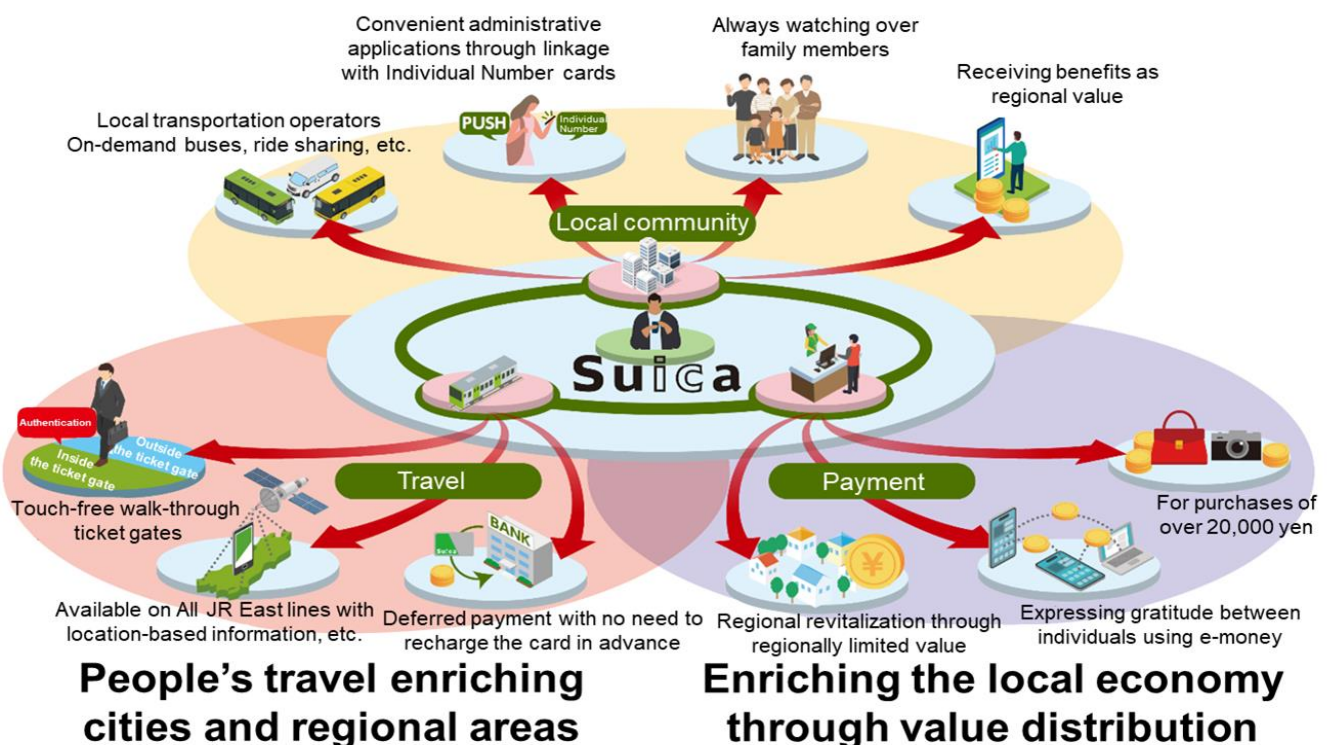# Going beyond the Common Notion for Suica
―Suica Renaissance―

○ Based on its medium- to long-term business growth strategy "Beyond the Border," JR East will gradually upgrade the functions of Suica over the next 10 years in order to turn it into a digital platform. Suica will go beyond being just a device for mobility and be transformed into a device for lifestyle that can be used not only for transportation and payment but also in various aspects of the daily lives of customers in local communities.

○ By autumn 2026, we will provide new payment experiences, such as a code payment function using the Mobile Suica app, and by fiscal 2029.3, we will offer convenient travel experiences that have never been done before, such as discounts and coupons tailored to each customer. Within the next 10 years, we aim to provide a seamless and convenient service in which monetary value such as tickets and SF is managed on a central server.

○ As a universal device for lifestyle that can be used by customers of all ages, Suica will incorporate new normal functionality, create experience value (life value) tailored to each customer, and realize enriched lives for everyone.
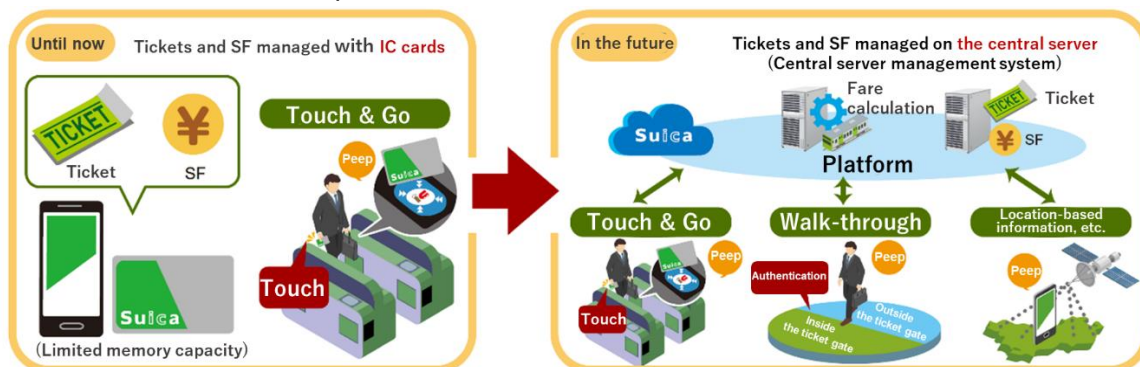
1. Going beyond the Common Notion for Suica

· Going beyond the common notion for Suica, we will release the "Suica app" (tentative name) and gradually provide railway services and various payment functions tailored to each customer, aiming to offer new experiences and digital transformation in various aspects of our customers' lives, including travel, payment, and living in the local community, which are essential to them.

Going beyond the Common Notion to Provide Enriched Lives
Using information to enrich the local community

Convenient administrative applications through linkage with Individual Number cards

Always watching over family members

Receiving benefits as regional value

Local transportation operators On-demand buses, ride sharing, etc.

Local community

Suica

Travel

Payment

Touch-free walk-through ticket gates

Available on All JR East lines with location-based information, etc.

Deferred payment with no need to recharge the card in advance

Regional revitalization through regionally limited value

For purchases of over 20,000 yen

Expressing gratitude between individuals using e-money

People's travel enriching cities and regional areas

**Enriching the local economy through value distribution**

2. Going beyond the Conventional Notion

・ Going beyond the conventional notion, Suica will gradually transition to a new platform-type system, the "central server management system," in which monetary value such as tickets and SF is managed on a central server in order to provide enriched lives.
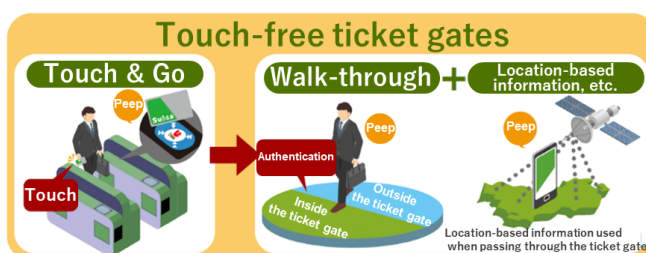

(1) Going beyond the common notion that rail usage is standardized

・ We will go beyond the common notion that tickets and SF are necessary for rail travel. In fiscal 2029.3, we will begin offering central server-managed train tickets through the "Suica app" (tentative name) that will be released in the future. For example, by paying 3,000 yen per month, you will be able to use convenient services that have never been available before, including a subscription product that offers a 50% discount on fares (discount cap applies) at any station starting from Omiya Station, the closest station to your home, and railway coupons that are distributed on special days, such as Railway Day, and for shopping at station buildings and events.
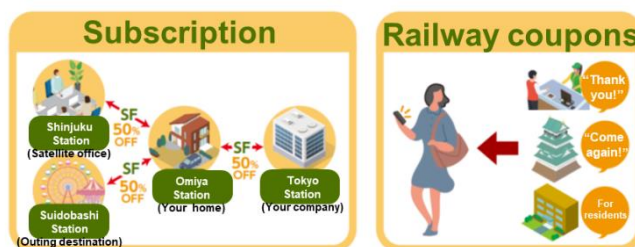
(2) Going beyond the common notion of touching the ticket gate

・ We will go beyond the common notion of having to touch the ticket gate for rail travel. In the future, by implementing a central server management system, we aim to realize walk-through ticket gates, which allow you to pass through the gates without touching, and ticket gates that use location-based information at stations that do not have ticket gates.

(3) Going beyond the common notion that Suica is available in designated areas

・ We will go beyond the common notion that Suica is available only in designated areas. Around spring 2027, the Tokyo Metropolitan (including Nagano), Sendai, Niigata, Morioka, Aomori, and Akita areas where Suica is available will be unified, making it possible to use Suica from Ueno Station to Sendai Station on the Joban Line, for example. Moreover, in areas where Suica is not yet available, a "Smartphone Commuter Pass"* (tentative name), which can be purchased using the Mobile Suica app, will be available for use. * Available with the Mobile Suica app by displaying the commuter pass on the screen

・ In the future, you will be able to use Suica on all of our lines when we realize ticket gates that use location-based information.

(4) Going beyond the common notion of recharging the Suica card

・ We will go beyond the common notion of having to recharge the Suica card in advance. In addition to the currently widely used SF function, through transition to a central server management system, we aim to realize a deferred payment system that does not require recharging the card by linking the card to the customer's credit card or bank account in advance.

(5) Going beyond the common notion that only small payments are possible

・ We will go beyond the common notion that Suica is only useful for small payments. Around autumn 2026, the Mobile Suica app will be significantly renewed. In addition to the easy and convenient touch payment unique to Suica, various functions will be added, such as a code payment function that can be used for purchases that exceed the Suica limit (20,000 yen), the ability to send and receive e-money (monetary value) between family members and friends, a coupon function that offers benefits for shopping, and the provision of regionally limited value.

・ This will make Mobile Suica even more convenient, evolving it into a universal payment tool that everyone, from children to the elderly, will need both for everyday use and when traveling.

3. Creating a New Notion
(1) Creating a new Suica that is rooted in each community

・ We will expand the digital transformation model for travel and local communities, which is currently being realized through the linkage between the Maas platforms of local governments and our company, by integrating it with regional collaboration IC cards. Through this, we will launch "Community Suica" (tentative name), which is rooted in each community, and create a new notion in the daily lives of local communities. Based on the "Suica app" (tentative name), this service, linked to Individual Number cards, allows users to receive local lifestyle content and services (local discount products, on-demand buses, etc.), gift coupons, benefits, and government services. This will bring digital transformation to all aspects of daily lives and solve issues facing local communities.

(2) Creating Suica that is thoroughly rooted in customers' lives

・ By utilizing data collected using Suica in travel and daily life situations, we will be able to provide "hospitality" services, such as having a taxi waiting for you when your Shinkansen arrives or having your bath ready when you return home, as well as "attentive" services that recommend meals based on your health condition. This will broadly support our customers' lives.

(3) Creating Suica that can be seamlessly used by visitors to Japan

・ The "Welcome Suica Mobile" (iOS) service will be launched in March 2025 for customers from overseas. This will allow visitors to Japan to download the app and add SF before entering Japan,[*] enabling them to seamlessly travel on JR lines and the Tokyo Monorail and other railway lines from Narita and Haneda Airports. * Some functions may be restricted due to the laws and regulations of each country.

・ The app will be upgraded in autumn 2025 to enable easy use of JR East's Shinkansen e-tickets and limited express ticketless services for conventional lines, and in spring 2026 to enable use of Green Cars of local trains on the Chuo Line and other lines.

・ In the future, through transition to a central server management system, it will become commonplace for customers from overseas to be able to use the walk-through ticket gate function and use Suica on all of our lines, further improving convenience.
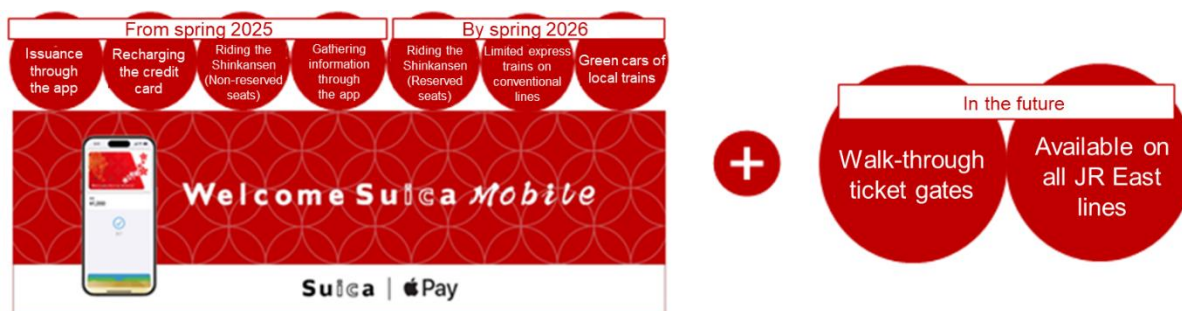
4. Providing Suica Services to Other Transportation Operators

・ We will provide a commuter pass sales service for other transportation operators, like the Tokyo Monorail Section Commuter Pass, which was newly launched on Mobile Suica in November 2024. We also plan to expand this to include student commuter passes around spring 2026.

・ We will cooperate and coexist with other transportation operators to contribute to the realization of a sustainable transportation IC ticket system in society. To achieve this, we will establish Suica services as a common platform with other transportation operators through transition to a central server management system. This will reduce the costs involved in introducing or updating the system for other transportation operators and allow them to use the system according to their needs.

・ In the future, we aim to position these Suica services as one of the functions for transit-oriented development and smart city development, including mobility, and expand these services to overseas markets.

● The service content is subject to change. All images are for illustrative purposes only and may be subject to change.

● We will follow the procedures required by the various laws and regulations of each country as necessary. We will also take into consideration the protection of personal information and privacy when considering services.

● Apple, the Apple logo, Apple Pay, iPhone, and Apple Watch are trademarks of Apple Inc., registered in the U.S. and other countries and regions.

Going beyond the Common Notion for Suica

Regional areas

Current
A total of
14 types of cards
29 businesses
Approx. **2,800** units

From spring 2025
Suica expanding to Nagano

December 14, 2024
Regional collaboration expanding to Nozawa Onsen

March 1, 2025
Regional collaboration expanding to the Nagano area

Spring 2026
Regional collaboration expanding to Matsumoto

Around spring 2027
Suica areas unified
Sendai/Aomori/Morioka/Akita area
Niigata area
Tokyo Metropolitan area (including the Nagano area)
East Japan area Fare

Around spring 2027
In areas where Suica is not available, a "Smartphone Commuter Pass" (tentative name) can be used.

FY2028
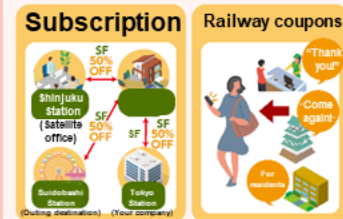**Central server (Train tickets)**

From FY2028
Individual Number card
Linkage
Community Suica (tentative name)
Promoting digital transformation in each region with Suica

FY2028
Suica
Suica app (tentative name)

FY2028
Subscription
SF 50% OFF
Shinjuku Station (Satellite office)
SF 50% OFF
SF 50% OFF
Suidobashi Station (Outing destination)
Tokyo Station (Your company)

Railway coupons
"Thank you!"
Come again!
For residents

Flexible railway products tailored to each customer
Real-time information sharing when touching the ticket gate with Suica

Within the next 10 years
Central server (Value)

Location-based information, etc.
Peep
Available on all JR East lines

BANK
Deferred payment

Authentication
Peep
Inside the ticket gate
Outside the ticket gate
Walk-through ticket gates

Tokyo Metropolitan area

Welcome Suica Mobile
Suica | Pay

Seamless travel for customers from overseas
Spring 2025
Issuance through the app
Recharging the credit card
Riding the Shinkansen (Non-reserved seats)
Gathering information through the app

By spring 2026
Riding the Shinkansen (Reserved seats)
Limited express trains on conventional lines
Green cars of local trains

Around autumn 2026
Code payment used for purchases over 20,000 yen

Current