

## TRANSPORTATION TRANSPORTATION



### Profile

JR East's 7,512.6 km\* railway network (excluding the Tokyo Monorail) covers the eastern half of Honshu (Japan's main island), including the Tokyo metropolitan area.

\* 7,474.2 km as of April 1, 2014, following the abolishment of the Iwazumi Line

➔ See pp. 036–039  
for more information

### Principal Businesses

**Tokyo Metropolitan Area Network**  
Trains serving in the Tokyo metropolitan area, the largest market in Japan

**Intercity Network Centered on Shinkansen**  
High-speed train services linking Tokyo with major cities and other intercity transportation

**Railcar Manufacturing Operations**  
From the fiscal year ended March 31, 2014, reclassified into the Transportation reporting segment from Others

## NON-TRANSPORTATION STATION SPACE UTILIZATION



### Profile

About 17 million passengers use JR East's railway stations every day. Station space utilization offers retailing and restaurant services to these customers through outlets at railway stations and sales inside trains.

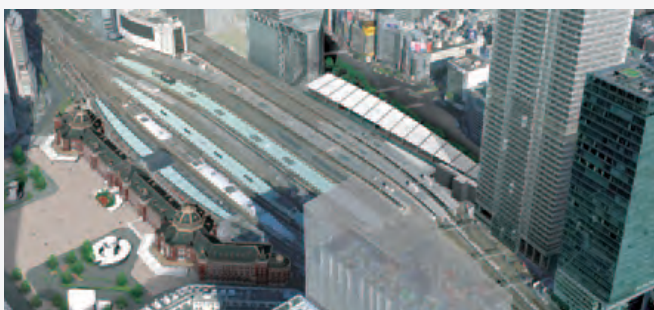
➔ See pp. 040–041  
for more information

### Principal Businesses

**Retailing**  
Retailing activities, such as kiosk outlets, convenience stores, and *ecute* shopping centers at railway stations and sales of snacks, drinks, and other goods inside trains

**Restaurants**  
Fast-food restaurants and a variety of other restaurants operated mainly at or near railway stations

## NON-TRANSPORTATION SHOPPING CENTERS & OFFICE BUILDINGS



### Profile

JR East leases space to retailers and other tenants in shopping centers and office buildings developed on property already owned by JR East, within or near railway station premises, throughout its service area.

➔ See pp. 042–043  
for more information

### Principal Businesses

**Shopping Centers**  
Development and leasing of space to retailers and other tenants in shopping centers at railway stations

**Office Buildings**  
Development and operation of buildings used primarily as office space

## NON-TRANSPORTATION OTHERS



### Profile

Major businesses in other services include hotel operations, advertising and publicity, travel agency services, wholesales, truck delivery services, information processing, cleaning services, station operations, credit card business and other services.

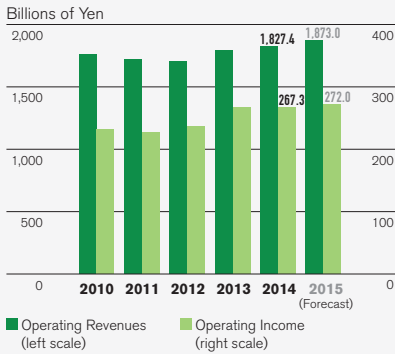
➔ See pp. 044–046  
for more information

### Principal Businesses

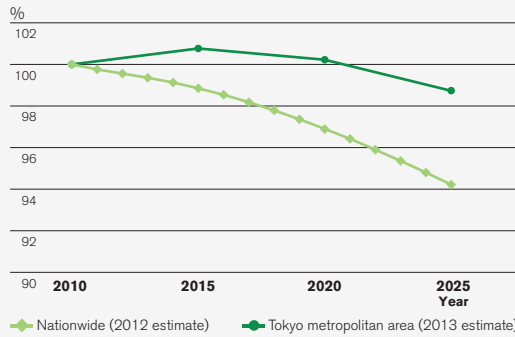
**Hotel Operations**  
Chain hotel businesses, including *Metropolitan Hotels* and *HOTEL METS*, operated as part of the JR East Hotel Chain

**Advertising and Publicity**  
Advertising and publicity in railway stations and in and on railcars

**OPERATING REVENUES AND OPERATING INCOME**

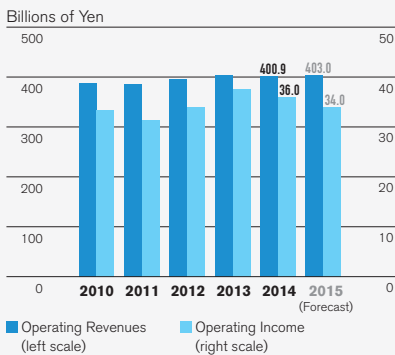


**TOTAL POPULATION OF JAPAN**

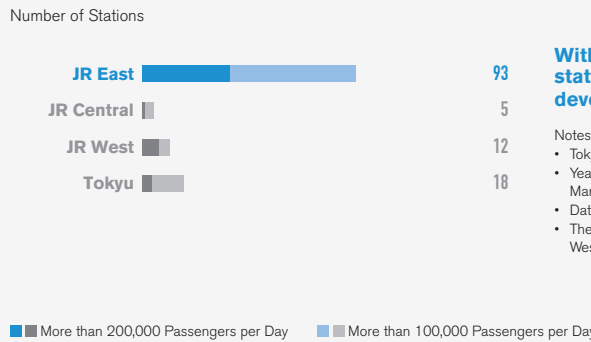


The population of the Tokyo metropolitan area is projected to increase further until the middle of the 2010s, while that of Japan as a whole is forecast to continue decreasing.

**OPERATING REVENUES AND OPERATING INCOME**



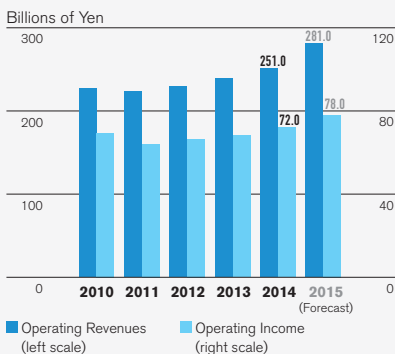
**NUMBER OF BUSY STATIONS**



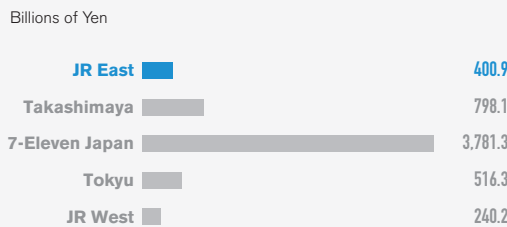
With hundreds of thousands of users a day, stations offer JR East an ideal place for developing the life-style service business.

- Notes
- Tokyu = Tokyu Corporation
  - Year ended March 31, 2013 for JR Central and JR West, year ended March 31, 2014 for JR East and Tokyu.
  - Data is based on figures from JR Central, JR West, and Tokyu.
  - The numbers of station users at stations of JR East, JR Central, and JR West represent twice the number of passengers embarking.

**OPERATING REVENUES AND OPERATING INCOME**



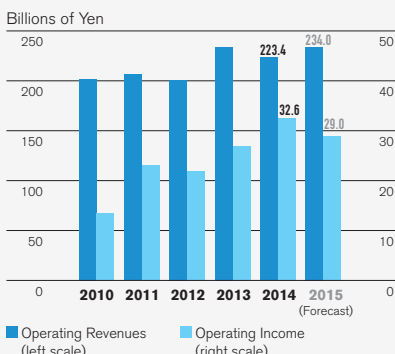
**OPERATING REVENUE COMPARISON OF MAJOR DEPARTMENT STORES, RETAIL SALES, AND CONVENIENCE STORES**



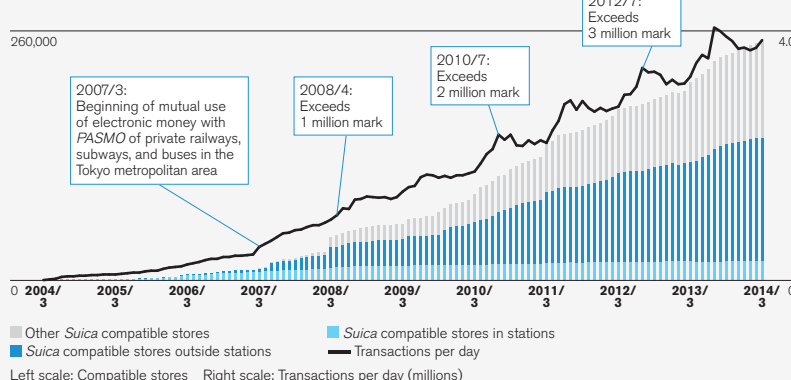
Located close to train stations, JR East's shopping facilities boast sales that rival those of major department stores.

- Notes
- Takashimaya = Takashimaya Company, Limited; 7-Eleven Japan = Seven-Eleven Japan Co., Ltd.; Tokyu = Tokyu Corporation
  - Year ended March 31, 2014 (year ended February 28, 2014, for Takashimaya and 7-Eleven Japan)
  - Data is based on figures from the financial press releases of each company.
  - The following figures are used as operating revenues: JR East: Station space utilization, segment revenues from outside customers; Takashimaya: Department store business, segment revenues from outside customers; 7-Eleven Japan: Total store sales (nonconsolidated); Tokyu: Retail operating revenues; and JR West: Sales of goods and food services business, segment revenues from third parties.

**OPERATING REVENUES AND OPERATING INCOME**



**SUICA ELECTRONIC MONEY-TRANSACTIONS AND COMPATIBLE STORES**



Suica electronic money is accepted at over 240,000 stores and was used for a one-day record of 4.0 million transactions as of March 31, 2014.

\* Figures are as of March 31, 2014  
\* Figures include results of other affiliated stores