

JR EAST 2020 VISION—OUTLINE

To achieve sustainable growth even amid challenging business conditions, we prepared JR East 2020 Vision—idomu—in order to establish and pursue ambitious goals that address “how railways, and how we as a railway operator, should evolve over the coming 10 years.”

Basic Management Policies

- Pursuing safety and customer satisfaction rigorously—giving customers “a feeling of ease and peace of mind based on assured safety”*
- Sustaining growth and pursuing initiatives for the next era*
- Meeting corporate social responsibilities*
- Building organizational strength and developing human resources*

Unflagging Commitment to “Extreme Safety Levels”

- We will continue implementing our priority improvement plan for safety equipment, reinforce safety weak points, and reduce risks*
- We will expand and improve education and training on safety and prevent accidents by correctly understanding and analyzing previous accidents and incidents*

Moving Up a Gear in Seven Areas

- 1 Increasing focus on investment to raise corporate value*
- 2 Opening the way to new business areas*
- 3 Taking a positive and long-term approach to global environmental problems*
- 4 Upgrading the Tokyo metropolitan area railway network to make line-side areas more attractive and convenient*
- 5 Invigorating regional railway lines and interregional communications*
- 6 Developing life-style businesses aggressively, increasing non-transportation operating revenues to approximately 40% of total operating revenues by fiscal 2018*
- 7 Establishing Suica operations as a third pillar of operations*

Five Ongoing Efforts

- 1 Heightening customer satisfaction even further*
- 2 Developing human resources*
- 3 Advancing research and development aggressively*
- 4 Expanding the Shinkansen (bullet train) network and increasing earnings from railway operations*
- 5 Expanding life-style businesses*