

# Features of JR East

## WE OPERATE ALL CATEGORIES OF RAILWAY



Metropolitan



High Speed



Regional

Network: **7,457 km**

No. of Passengers: **17.5 Million /day**

No. of Trains: **12,227 /day**

Annual Operating Revenue: **\$25.3 Billion**

Net Annual Income: **\$2.44 Billion**

No. of Employees: **56,450**



**TOKYO**

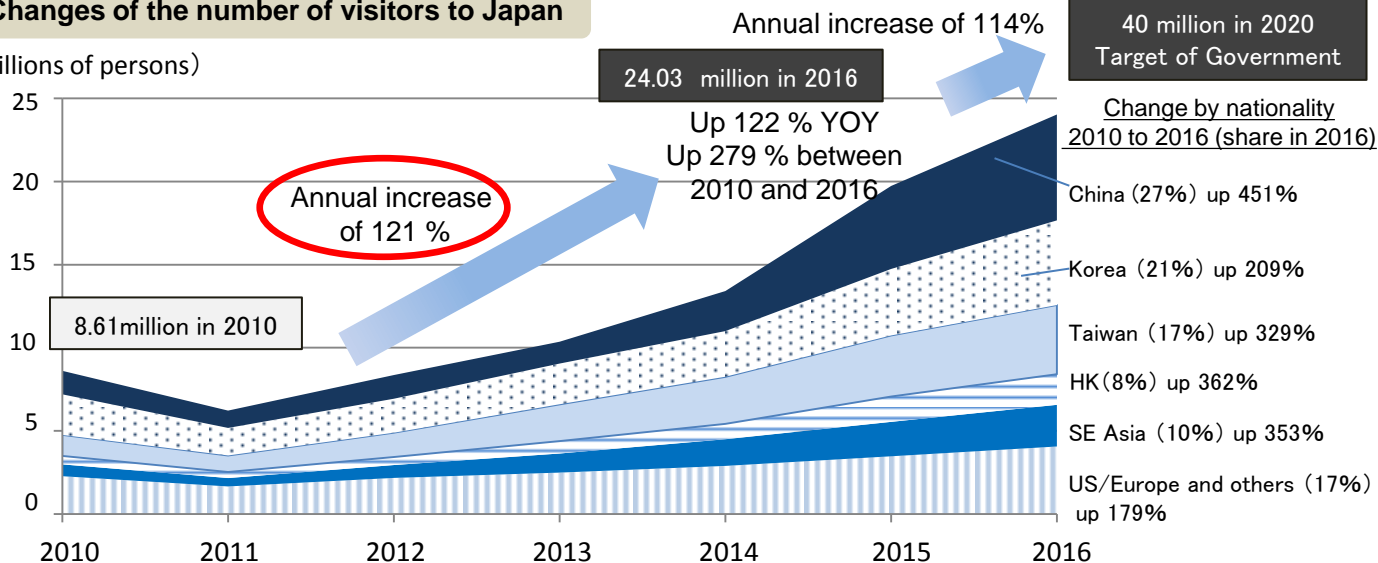
\*Numbers are as of FY ended March 31 , 2017

\*\*Calculated by 1 \$ = 114 JPY

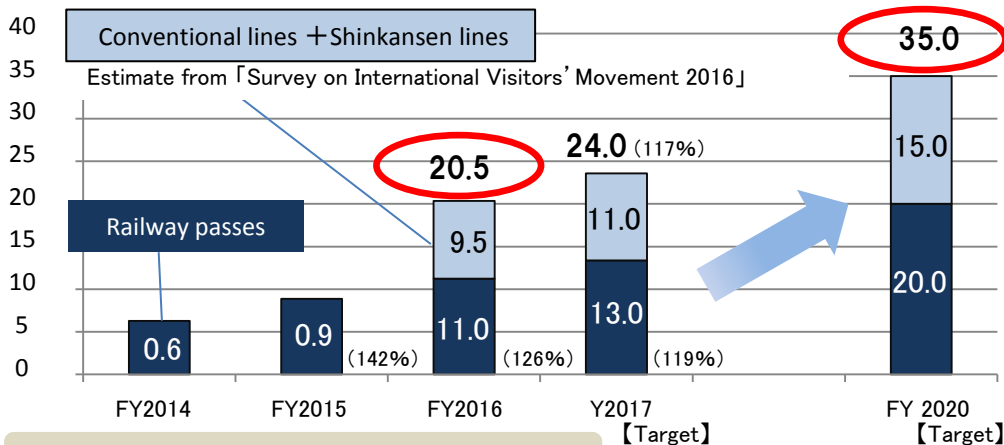
# The number of visitors to Japan and Revenue of the Railway Business

## Changes of the number of visitors to Japan

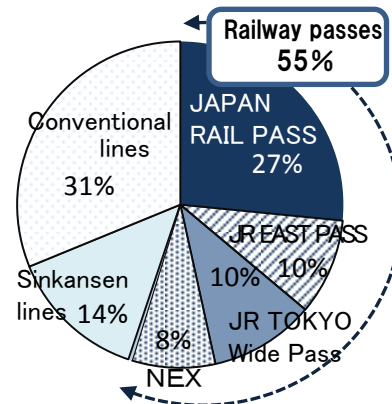
(Millions of persons)



## Railway Business Revenue (Billions of yen)

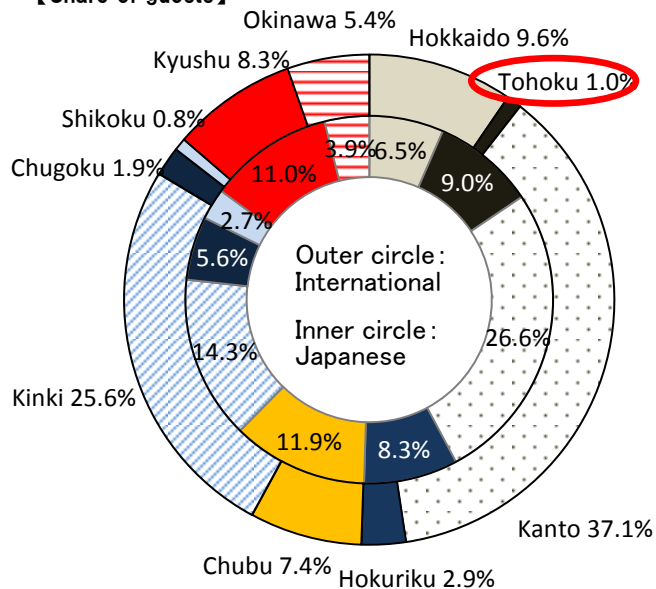


## Share of products (FY2016)



## Trends of overnight guests by area 2016

【Share of guests】



Japan Tourism Agency 「Overnight Travel Statistics Survey 2016」

【Number of guests】

2016 (Thousand)	Japanese			International		
	Number of overnight guests	YOY	between 2010 and 2016	Number of overnight guests	YOY	between 2010 and 2016
Hokkaido	22,839	99%	108%	6,120	113%	298%
Tohoku	31,562	97%	106%	641	122%	127%
Kanto	93,117	97%	105%	23,742	101%	186%
Hokuriku	28,912	97%	106%	1,874	121%	284%
Chubu	41,685	98%	112%	4,744	97%	236%
Kinki	50,117	97%	111%	16,430	111%	317%
Chugoku	19,559	96%	109%	1,235	124%	327%
Shikoku	9,543	100%	106%	526	147%	422%
Kyushu	38,508	97%	111%	5,293	105%	278%
Okinawa	13,696	97%	111%	3,464	101%	783%
Nationwide	349,539	97%	108%	64,068	106%	246%

The number of overnight international guests (Jun.~Jul.2017)

Tohoku area 469 thousand (146%YOY)

《reference》Kanto area 107%, Nationwide 108%

# Advancement of the JR EAST Group's inbound strategy

## Creating inbound demand by "JR + Flight" Product, collaboration with international airlines

March 2016, Launch of Hokkaido Shinkansen

Shinkansen network Tokyo and Tohoku, Hokkaido



July 2016, Privatization of Sendai Airport

Expanded the airline network from Sendai

Travel Route by collaboration with international airlines

Approval from Japan Tourism Agency

"Exploring Japan's Deep North"



by Tohoku Tourism Promotion Organization

Support and cooperation by product

### ① Railway passes : Offering by destination

Products	Destination	Valid period	Price
JAPAN RAIL PASS	Nationwide	7, 14, 21 days	(Overseas) 29,110yen (In Japan) 33,000yen
JR EAST PASS(Nagano,Niigata area)	Kanto+Nagano, Niigata	flexible 5 days	(Overseas) 17,000yen (In Japan) 18,000yen
JR EAST PASS(Tohoku area)	Kanto+Tohoku	flexible 5 days	(Overseas) 19,000yen (In Japan) 20,000yen
Tokyo-Osaka Hokuriku Arch Pass	Tokyo~Hokuriku~Keihanshin	7days	(Overseas) 24,000yen (In Japan) 25,000yen
JR East-Soufth Hokkaido Rail Pass	Kanto+Tohoku+South Hokkaido	flexible 6 days	(Overseas) 26,000yen (In Japan) 27,000yen
JR Tohoku-Soufth Hokkaido Rail Pass	Tohoku+South Hokkaido	flexible 5 days	(Overseas) 19,000yen (In Japan) 20,000yen
JR TOKYO Wide Pass	Kanto	3days	(In Japan) 10,000yen
N'EX TOKYO Round Trip Ticket	Narita Airport~Tokyo	14days	(In Japan) 4,000yen



### ② Travel Products: "JR + Flight" products combined with accommodations and optional tours



collaboration with international airlines

【China】 Air China, JAL 【Taiwan】 China Airlines, Scoot, Tiger Air, JAL 【Thailand】 JAL

### Overseas promotion (cooperation with travel agents, exhibitions at travel expos, various types of information dispatches)

Southeast Asia : Establishment of the "JR EAST Sales Office for Southeast Asia" (Dec.2017)

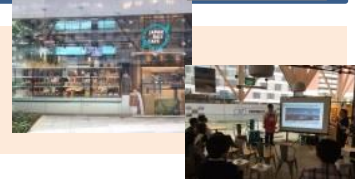
Taiwan : Invest in and partner with " Creative Travel " (Jul.2017)

In China, Thailand and Hong Kong, partner with the local travel agents



### Singapore "JAPAN RAIL CAFÉ" ( Dec.2016~ )

- Café opened aim to provide effective information about each region of Japan
- Travel service counter set up to provide regional promotion events on weekend



# Advancement of the JR EAST Group's inbound strategy

## Development of service facilities to accept travelers

### Development of JR EAST Travel Service Centers

Centers	Launch	Expansion of service counters
Narita Airport 1	Nov.2004	Mar.2015 +1
Narita Airport 2	Nov.2004	Jan.2017 +1
Haneda Airport	Oct.2010	Feb.2016 +4
Tokyo Station	Oct.2012	Jun.2016 +5
Shinjuku Station	Dec.2014	New launch +1
Ikebukuro Station	Oct.2016	New launch +3
Shibuya Station	Dec.2017	New launch +3
Sendai Station	Apr.2016	New launch +1



**The Prayer Room added at Tokyo Station (Jun, 2017)**

### Expanding the scope of trains covered by "JR-EAST Train Reservation"

Feb. 2016~

#### Multilingualization · Online systemization

English only →English, Traditional Chinese, Simplified Chinese, Korean

Response within 24 hours by operators →Immediate response



Feb. 2017~

#### Expansion of applicable trains

JR East area only →Expansion to JR Hokkaido area, Hokuriku Shinkansen (JR West area)

Akita (Mar.) Tsuruoka (Jul.) Koriyama (Aug.) Nihonmatsu (Sep.)

Newly applicable areas



### Improvement and Standardization of Tohoku's Tourist Information Centers

Standardization of appearance and facilities,  
Standardized service contents (JNTO certification. etc.)



## TRAIN SUITE SHIKI-SHIMA

- Train Suite Shiki-Shima began operation on May 1 2017.

- Basic course :

【spring~autumn】 4 day/3 night trip ( East Japan · Hokkaido) 2 day/1 night trip (Yamanashi · Nagano · Aizu) 【winter】 3 day/2 night trip (Tohoku)

※In addition to the basic course we offer 3 special "seasons for East Japan" trips

• 6.6 times more applicants than seats (May.2017 ~ Jun.2018)

• The number of overseas applicants 10% (Apr.~Jun.2018)

Available at overseas travel agents from Apr.2018



Train Suite Shiki-Shima offers attractive "Travel by train" and plays the role as a bridge to local regions.



# Developing Our Business around the World

Consulting  
(JIC)

Operation(O)  
&  
Maintenance(M)

## Group Management Vision V

<We are engaged in railway projects  
in various countries aiming at  
further growth of the Group in future>

Manufacturing  
railcars  
(J-TREC)

India  
(High-Speed Railway)

Indonesia  
(Jakarta MRT)

Other consulting

Thailand  
(Purple Line)

UK  
(Franchise business)

Indonesia  
(PT-KAI, PT-KCI)

Accepting orders for  
new railcar deal

We will accumulate experience gained  
through participation in various projects  
and make use of it in future projects

We will collect overseas business information from  
outside the company, regardless of domestic or  
overseas, and will continue to investigate new  
projects constantly

Explore MRT projects with potential

## International Railway Projects

High speed  
Railway

MRT



UK: Franchise business

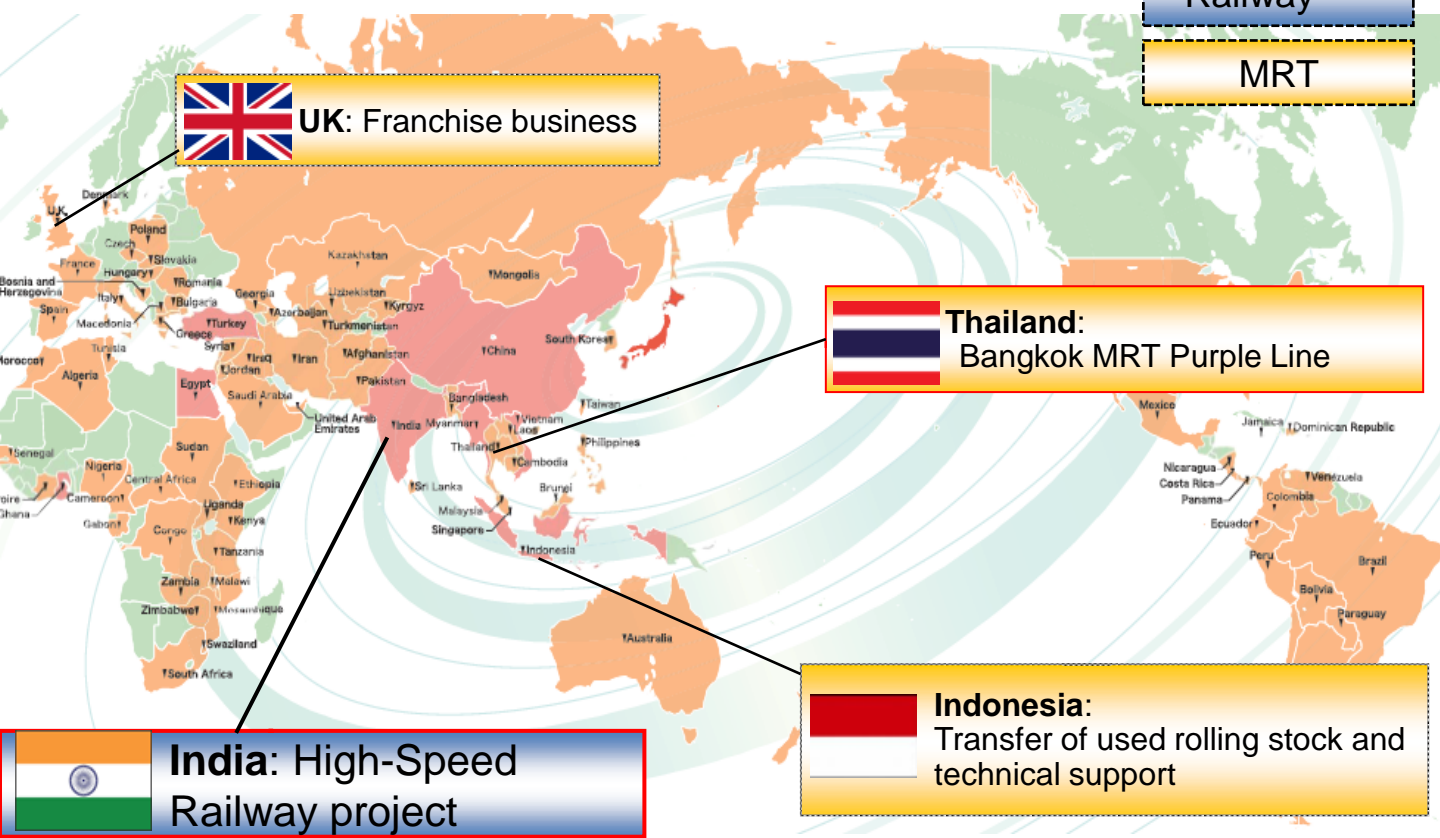


Thailand:  
Bangkok MRT Purple Line



Indonesia:  
Transfer of used rolling stock and  
technical support

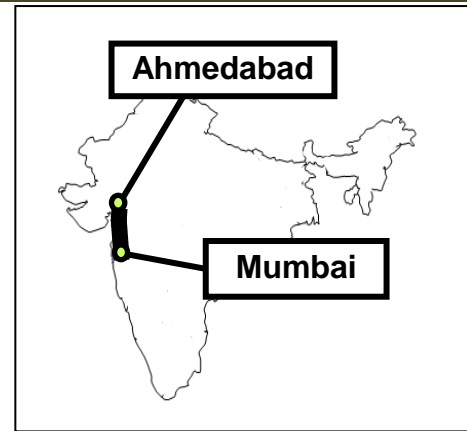
India: High-Speed  
Railway project



# Progress of India High-Speed Railway Project

## 【Overview】

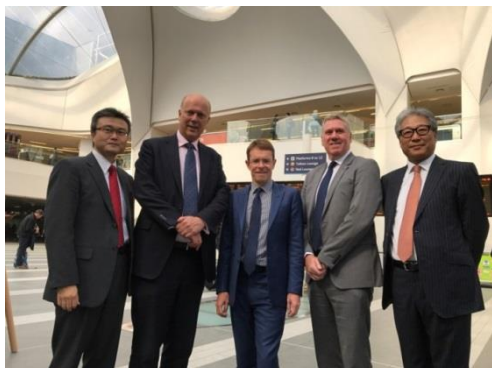
- The Indian Ministry of Railways formulated that the India Railway vision 2020, which stipulated that the development of a HSR line between Mumbai and Ahmedabad was a top priority.
- In 2015, based on a joint statement between Japan and India, it was confirmed that the HSR line between Mumbai and Ahmedabad would be developed using Japanese HSR technology.
- Japan International Consultants for Transportation Co., Ltd. was commissioned to provide consulting services relating to the creation of HSR technical standards in March 2016, and relating to design and bidding for the HSR in December 2016.
- Groundbreaking ceremony was held in September 2017 with the attendance of Prime Ministers of Japan and India, and Mr. Tomita, President of JRE.



## Endeavor to participate in UK Passenger Rail Franchise

## 【Overview】

- The UK franchise system means a system under which each train operating company's right to operate trains is selected by performing bidding, and the right to operate trains, effective 7 to 10 years, is granted by the Ministry of Transport or relevant government authorities of the country.
- In August 2017, our company obtained the right to operate the West Midlands project in collaboration with Mitsui and Co., Ltd. and Aberio, UK, a Dutch Railways-affiliated company. This project is to bear services for the commuting railway lines to London, long-distance line connecting London and Liverpool, and transportation in the urban district of Birmingham.
- This project is the first undertaking in which we are involved in the overseas railway operation.

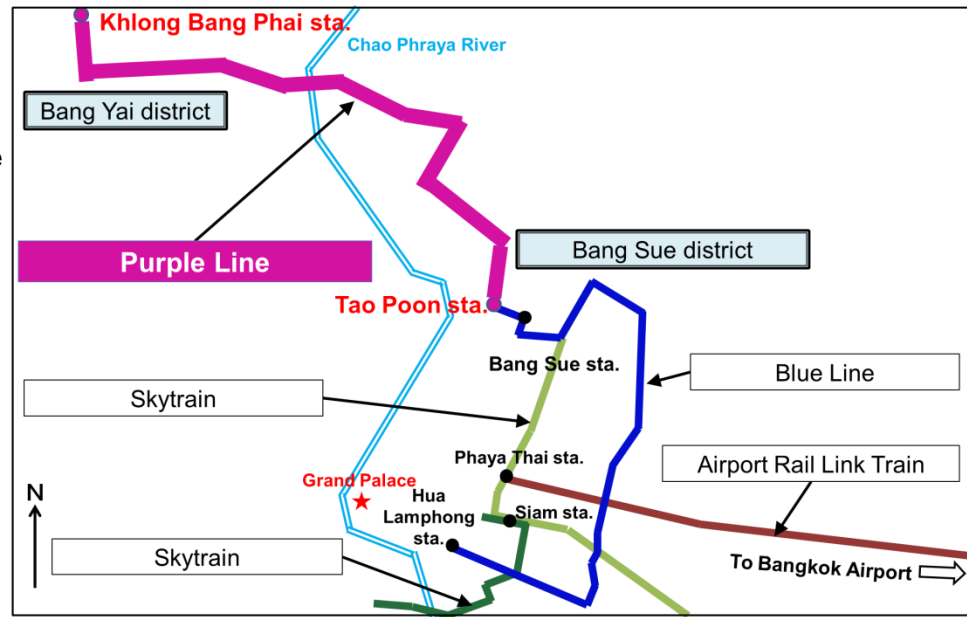




# Participation in Thailand's Purple Line Project

## 【Overview】

- The Purple Line is a railway line in Thailand's capital of Bangkok intended to link the Bang Sue district in the northern part of the city to the Bang Yai district in the northwestern suburbs, beginning operation in August 2016.
- With Marubeni and Toshiba, we established a maintenance company Japan Transportation Technology (Thailand) Co., Ltd. (JTT) in Bangkok.
- Japan Transport Engineering Company (J-TREC) has manufactured stainless-steel rolling stock for use on the Purple Line, and delivered a total of 21 train-sets (63 cars).



## Providing Technical Support to Overseas Railway Operators

### 【Overview】

- In the three years since 2013, we transferred 476 railcars (205-series cars) that we had used on the Saikyo and other lines to the railway company that operates the Jakarta metropolitan area MRT.
- We have provided technical support for rolling stock maintenance so that the transferred railcars may be operated stably, and also, we have providing support for improvement of services.

