



2 June 2026

East Japan Railway Company
JRE Business Development UK Limited
Decorum Vending Limited

New Developments in Our Vending Machine Business in the UK

Expanding our business domain from railway stations to airports

- In the UK, JRE Business Development UK Limited (UKBD, headquartered in the UK; represented by Susumu Nagawa) acquired 100% of the shares of Decorum Vending Limited (Decorum, headquartered in the UK; represented by Declan Sewell) in 2024 and has been expanding its business, including operating approximately 1,000 vending machines primarily across the UK railway network.
- We have newly acquired the vending machine business of Petrie Gough Limited (UK), which operates approximately 800 units operating at major UK airports, including London Heathrow Airport and London Gatwick Airport. With UKBD and Decorum taking the lead, we are expanding smart retail* initiatives across rail stations and airports in the UK.
- Looking ahead, we aim to expand our presence into other European countries by leveraging our network with local partners. Furthermore, by integrating customer touchpoints with products such as Japanese food and merchandise, we will enhance lifestyles centred around public transport and deliver more fulfilling experiences to customers around the world.

*Smart Retail: Solutions supported by new technologies including contactless payment, AI, and telemetry and remote data analysis.

1. Expand our smart retail initiatives across UK transport hubs

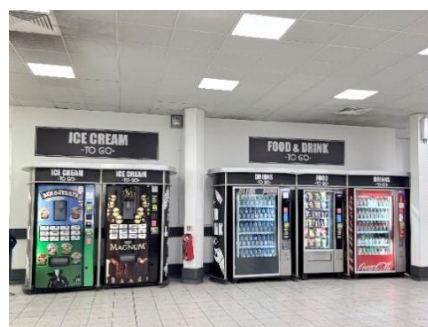
Since 2019, the JR East Group has developed a digital vending machine business in the UK. In 2024, our local entity, UKBD, was established as an operational base for business activities across the UK and other European countries. In the same year, UKBD acquired 100% of the shares of Decorum and has since been operating approximately 1,000 vending machines across rail stations in the UK.

Recently, we acquired a vending machine operation business consisting of approximately 800 vending machines at major UK airports including London Heathrow Airport, London Gatwick Airport, London Luton Airport along with other travel locations.

Following the acquisition, the number of vending machines under operation will increase to 1,800, extending our smart retail presence from railway stations to airports.



Vending machines operated by Decorum
at railway stations



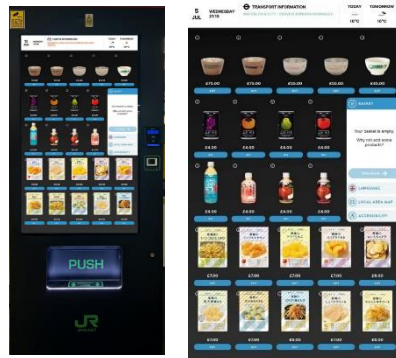
Airport vending machines
from the newly acquired business

Going forward, we will leverage our operational know-how and synergies within the vending machine business, from a smart retail perspective, to enhance service quality and profitability through customer-focused product development based on passenger flow and consumer purchase data, as well as promotional campaigns using vending machines equipped with advertising functions.

Additionally, we are committed to offering vending machines featuring Japan’s local specialties and providing unique consumer experiences, while also contributing to the promotion of regional attractions.



Vending machine with a touchscreen



Digital vending machine offering Japanese regional drinks, snacks and crafts



Decorum’s vans with the JR East Group logo

2. Future Business Expansion across Europe

As we expand our smart retail businesses and increase customer touchpoints, we aim to enter other European markets by leveraging the knowledge and experience we have built up, together with deeper collaboration with local partners, including rail and airport operators.

In addition, by integrating customer touchpoints with Japanese products such as food and merchandise in collaboration with Japanese companies, we seek to create more fulfilling experiences for customers.

Through this initiative, we aim to further enhance public transport-centred lifestyles in cities around the world and enable the Lifestyle Transformation (LX) set out in the JR East Group’s Management Vision, “To the Next Step 2034.”



TOKYO ONIGIRI, produced by Honnoriya, opened in central London, offering freshly made onigiri



“Oi Ocha” vending machine installed in collaboration with ITO EN



Vending machine offering rail-themed merchandise and crafts from Tsubame-Sanjo

Reference

■ About JRE Business Development UK

UKBD is a subsidiary established to build and implement the JR East Group's growth strategy in the UK and other European markets. With smart retail business at our core, we engage in (1)research and marketing, (2)investment activities, and (3)support for the JR East Group and other consulting services, driving agile new market designs and business development.

【Company Profile】

Trade Name	JRE UK Business Development (English name JRE Business Development UK, abbreviation UKBD)
Address	4th Floor, 30-31 Furnival Street, London EC4A 1 JQ
Common stock	25.1 million pounds *100% owned by JR East
Incorporation	21 June 2024
Representative	Susumu Nagawa
Business Overview	Business Development, Research and Investment focused on public transport in the UK and other European countries

■ About Decorum Vending Limited

Decorum is a company expanding its business following the securing of management licenses for vending machines at over 90% of railway stations across the UK. It has built an operational system featuring remote inventory management and AI-driven routing for operators along with a network of environmentally friendly vending machines and is also expanding its advertising and brand activation business utilising the vending machine.

【Company Profile】

Trade Name	Decorum Vending Limited
Address	2b Trafalgar Court, Ampress Lane, Hampshire, SO14 8QE
Common stock	5.8 million pounds *100% owned by UKBD
Incorporation	3 June 2015
Representative	Declan Sewell
Business Overview	Vending machine operation and advertising-related business focused on railway stations in the UK