

# Strategy

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Thanks to the support of its stakeholders, JR East has dynamically prospered during its first two decades of operations. We are grateful for your patronage and confidence.

For JR East, “safety” is the most fundamental requirement for successful operations. We are dedicated to ensuring our customers’ safety, and our overriding commitment to this objective will never change.

Based on this approach, JR East is constantly seeking means of realizing additional improvements with regard to ensuring “extreme safety” and providing excellent services. Through such efforts, we are relentlessly striving to further increase the level of our customers’ “peace of mind.”

All of us at JR East, singly and concertedly, are doing our utmost to help bring a new era of improved convenience for our customers, particularly in fields centered on rail transport and stations—our most powerful and underutilized business resource. We are steadily building a solid foundation for our next surge of corporate development.

## Group Policies

### Group Philosophy

The JR East Group will aim 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 individual employee of the Group will endeavor to consider the customer perspective while supporting safe and reliable transportation and supplying convenient and high-quality products and services. Every employee will continuously take on the challenges of improving the standard of services and raising the level of technology to further gain the confidence and trust of customers.

As a trusted *Life-Style Service Creating Group*, JR East will aim to sustain the development of its business operations while emphasizing its responsibilities to stakeholders and society at large along with its responsibility to generate profits for shareholders.

## Action Policies

### 1. Putting Customers First

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

### 2. 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.

### 3. Developing the Group

Each of us will promote Group development based on our autonomous and cooperative efforts and our positive approach to new challenges.

