshiba*” and the rest of the Hamamatsucho Station area to make the vicinity more user friendly.




Hydrogen Station Opening

Hydrogen Station Opening

JR East plans to open a hydrogen station on land neighboring Takanawa Gateway Station. The station will feature a presentation room for information on the utilization of application of hydrogen, and we will use the station to promote proliferation and knowledge of hydrogen energy.

We are also conducting feasibility studies on installing stationary fuel cells in railway stations in Fukushima Prefecture, and using the CO₂-free hydrogen-generated electricity to power railway station services. We anticipate that such fuel sources will play a role in business continuity planning (BCP) in the case of disasters, such as by providing power supply services to local citizens for charging their mobile phones and other needs.



Proving Trials Using Hybrid (Fuel Cell) Test Trains

JR East will commence trial runs of hydrogen-powered fuel cell test trains on the Tsurumi Line and other lines starting in FY2022.

