



Mar. 3, 2020

East Japan Railway Company

Regarding the JR EAST Group's Inbound Efforts for 2020

East Japan Railway Company (President and CEO: Yuji Fukasawa, "JR EAST" below) are engaging in the following efforts to meet the needs of travelers from abroad visiting Japan.

1. Seamless and cashless travel from the airport and excursions in Tokyo. We are going to sell a new Welcome Suica.
2. Let's head to Tohoku and Shin-etsu from Tokyo. We'd like to announce the product outline for the "JR EAST Welcome Rail Pass 2020".
3. Through cooperation with each prefecture in Tohoku, we'll be running a Tohoku Patronage Promotion at Japan's first "JAPAN RAIL CAFE".

The JR EAST Group is going to come together and work to offer even more convenient services, so travelers from abroad visiting Japan can enjoy sightseeing.

1. Seamless and cashless travel from the airport and excursions in Tokyo. We are going to sell a new Welcome Suica.

We are going to sell the "Welcome Suica"- a new type of Suica card (with IC Special Pass) which will be mainly for large unit orders from travel agencies.

The new Welcome Suica card comes equipped with an IC special pass for access from the airport to within Tokyo, and use can be started by touching the card to an automatic fare gate within the IC special pass area at places like the airport station.

It's an IC card suitable for use by travelers from abroad visiting Japan, as it can be used for cashless and smooth travel to the city center from the airport, for excursions in Tokyo, for sightseeing and for shopping after arrival.

Service Outline

(1) The IC special pass included in the Welcome Suica

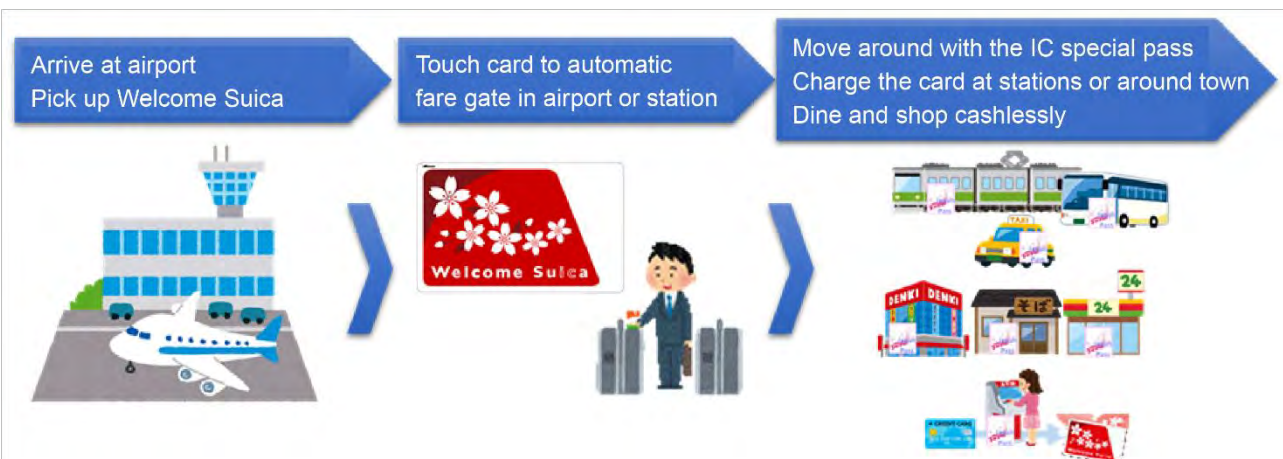
- Haneda Airport - Tokyo Metropolitan District Pass (Tokunai Pass)
(Using the Tokyo Monorail from Haneda Airport)
- Narita Airport - Tokyo Metropolitan District Pass (Tokunai Pass)
- Tokyo Metropolitan District Pass (Tokunai Pass)

*Please refer to the separate document for product details and content of other services.



Welcome Suica

(2) Usage Image



(1) Sale start date

Mar. 16, 2020

(2) Sale Conditions

Cards will be sold in units of 100 cards. The minimum purchase is 100 cards.

*Units of 100 cards will be sold for adults and children separately.

(3) “Welcome Suica” (with IC Special Pass) Sale Areas

JR EAST VIEW Travel Service Co., Ltd. Metropolitan Affiliate Selling Center’s Suica Sale Management Desk

- Pick-up Area Shinjuku Sumitomo Building 20F, 2-6-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo, 163-0220, Japan
- Phone number 03-6851-0631 [Reception hours 9:30 - 17:00 (except for holidays, Sat, Sun and New Year holiday)]
- Pick-up Time Weekdays 9:30 - 16:30 (except for holidays, Sat, Sun and New Year holiday)

(4) Refunds

- Refunds for IC special pass are only accepted before use and within the validity period (charges will apply).
*However, no refunds will be given for remaining amount charged to cards.
- No refunds will be given for train suspensions or delays.
- Refunds can be performed at each train station in the free area.

Details can be confirmed from the following homepages after Mar. 16, 2020:

English: https://www.jreast.co.jp/e/welcomesuica/with_ic_special_pass.html

Traditional Chinese: https://www.jreast.co.jp/tc/welcomesuica/with_ic_special_pass.html

Simplified Chinese: https://www.jreast.co.jp/sc/welcomesuica/with_ic_special_pass.html

Korean: https://www.jreast.co.jp/kr/welcomesuica/with_ic_special_pass.html

Others

The Welcome Suica charge remainder will be contributed as Corporate Version of Hometown Tax

“Welcome Suica” (*) charge remainder will become invalid 28 days after activation. Travelers from abroad visiting Japan who have purchased one have been advised that they use any remaining charge in the airport or in stores in the station, but there have been cases where a small amount may remain when they return home. Under the outline of a tax reform plan for 2020, any remaining amount will be donated towards regional development as a Corporate Version of Hometown Tax, and will be used in initiatives to solve regional issues, such as preparedness to receive inbound tourists.

Outline

- Contents The Welcome Suica (*)charge remainder will be contributed as Corporate Version of Hometown Tax
- Donation Destination Local public bodies in areas JR EAST operates that conduct businesses entitled to Corporate Version of Hometown Tax
- Donation Period 3 years, from fiscal year 2020 to fiscal year 2022

*Includes Welcome Suica (with IC Special Pass)

■ What is Welcome Suica?

- Sale began in Sept. 2019, aimed at travelers from abroad visiting Japan
- Exclusive design, with a rising-sun flag motif in the background and white cherry blossoms
- No 500 yen deposit required, so no refund hassle
- Card useable for 28 days after purchase
- In addition to being useable with railways and buses alongside with its IC special pass function, it can also be used as e-money



2. Let's head to Tohoku and Shin-etsu from Tokyo. We'd like to announce the product outline for the “JR EAST Welcome Rail Pass 2020”.

Turning towards major summer events in 2020, many travelers from abroad can be expected to come to Japan for things like sports spectating and sightseeing, so we will sell a rail pass aimed at people making excursions to areas like Tohoku and Shin-etsu from Tokyo.

The sale of the “JR EAST Welcome Rail Pass 2020” is one of JR EAST’s countermeasures for the “crowding out*” that can happen with the holding of major sporting events, through encouraging dispersion of tourists and their stays across the country.




*Crowding Out: Pointed out as a reason for a reduction in travelers as they try to avoid the overcrowding and increase of lodging expenses that comes with major sporting events.

Outline

- Product Name JR EAST Welcome Rail Pass 2020
- Purchase / Usage Conditions International customers holding a passport issued by a foreign authority
- Price Adult (Aged 12 and over) 12,000 yen Child (6 - 11) 6,000 yen
- Sale Period July 7 - Sept. 9, 2020
- Usage Period July 21 - Sept. 11, 2020
- Validity Shinkansen and limited express trains under JR EAST’s jurisdiction, 3-day continuous unlimited ride
 - Tohoku, Yamagata, Akita, Joetsu, Hokuriku Shinkansen, JR EAST Lines (including BRT)
 - Aomori Railway Line, Iwate Galaxy Railway(IGR) Line, Sanriku Railway Line, Echigo TOKImeki Railway Lines (between Myoko-kogen and Naoetsu), Shinano Railway Line
- Free Area Major JR EAST Travel Service Centers, View Plazas, etc.

*Details can be confirmed on the homepage (<http://www.jreast.co.jp/e>) in early July, 2020.

Free Area

Products	JR EAST Welcome Rail Pass 2020	(Reference) JR EAST PASS (Tohoku Area)	(Reference) JR EAST PASS (Nagano, Niigata Area)
Price	[Domestic] 12,000 yen (Child 6,000 yen)	[International] 19,350 yen (Child 9,670 yen) [Domestic] 20,360 yen (Child 10,180 yen)	[International] 17,310 yen (Child 8,650 yen) [Domestic] 18,330 yen (Child 9,160 yen)
Usage Period	3-day continuous	Any 5 days during the 14-day period after issue	Any 5 days during the 14-day period after issue
Purchase / Usage Conditions	International customers holding a passport issued by a foreign authority	<ul style="list-style-type: none"> • International customers holding a passport issued by a foreign authority • International customers holding a “Temporary Visitor” status no longer than 90 days 	<ul style="list-style-type: none"> • International customers holding a passport issued by a foreign authority • International customers holding a “Temporary Visitor” status no longer than 90 days
Free Area	 <p>※GALA Yuzawa and Kashima-Soccer Stadium will be open on a temporary basis.</p> <ul style="list-style-type: none"> ●●●●● JR EAST Lines (Shinkansen) ●●●●● JR EAST Lines (local trains) ●●●●● Aomori Railway Line ●●●●● Iwate Galaxy Railway Line ●●●●● Sanriku Railway Line ●●●●● Echigo TOKImeki Railway Line ●●●●● Shinano Railway Line 	 <p>※GALA Yuzawa and Kashima-Soccer Stadium will be open on a temporary basis.</p> <ul style="list-style-type: none"> ●●●●● JR EAST Lines (Shinkansen) ●●●●● JR EAST Lines (local trains) ●●●●● Aomori Railway Line ●●●●● Iwate Galaxy Railway Line ●●●●● Izu Kyuko Line ●●●●● Sendai Airport Transit Line ●●●●● Tobu Railway Line ●●●●● Tokyo Monorail Line 	 <p>※GALA Yuzawa and Kashima-Soccer Stadium will be open on a temporary basis.</p> <ul style="list-style-type: none"> ●●●●● JR EAST Lines (Shinkansen) ●●●●● JR EAST Lines (local trains) ●●●●● Hoketsu Express Line ●●●●● Izu Kyuko Line ●●●●● Echigo TOKImeki Railway Line ●●●●● Tobu Railway Line ●●●●● Tokyo Monorail Line

As the “JR EAST Welcome Rail Pass 2020” is aimed at making it easy to get to Tohoku and Shin-etsu from Tokyo for travelers who are going to decide their sightseeing itinerary after arriving in Japan, it will not be sold at Narita and Haneda airport.

For those who wish to start their sightseeing excursions from the airport, we recommend rail passes that can be purchased overseas, like the “JR EAST PASS”.

3. About Japan's first "JAPAN RAIL CAFE"

Through cooperation with each prefecture in Tohoku, we'll be running a Tohoku Promotion.

The JAPAN RAIL CAFE, the first of its kind in Japan, will open its doors on March 5, 2020, at the Yaesu central exit in Tokyo Station. As the first tourism promotion after its opening, the café will be implementing a cooperative promotion aimed at travelers from abroad visiting Japan with the general incorporated association Tohoku Tourism Promotion Organization and each prefecture in Tohoku.

Until major sporting events taking place in the summer of 2020, for about half a year, we'll be working to draw travelers from abroad visiting Japan to Tohoku by broadcasting its charm. This will also help in picking up momentum towards the "Tohoku Destination Campaign" that is taking place from April to September of 2021.

Tohoku Promotion Outline

- Period Mar. 5 - Sept. 30, 2020
- Theme
March - Mid May: Tohoku Cherry Blossoms
Mid May – June: Tohoku Nature
July - Mid August: Tohoku Festivals and Fireworks
Mid August – September: Tohoku Handiwork
- Cooperation Aomori Prefecture, Iwate Prefecture, Miyagi Prefecture, Akita Prefecture, Yamagata Prefecture, Fukushima Prefecture, and the general incorporated association Tohoku Tourism Promotion Organization



VISIT TOHOKU,
FIND JAPAN.

Tohoku Japan
Destination Campaign 2021.4.1 ~ 9.30

During the period, prefectures around Tohoku will be implementing events that convey the charm of each area's traditional culture, handicraft workshops, specialty tastings and shops, handicraft exhibitions and more.

Tohoku Prefectures Event Schedule (March)

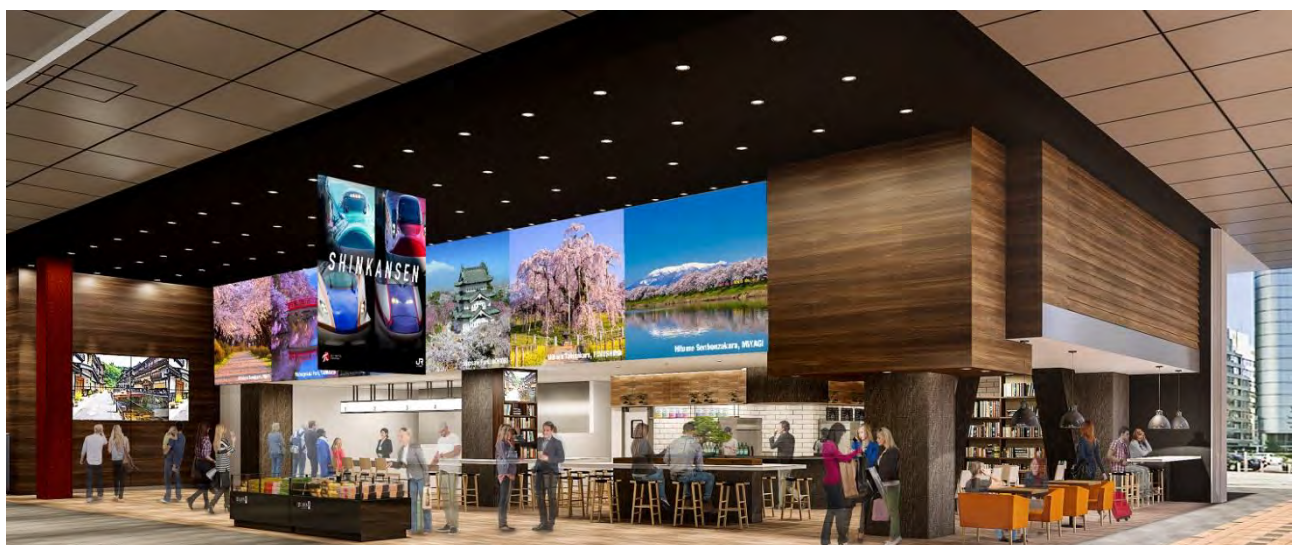
Yamagata Prefecture: Mar. 14 - 15 Miyagi Prefecture: Mar. 17 - 19

Akita Prefecture: Mar. 28 *Aomori Prefecture, Iwate Prefecture, Fukushima Prefecture scheduled for after April



Decoration Image for Each Prefecture:
Kasafuku (Yamagata Prefecture)

- Decoration The interior of the cafe will be themed with the four seasons of Tohoku, as well as its nature and cultural traditions.
When the cafe opens, the theme will be "Tohoku Cherry Blossoms", which are popular with travelers from abroad visiting Japan.
The theme will change each season to show off the "Charm of the Tohoku People Should Visit".



Example of decorative wall being used in decoration in cafe (Tohoku Cherry Blossoms)

* Up-to-date information will be posted to our official homepage (<https://www.jreast.co.jp/e/japanrailcafe/>) and our official Facebook page.

Reference Facility Outline

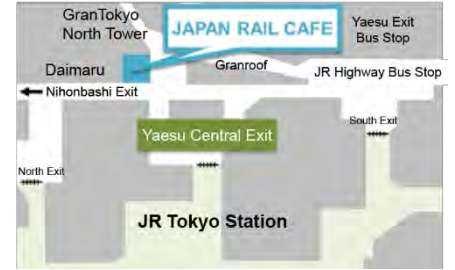
- Facility Name JAPAN RAIL CAFE
- Opening Day Mar. 5, 2020
- Location 1-9-1 Marunouchi, Chiyoda-ku, Tokyo, Japan (outside of the Yaesu central ticket gate in Tokyo Station)
- Facility Area Approx. 430m² (Dining area: 37 seats)
- Operating Hours 8:00 - 22:00 (Sat, Sun, Holidays are 8:00 - 21:00. Travel counter operates daily from 8:00 - 16:00)



Exterior of Facility (Image)



Exterior of Facility (Image)



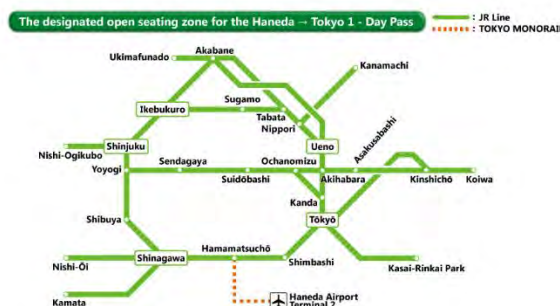
Facility Location Map

Details for the IC special pass included in the Welcome Suica

Separate Document

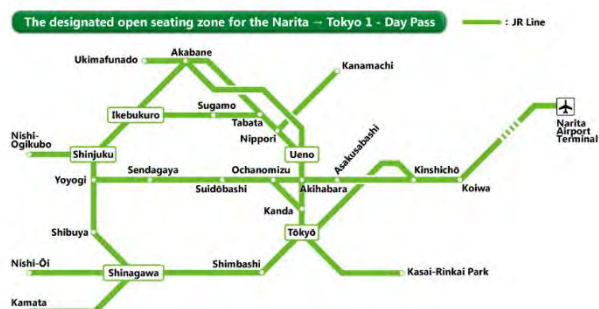
- Haneda Airport - Tokyo Metropolitan District Pass (Tokunai Pass)
 - Transferring from Haneda Airport to the metropolitan area via the Tokyo Monorail and also allowing for sightseeing in Tokyo is exclusive to Welcome Suica (with IC special pass).
 - A ticket that allows for unlimited riding in non-reserved seats on the ordinary cars of local trains (rapid service included) in the free area.
 - Sale Period: Year-round
 - Usage Period: Year-round
 - Validity Period: 1 Day
 - Price: Adult 1,240 yen, Child 610 yen

[Free Area]



- Narita Airport - Tokyo Metropolitan District Pass (Tokunai Pass)
 - Transferring from Narita Airport to metropolitan area and also allowing for sightseeing in Tokyo is exclusive to Welcome Suica (with IC special pass).
 - A ticket that allows for unlimited riding in non-reserved seats on the ordinary cars of local trains (rapid service included) in the free area.
 - Sale Period: Year-round
 - Usage Period: Year-round
 - Validity Period: 1 Day
 - Price: Adult 1,890 yen, Child 940 yen

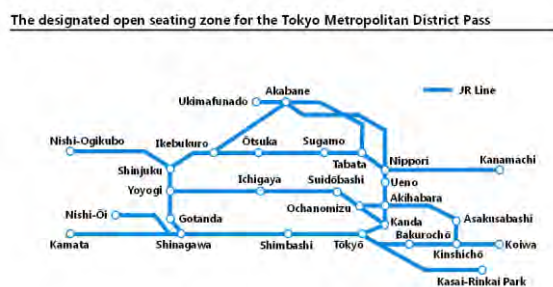
[Free Area]



Tokyo Metropolitan District Pass (Tokunai Pass)

- A ticket that allows for unlimited riding in non-reserved seats on the ordinary cars of local trains (rapid service included) in Tokyo's 23 wards.
- Sale Period: Year-round
- Usage Period: Year-round
- Validity Period: 1 Day
- Price: Adult 760 yen, Child 380 yen

[Free Area]



*The above prices are not part of the amount charged to the card.
After beginning use, customers will be able to charge the card themselves.

“Welcome Suica” Outline

An IC card aimed at improving convenience for travelers from abroad visiting Japan.

■ Card Characteristics

- Exclusive design, with a rising-sun flag motif in the background and white cherry blossoms
- No 500 yen deposit
- Card useable for 28 days after purchase
- Unregistered IC cards only
 - * Cards cannot be re-issued.
- Remaining charge cannot be refunded.
- In addition to being useable with railways and buses, it can also be used as e-money



[Design Image]

■ Sale Price

Selections available from 1,000 yen, 2,000 yen, 3,000 yen, 4,000 yen, 5,000 yen and 10,000 yen per card

- * If purchased alongside an IC special pass, the charge above and the price of the product will be paid together.
- * There is no 500 yen deposit.

■ Sale Location

JR EAST Travel Service Center (Narita Airport Terminal 1 Station, Narita Airport Terminal 2 Station, Tokyo Monorail Line Haneda Airport Terminal 3 Station, Tokyo Station, Shinjuku Station, Shibuya Station, Ikebukuro Station, Ueno Station, Shinagawa Station, Hamamatsu-cho Station), Travel Counter in the JAPAN RAIL CAFE, and at Welcome Suica vending machines at Narita Airport Terminal 1 Station, Narita Airport Terminal 2 Station, Tokyo Monorail Line Haneda Airport Terminal 3 Station.