

February 18, 2020
East Japan Railway Company (JR-East), Tokyo Branch Office
JR EAST VIEW Travel Service Co., Ltd.
Nippon Restaurant Enterprise Co., Ltd.
JR East Marketing & Communications, Inc. (JR Higashi Nihon Kikaku)

First JAPAN RAIL CAFE to Open in Tokyo Station as a Site for Communication with Visitors from Overseas!

- East Japan Railway Company is working to achieve regional revitalization through the expansion of inbound tourism originating in the Tokyo Metropolitan Area and the attraction of customers to local areas, a goal noted in the Group's Management Vision "Move UP" 2027.
- JAPAN RAIL CAFE, our ongoing business operation in Singapore and Taiwan, will open its first shop in Japan at the Yaesu Central Gate of Tokyo Station to communicate the appeal of regions of Japan and encourage visits to those areas.
- The entire facility will conduct compelling sightseeing promotions for recommended trips in Japan, through events, suggestions at travel counters, and food and product sales in the shop.
- Through interaction among foreign visitors to Japan, local people holding events in the shop, and facility staff, we aim to create deeper impressions of the attractions of various areas of Japan.

1 Facility overview

Facility name: JAPAN RAIL CAFE

Opening date: Thursday, March 5, 2020

Address: 1-9-1 Marunouchi, Chiyoda-ku, Tokyo (outside Tokyo Station Yaesu Central Gate ticket gate)

Area: Approx. 430 m² (dining space: 37 seats)

Hours: 8:00 to 22:00 (8:00 to 21:00 on Saturdays and holidays; Travel Counter: 8:00 to 16:00 on all days)



Facility exterior (sample image)



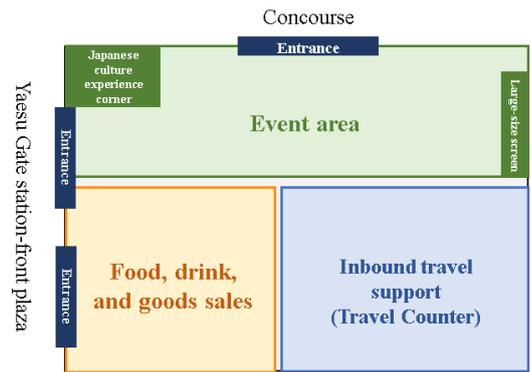
Location

2 Facility functions

In cooperation with local governments and with tourism promotion organizations and companies around the country, the facility will provide a space for tourism promotions that allow visitors from overseas to discover, experience, and share "Japan in season"; a space for interaction with local people and facility staff (communicators); and a space that creates opportunities for people to learn about and take an interest in the attractions of Japan's regions, and pick up ideas for timely and personal travels.

(1) Event area

This area will feature a raised tatami corner for experiencing Japanese culture and a 4K-compatible large-size (140") screen. It will provide life-like experiences linked to sightseeing promotions, and content offered through cooperation with other companies (see attached sheet).



Facility layout

<Tourism promotion schedule>

Period	Featured region	Theme (tentative)
Mar. to Sep. 2020	Tohoku	Cherry blossoms, nature, festivals, fireworks, and handicrafts



Event decorations (sample image)



Japanese culture experience corner (sample image)

[Tourism promotion and event planning]

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(2) Inbound travel support (Travel Counter)

The facility will have a counter for tourist information and travel consultation, offering information on the attractions of Japan's regions in conjunction with tourism promotions. It will also conduct exchange and sale of special rail tickets for foreign visitors to Japan such as Japan Rail Pass, and will handle JR tickets and Welcome Suica. Operating company: JR EAST VIEW Travel Service Co., Ltd.

(3) Food, drink, and goods sales

The facility will sell foods, drinks, and ekiben (train station boxed lunches) that provide tastes of Japan's food culture, and will offer a limited-edition menu and experiential menus developed and supervised by the Japanese tea specialty shop Senchado Tokyo (see attached sheet). The facility aims to be a cafe where visitors can enjoy meals with friends while learning about local stories through communication with staff, offering "edible knowledge" and "enjoyable experiences."

Operating company: Nippon Restaurant Enterprise Co., Ltd.



Dining space (sample image)



Menu items (sample image)