

East Japan Railway Company (JR East) is the largest passenger railway company in the world, serving about 17 million passengers daily. JR East operates a five-route Shinkansen network between Tokyo and major cities in eastern Honshu (Japan's main island). JR East has the ability to leverage passenger traffic and railway assets to develop non-transportation businesses. JR East alone provides nearly half of the huge volume of railway transportation in the Tokyo metropolitan area.

HISTORY OF JR EAST

April 1987



JR East is established through the division and privatization of the Japanese National Railways (JNR) on April 1.

October 1990

Future21, JR East's first medium- to long-term vision, is announced. The goals set forth are to become a leading company in Japan under a framework of sound management.

July 1992

The Fukushima–Yamagata segment of the Yamagata Hybrid Shinkansen Line opens and the *Tsubasa* super-express begins service, marking the first Shinkansen through service to a conventional line.



October 1993

JR East lists 4 million shares on the Tokyo Stock Exchange, Osaka Securities Exchange, Nagoya Stock Exchange and the now defunct Niigata Securities Exchange (absorbed by the Tokyo Stock Exchange in 2000).

March 1997



The Morioka–Akita segment of the Akita Hybrid Shinkansen Line opens and the *Komachi* super-express begins a through service on this segment.

October 1997

The Takasaki–Nagano segment of the Nagano Shinkansen Line opens and the *Asama* super-express begins service in advance of the 1998 Winter Olympics in Nagano.





October 2000

The JR East Group announces New Frontier 21, the Company's first medium-term business plan complete with numerical targets, helping to adapt to an era centered on consolidated financial reporting.

November 2001

JR East introduces a fare collection system based on *Suica* noncontact-type IC cards. The *Suica* usage area has since been expanded from the Tokyo metropolitan area to include all of Japan.



December 2001



The Shonan-Shinjuku Line begins operation, providing through service between the Tokaido and Yokosuka lines and the Utsunomiya and Takasaki lines via Shinjuku Station, as a new network that runs north-south through the Tokyo metropolitan area.

June 2002

JR East becomes the first among seven JR companies to be fully privatized when Japan Railway Construction Public Corporation (JRCC) sells 500,000 shares in JR East, pursuant to the partial amendment of the JR Law in December 2001.

February 2002

In conjunction with the redevelopment of Ueno Station, JR East opens *atré Ueno*, its first shopping and restaurant facility in the *Station Renaissance* program for completely renovating and maximizing the appeal of major terminal stations.



December 2002

The Morioka-Hachinohe segment of the Tohoku Shinkansen Line opens and the *Hayate* super-express begins service.





March 2004

JR East begins use of *Suica* as electronic money (shopping service), enabling the cashless settlement of small purchases.



October 2004

JR East introduces *Green Cars* to the Shonan-Shinjuku, Utsunomiya, and Takasaki lines, to provide a new premium seating service on trains in the Tokyo metropolitan area.

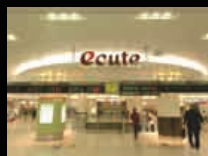


January 2005

New Frontier 2008, JR East's first medium-term business plan as a fully privatized company, is announced.

March 2005

JR East opens *ecute Omiya*, its first food service and sundry retail facility in a new development paradigm for in-station retail spaces, inside the ticket gates of Omiya Station. Creation of this amenity space involves construction of a raised floor above station platforms and new escalators and elevators.



May 2007

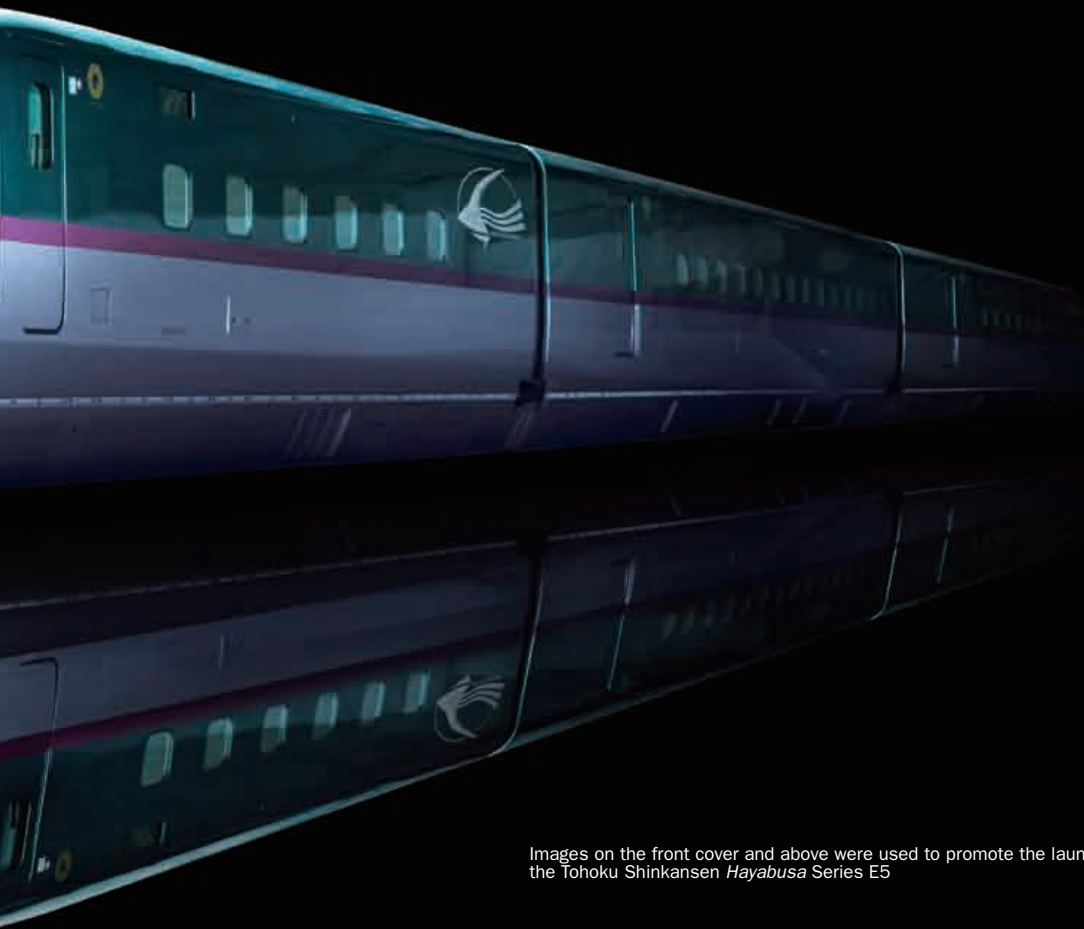


JR East begins restoration and preservation of Tokyo Station's historic Marunouchi Station Building. Restoration of the building to its original state is scheduled for completion in 2012.

November 2007



Two office towers 200 meters high, GranTokyo North Tower (Phase I) and GranTokyo South Tower, open in the Yaesu Exit area of Tokyo Station.



Images on the front cover and above were used to promote the launch of the Tohoku Shinkansen *Hayabusa* Series E5

March 2008

JR East unveils *JR East 2020 Vision—Idomu*—announcing ambitious 10-year targets and take on the challenge of long-term commitments to business management and development.

May 2008

JR East begins construction of the Tohoku Through Line to connect the Utsunomiya, Takasaki, and Joban lines with Tokyo Station. The scheduled completion of the through line in the year ending March 2014 will enable uninterrupted service between those lines and the Tokaido Line, and thus reduce travel time and crowding along those lines.



December 2010



The Tohoku Shinkansen Line is extended from Hachinohe to Shin-Aomori, marking its completion and improving access to Aomori and Hokkaido.

March 2011

The *Hayabusa* super-express, reducing travel between Tokyo and Shin-Aomori to 3 hours and 10 minutes, with new railcars traveling at Japan's fastest maximal operational speed of 300 km/h, begins operation on the Tohoku Shinkansen Line. The introduction of the *Hayabusa* railcar also marks the launch of *GranClass*: Japan's first-ever first class service for a Shinkansen.

