

6th December 2011

East Japan Railway Company (JR East)

- Outline of Shinkansen
- The Fare Charging System
- Life-Style Business



Outline of Shinkansen (High-Speed Rail)

East Japan Railway Company



A3-44

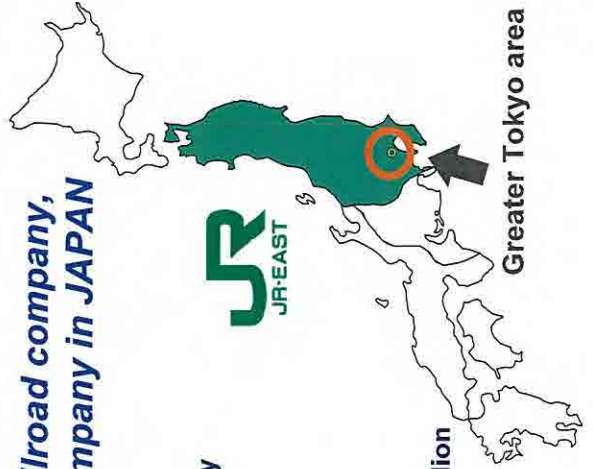
Outline of JR East

JR EAST, a passenger railroad company, is the largest railroad company in JAPAN

- Network: 7,512 km
- No. of Passengers: 17 million /day (the largest in the world)
- No. of Trains: 13,000 /day
- Operating Revenue: \$31 billion
- Net Income: \$0.9 billion
- No. of Employees: 70,000
- Total Stock Market Value: \$22 billion

- No subsidies from the government

*Numbers are as of FY ended March 31, 2011

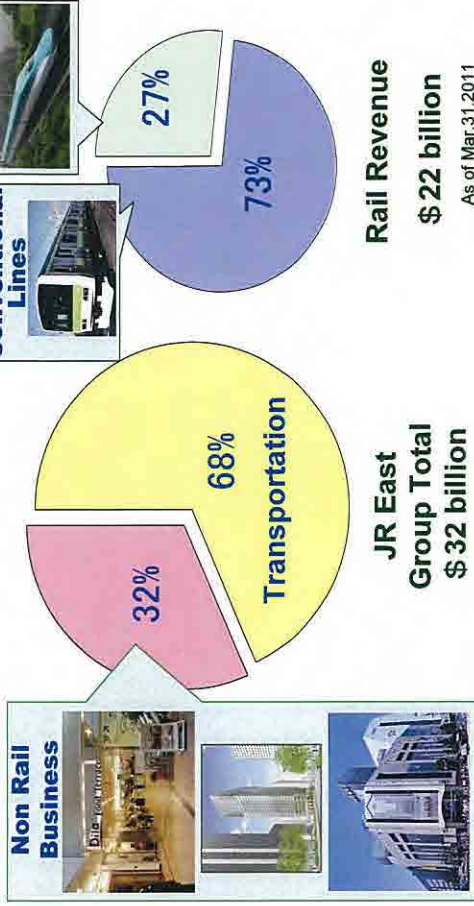


Greater Tokyo area



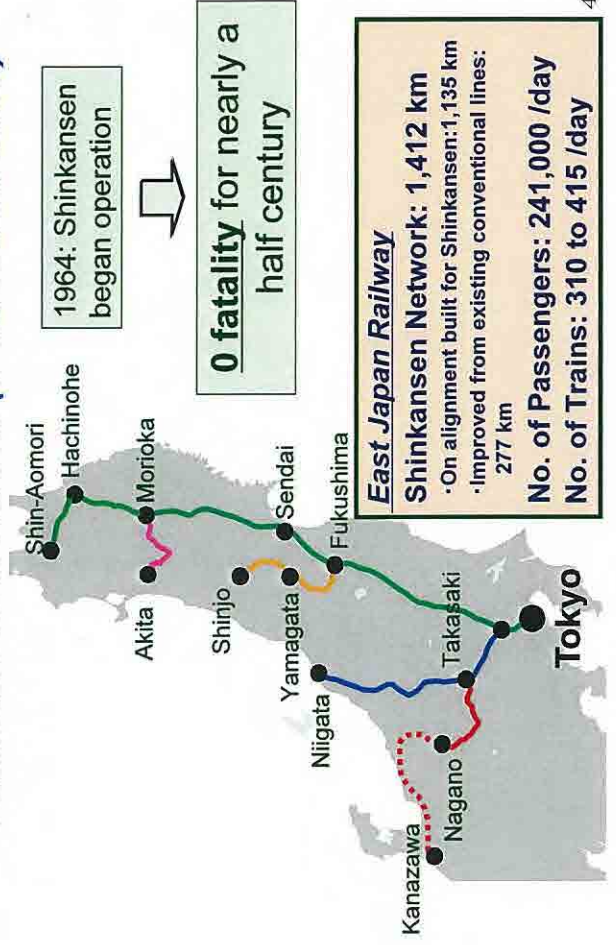
Outline of JR East

Revenues from Railroad and Non Rail Businesses



Overview of JR East Shinkansen High-Speed Rail (HSR)

Shinkansen Network (5 direction lines)



Overview of JR East Shinkansen High-Speed Rail (HSR)

Various Elements to maximize the value of HSR

- Safety**
- Punctuality**
- High speed**
- High frequency**
- Large capacity**
- Through service**
(Coupling and Uncoupling technology)
- Environmental friendliness**
- Disaster countermeasures**
(earthquake, snow)
- Shorten total trip time**
(Urban transit system, such as conventional lines and subways)
- Comfort**
- Maintenance**
- Suica (Smart IC Card)**
- Commercial development of stations**
- Cost efficiency**



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Overview of JR East Shinkansen High-Speed Rail (HSR)



High Speed

- Maximum commercial speed of Series E5 is planned to be 320km/h by 2013.

Through Service

- Maximum commercial speed of Series E6 is planned to be 320km/h by 2014.
- Series E6 will run through onto improved conventional lines at 130km/h in 2013.
- Series E5 & E6 can be coupled and uncoupled automatically.

Series E5



Series E6



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Overview of JR East Shinkansen High-Speed Rail (HSR)

Three types of Shinkansen

High speed



Large capacity



Through service



* With coupling/uncoupling functions

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Gran Class

Introduction of "first class" car with excellent service



on the Series E5



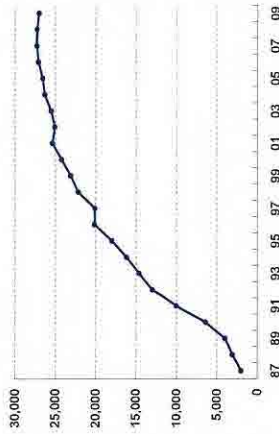
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Large Capacity

Series E4 (Double-decker)

No. of seats : 1,634
(the world's largest high-speed train)

The World's Largest



No. of Shinkansen
commuter pass holders

High Frequency

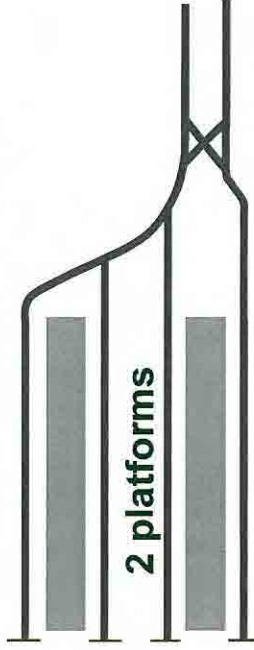


5 Destinations from Tokyo station
4 min. Minimum train interval

High Frequency



Tokyo Station Shinkansen platforms



4 min. Minimum train interval
400 Trains per day

High Frequency

12 min. Turn back



① Train arrives



② Passengers get off



③ Clean up



④ Finished



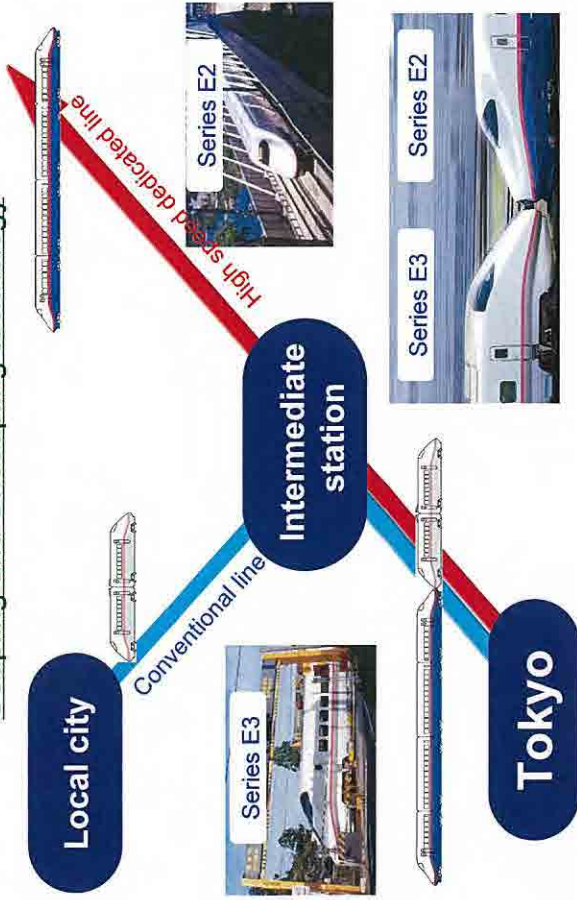
⑤ Passengers get on



⑥ Train departs

Through Service

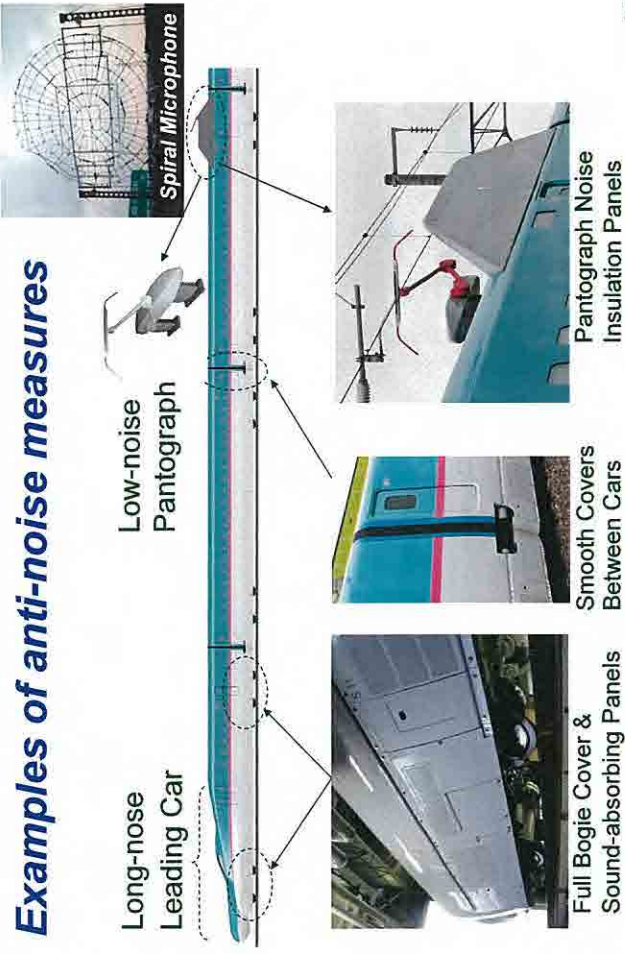
Coupling and Uncoupling technology



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Anti-noise measures & aseismic system

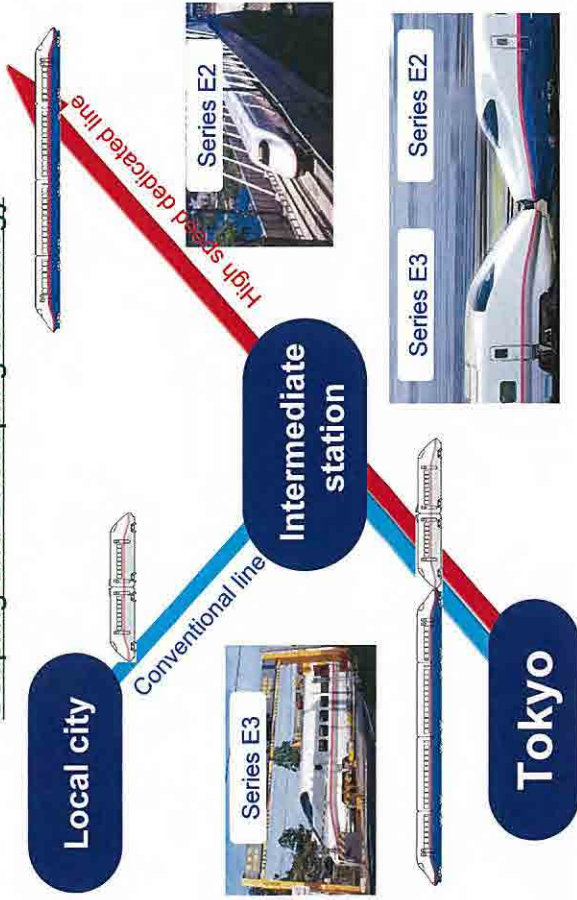
Examples of anti-noise measures



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Through Service

Coupling and Uncoupling technology



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Anti-noise measures & aseismic system

Shinkansen noise level

- Below Japanese environmental standard of 75 dB
- No damage to agriculture or livestock



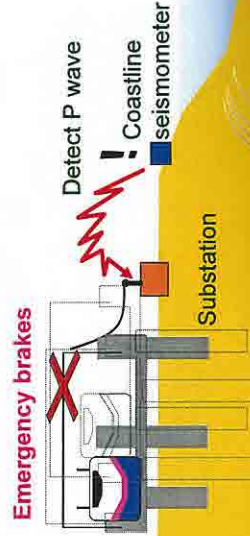
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Anti-noise measures & aseismic system

Early Earthquake Alert System

Whenever coastline seismometer detects Primary wave.

Power shutdown



Secondary wave

Primary wave

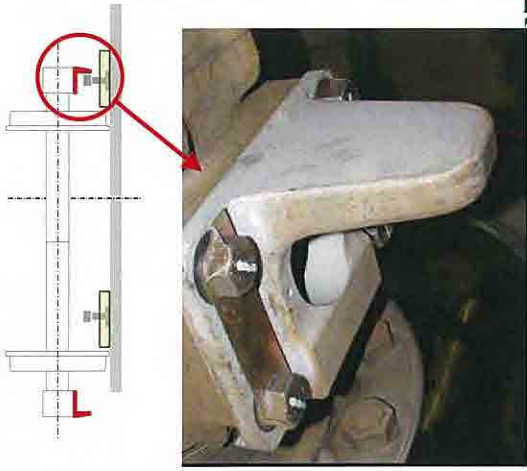
Epicenter

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Reinforced Pillars

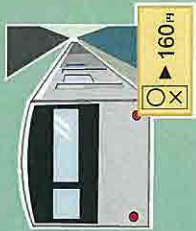


L-Shaped Car Guides



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The Fare Charging System



East Japan Railway Company

Example: Travel from Tokyo to Sendai

Travel by conventional line

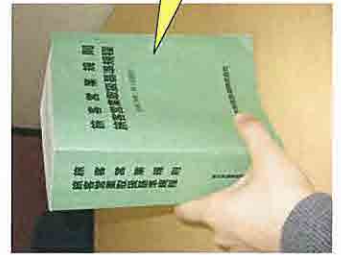


The amount charged for the travel is called "a fare."

Tokyo → Sendai

Fares = Amounts charged for transport services

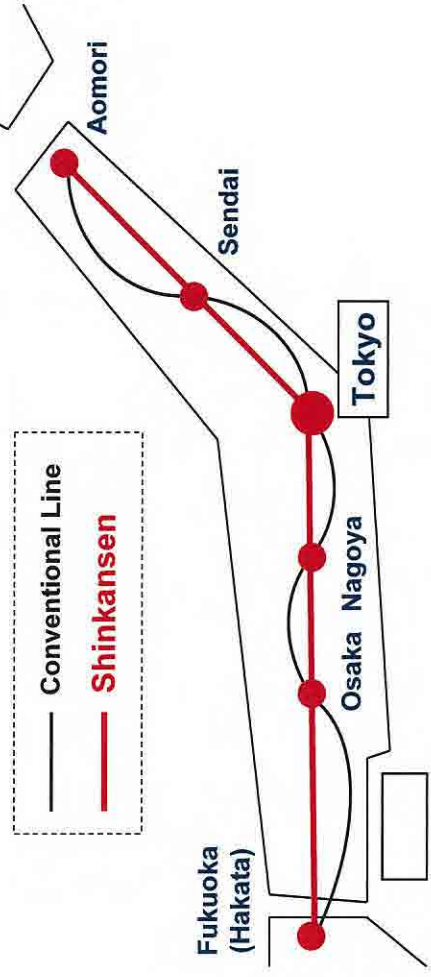
The concept of the fare charging system is wholly prescribed as a "rule."



Rules of Passenger Transport Business Standards on the Procedures for Passenger Transport Business

1,200 pages

Conventional Line and Shinkansen (Image)



Example: Travel from Tokyo to Sendai

Travel by Shinkansen trains

Charges (charges for limited express trains)

Fares

Tokyo → Sendai

The charge for a limited express train, a charge for speed, is surcharged.

Charges = Surcharges for additional services

Categories of charges

Charges = Surcharges for additional services

- Charges for limited express trains
Surcharges for **high speed** services
- Green car charges
Surcharges for **high-grade accommodation services**
- Sleeping car charges
Surcharges for **sleeping car services**

Example: Travel from Tokyo to Sendai

Travel by a special car (green car) of Shinkansen trains

Charges (green car charges)

Charges (charges for limited express trains)

Fares

Tokyo → Sendai

A green car charge is surcharged for high-grade accommodations in addition to the limited express train charge

Fares and Charges

Travel from Tokyo to Sendai, by a Shinkansen train up to Shin-Shirakawa and by conventional line local train thereafter

Charges (charges for limited express trains)

Fares

Tokyo Shin-Shirakawa Sendai

Tokyo to Sendai
Fares

+

Tokyo to Shin-Shirakawa
Charges (charges for limited express trains)

Fares and Charges

Fares

Charges for transport services
→ Charged for the travel from the boarding to the alighting stations.

Charges

Charges for additional services
→ Charges for the section where passengers are provided with the services

Categories of Charges

Charges

- Charges for limited express trains
→ **Express train tickets**
- Green car charges
→ **Green car tickets**
- Sleeping car charges
→ **Sleeping car tickets**

Categories of surcharge tickets

- Shinkansen limited express train tickets
- limited express train (conventional line) tickets
(Non-reservation seats, reservation seats, green car seats)

Categories of Fares

Fares

→ **Fare Tickets**

Types of fare tickets

- One-way ticket
- Round-trip ticket
- Commuter Pass

Combination of Fares and Charges

Travel from Tokyo to Shin-Aomori in **GranClass Car**

Charges (charges for limited express trains + GranClass charges)

Fare

Tokyo

Shin-Aomori

Total amount 26,360 yen

Tokyo to Shin-Aomori
Fare tickets

Tokyo to Shin-Aomori
Express train tickets +
Green car tickets (**GranClass**)

9,870 yen

(6,490 yen + 10,000 yen)

Fares and charges of Tohoku Shinkansen

From Tokyo to	Construction Kilometers (km)	Operating Kilometers (km)	Total amount of Fares and Charges (Hayabusa)								
			Total amount of Fares and Charges (Hayata, Yamabiko, Max Yamabiko, Nasuno, Max Nasuno)			Total amount of Fares and Charges (Hayabusa)					
			Economy Class (Yen)	Business Class (Yen)	(Yen/ /km [※])	Economy Class (Yen)	Business Class (Yen)	(Yen/ /km [※])			
Utsunomiya	109.0	109.5	4,800	44	6,290	57	—	—	—	—	
Fukushima	245.1	272.8	8,700	32	11,190	41	—	—	—	—	
Sendai	325.4	351.8	10,590	30	14,060	40	10,890	31	14,380	41	
Morioka	496.5	535.3	13,840	26	17,330	32	14,340	27	17,830	33	
Hachinohe	593.1	631.9	15,350	24	18,840	30	15,850	25	19,340	31	
Shin- Aomori	674.9	713.7	16,370	23	20,860	29	16,870	24	21,360	30	
											37

※ Operating kilometers

Overview of JR East's Life-Style Business

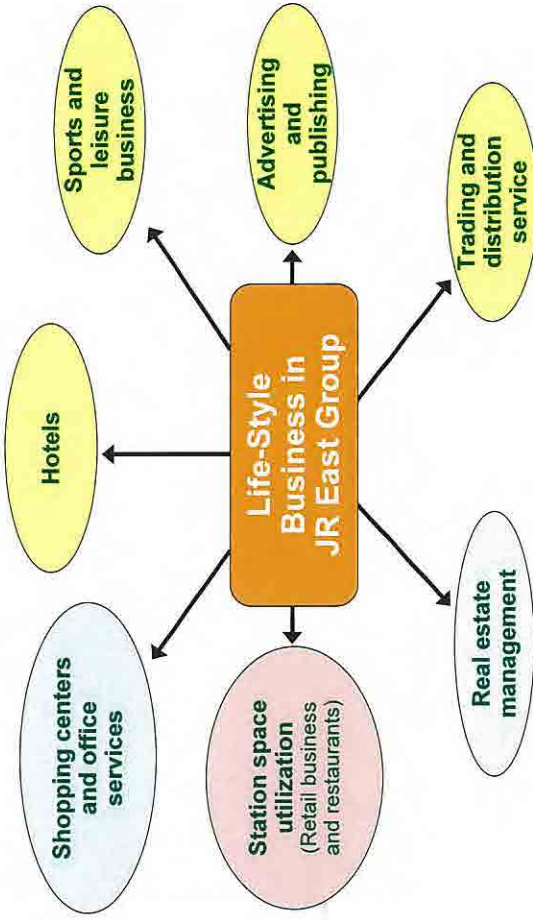
— Present Situation and Future Prospects —

December 6, 2011

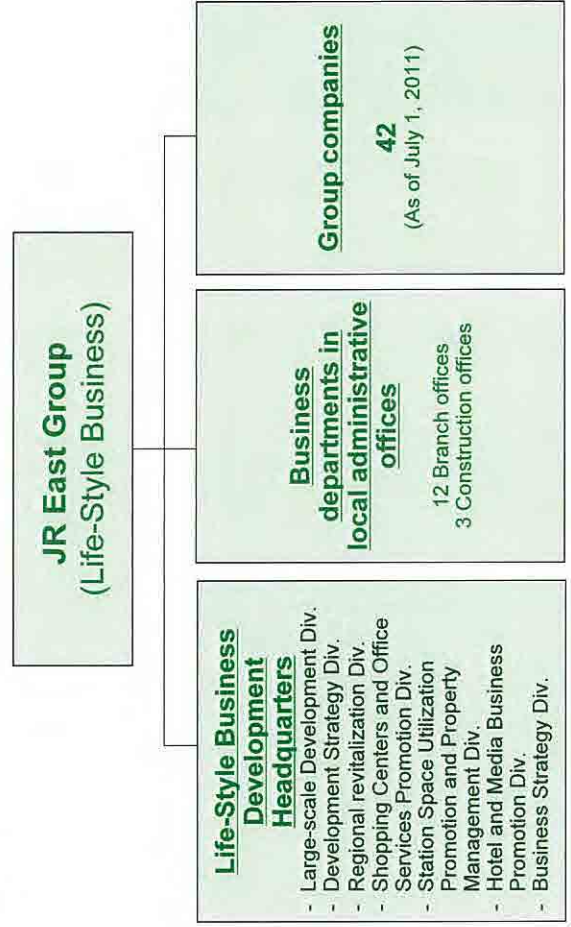
International Department

East Japan Railway Company

Life-Style Business Diversification



Promotion System of Life-Style Business



Future Prospects of JR East's Life-Style Business

Life-Style Business – 42 Group Companies

As of July 1, 2011

- **16 Station building and SCs**
Teisudo Kalkan Co., Ltd.
atre Co., Ltd.
Lumine Co., Ltd.
Yokohama Station Building Co., Ltd.
Tsurumi Station Building Co., Ltd.
Shonan Station Building Co., Ltd.
JR East Department Store Co., Ltd.
JR Tokyo West Development Co., Ltd.
Utsunomiya Station Development Co., Ltd.
Takasaki Terminal Building Co., Ltd.
Mito Station Development Co., Ltd.
Kinshicho Station Building Co., Ltd.
Chiba Station Building Co., Ltd.
JR East Aomori Commercial Development Co., Ltd.
Station Building MIDORI Co., Ltd.
JR Chuo Line Mall Co., Ltd.
- **1 Office service**
JR East Building Service Co., Ltd.
- **5 Hotels**
Nippon Hotel Co., Ltd.
Sendai Terminal Building Co., Ltd.
Morioka Terminal Building Co., Ltd.
Akita Station Building Co., Ltd.
Hotel Metropolitan Nagano Co., Ltd.
- **7 Retail business and restaurants**
JR East Retail Net Co., Ltd.
Nippon Restaurant Enterprise Co., Ltd.
JR East Food Business Co., Ltd.
Takasaki Terminal Building Co., Ltd.
Delicious Link Co., Ltd.
JR East Water Business Co., Ltd.
Kinokuniya Co., Ltd.
- **2 Trading and distribution services**
East Japan Railway Trading Co., Ltd.
JR East Logistics Co., Ltd.
- **2 Sports and leisure business**
JR East Sports Co., Ltd.
Gala Yuzawa Co., Ltd.
- **1 Real estate management**
JR East Urban Development Corporation
- **3 Advertising and publicity**
East Japan Marketing & Communications, Inc.
Tokyo Media Services Co., Ltd.
The Orange Page, Inc.
- **5 group companies by branch offices**
Tohoku Sogo Service Co., Ltd.
Juster Co., Ltd.
JR Atlis Co., Ltd.
Tokky Co., Ltd.
Shimano Enterprise Co., Ltd.

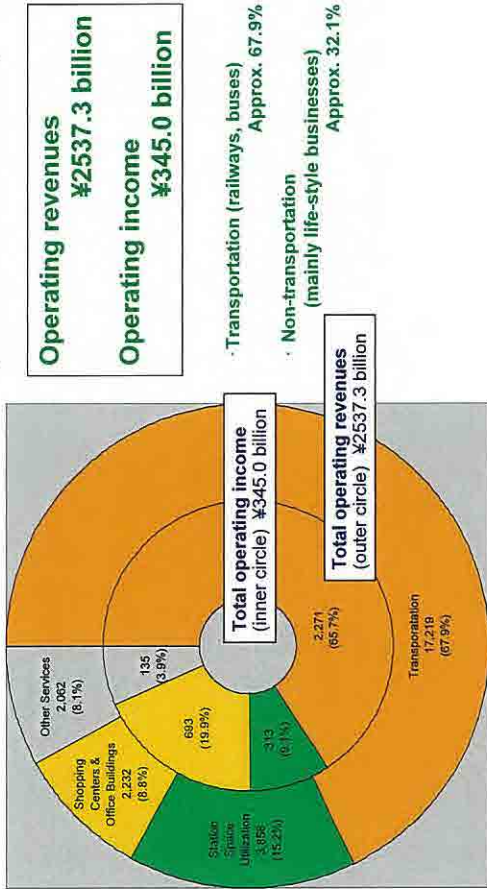
Group Companies Play Major Roles in Life-Style Services Business

Daily passengers: 16 million

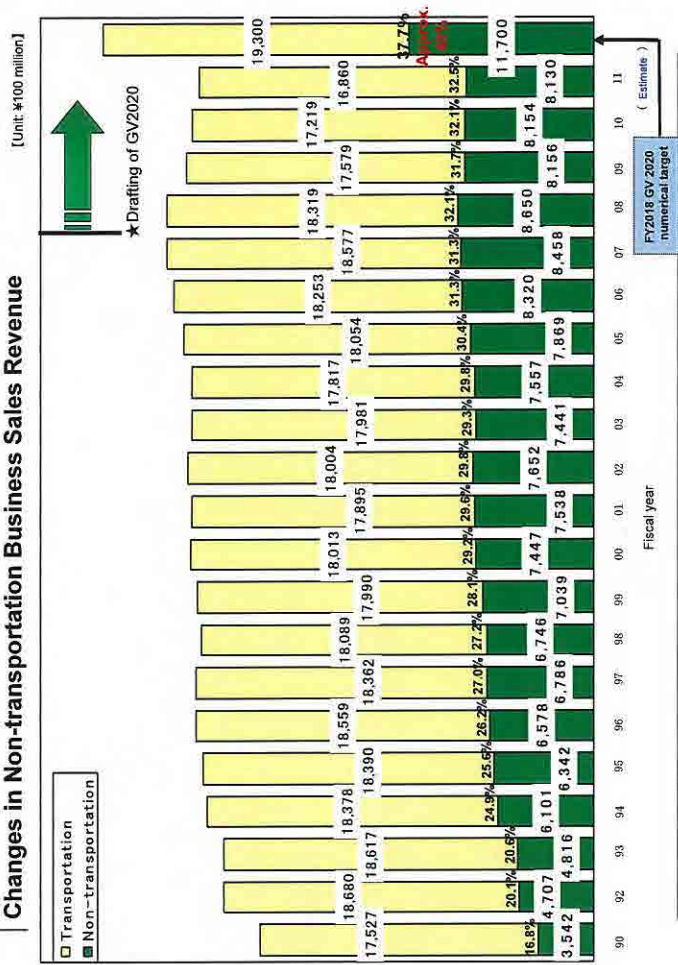


JR East Group Consolidated Settlement of Accounts

FY2010 JR East Group Consolidated Settlement of Accounts (75 consolidated subsidiaries)

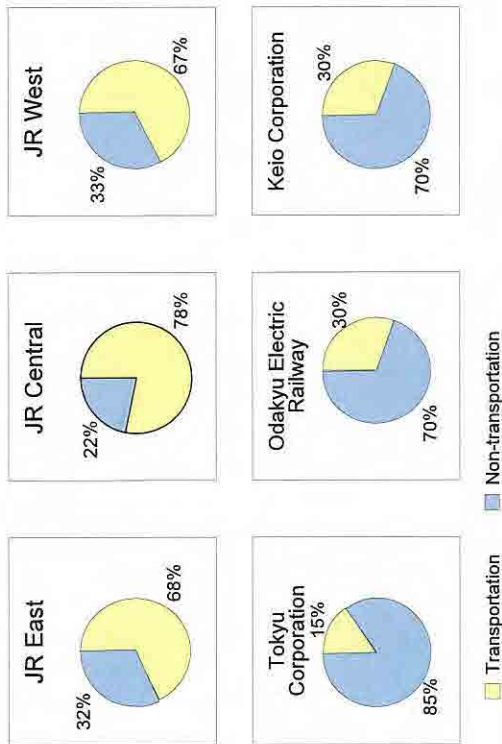


Changes in Non-transportation Business Sales Revenue

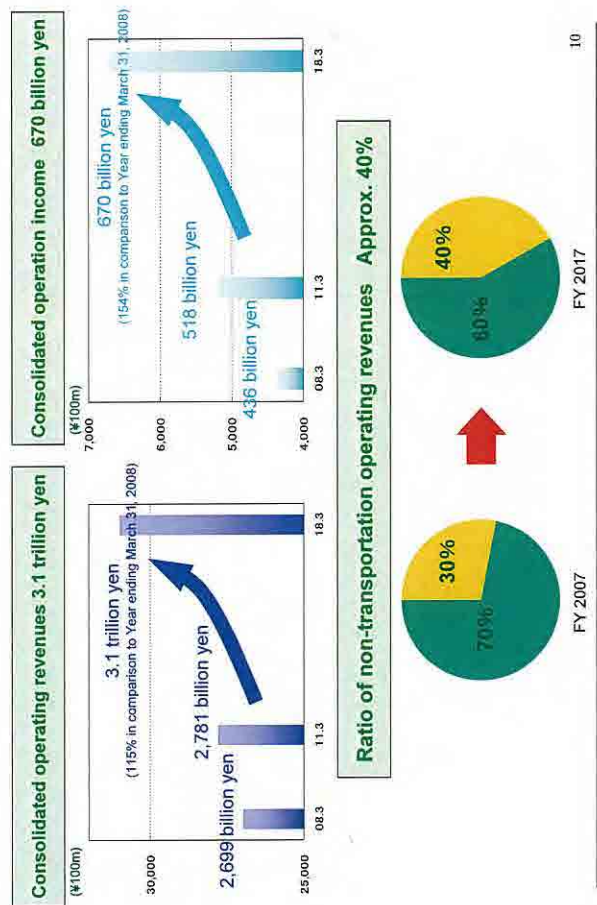


Non-transportation Businesses Sales Revenue

Comparison with other JR companies and other railway operators



Achievement of Goals in FY2017 (Year ending March 31, 2018)



Ekinaka (in-station) Business – Retail businesses and restaurants –

Retail businesses (approx. 1,830 shops)

* Number of shops as of April 1st, 2011

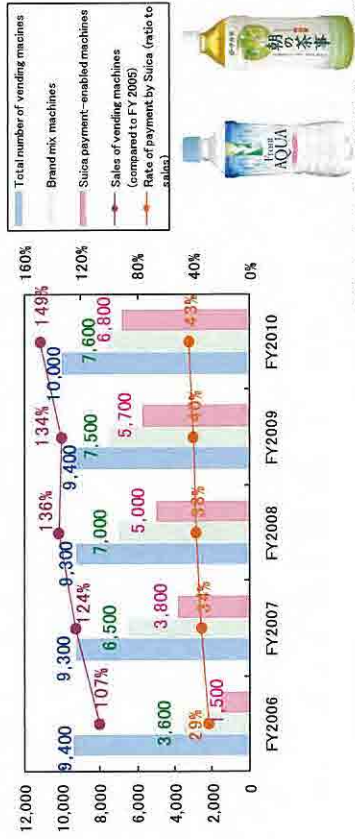


- Making shops' renewal to match the market needs
- Enhancing organization to increase competitiveness

Ekinaka (in-station) Business – Beverage Business – Vending machine innovation

JR East water business is promoting vending machine reforms

- Over the past five years sales increased by 149% through brand mixing and Suica payment.
- Developing the new "Next generation vending machine" by applying digital signage.



Development of next-generation drink vending machines

- From August 10th, 2010
- Installed 50 machines (as of August 2011)
- To install 500 machines

■ Features of next-generation vending machine

- (1) Large-screen touch panel display
- (2) Intelligent Marketing Solutions
 - ① Sensors equipped in the machine recognize age and sex of the customer and display recommendations on the screen based on the data.
 - ② The machine creates unique targeted imagery based on factors such as season, time of day, and temperature advertisement on a large-screen display.
 - ③ The sold out items will not appear and stocked items appear on the display (Red lamps showing "sold-out" items will not be displayed).
 - ④ POS information will be linked to customers' profiles recognized to be used for future marketing.
- (3) Digital Signage Network
 - ① Delivering updated content via WIMAX network
 - ② Offering free service of beverages in times of disaster with the aid of remote-controlled operation

■ Sales

- Earns twice as much as those of conventional vending machines installed on the same location.
- Conventional VMs sell most in the morning.
- Next-generation VMs sell same level as the conventional ones and more in the afternoon and the evening.
- Awarded Digital Signage Award 2011



■ Switching imagery on the display



Shopping Center Business: Transition in No. of Operating Companies

Integration and Restructuring of Station Building Operation Companies

Y/M/D	Company	Merger	New company	No. of companies
2002 7	Chiba Station Building Co., Ltd. + Sobu Station Development Co., Ltd.		Chiba Station Building Co., Ltd.	55
	LUMINE Co., Ltd. + LUMINE Ogikubo Co., Ltd.		LUMINE Co., Ltd.	
2003 4	Sendai Terminal Building Co., Ltd. + Fukushima Station Development Co., Ltd.		Sendai Terminal Building Co., Ltd.	51
	Mito Station Development Co., Ltd. + Teichu Station Development Co., Ltd.		Mito Station Development Co., Ltd.	
	Nagano Station Building Co., Ltd. + Maetsudo Station Building Co., Ltd.		Station Building Midori Co., Ltd.	
2004 4	The EXBIRU Development Co., Tokyo (2) + Kameido Station Building Co., Ltd. + Meguro Station Building Co., Ltd.		The EXBIRU Development Co., Tokyo (2)	46
	Sendai Terminal Building Co., Ltd. + Koriyama Station Co., Ltd.		Sendai Terminal Building Co., Ltd.	
2004 10	Utsunomiya Station Development Co., Ltd. + Oyama Station Development Co., Ltd.		Utsunomiya Station Development Co., Ltd.	44
	Akita Station Department Store Co., Ltd. + Akita Terminal Building Co., Ltd.		Akita Station Building Co., Ltd.	
	Sendai Terminal Building Co., Ltd. + Yamagata Terminal Building Co., Ltd.		Sendai Terminal Building Co., Ltd.	
2005 4	Tokky Co., Ltd. + Echigo Station Development Co., Ltd.		Tokky Co., Ltd.	38
	The EXBIRU Development Co., Tokyo (2) + Onori Primo Co., Ltd. + Akhabara Hirasaka Station Building Co., Ltd. + Lumine Chigasaki Co., Ltd. + Aburatsubo, Ltd.		The EXBIRU Development Co., Tokyo (2)	
2006 4	Morioka Terminal Building Co., Ltd. + Aomori Station Development Co., Ltd.		Shonun Station Building Co., Ltd.	35
	Takasaki Terminal Building Co., Ltd. + Kumagaya Station Development Co., Ltd.		Meioka Terminal Building Co., Ltd.	
2007 4	LUMINE Co., Ltd. + Shinku Station Building Co., Ltd.		Takasaki Terminal Building Co., Ltd.	33
	Hachioji Terminal Building Co., Ltd. + Kokubunji Terminal Building Co., Ltd. + Kofu Station Building Co., Ltd.		LUMINE Co., Ltd.	
2008 10 31	JR East Department Store Co., Ltd. + Kamata Station Building Co., Ltd.		Hachioji Terminal Building Co., Ltd. (*)	32
	The EXBIRU Development Co., Tokyo (2) + Keihinji London Co., Ltd.		JR East Department Store Co., Ltd.	
2009 4 1	Discontinuation of Iwaki Chuo Station Building Co., Ltd.		The EXBIRU Development Co., Tokyo (2)	27
	Reorganization of group companies by branch office		JR East	
2009 7 24	JR East Urban Development Corporation + JR East Housing Development & Realty Co., Ltd.		JR East Urban Development Corporation	26
	Opening of "Perch Tsuchiura" (JR East)			
2009 10 1	aire Co., Ltd. + Kawasaki Station Building Co., Ltd. + Boxhill Co., Ltd.		aire Co., Ltd.	25
	LUMINE Co., Ltd. + Ikebukuro Terminal Building Co., Ltd.		LUMINE Co., Ltd.	
2010 4 1	Ikebukuro Terminal Building Co., Ltd. (Tobu Department Store section)		JR East Building Co., Ltd.	25

*1: Renamed JR Tokyo-West EXBIRU Development Co., Ltd.; *2: Renamed aire Co., Ltd.

Shopping Centers – Outline –

■ Total number of operating companies: 25 Total number of buildings: 139

* As of April 1, 2011

Lumine Shinjuku
(Lumine Co., Ltd.)



S-Pal Sendai
(Sendai Terminal Building Co., Ltd.)



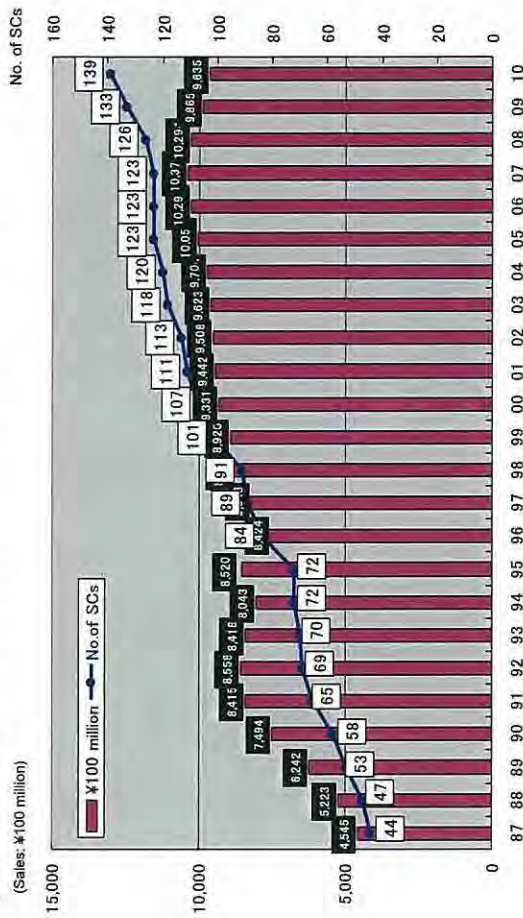
atré Ebisu
(atre Co., Ltd.)



GRANDUO Tachikawa
(JR East Department Store Co., Ltd.)



Shopping Centers (Time-series sales and no. of outlets)



Since the formation of the company, the number of shopping centers and the amount of sales have expanded by approximately 2.8, and 2.3 times respectively

Out line of Office Services

■ Vision: Terminal Station Specialized Developer

We will establish the position of Terminal Station Specialized Developer to further promote large-scale developments at Tokyo, Shinjuku, Shinagawa and other terminal stations and strengthen our presence in designated areas.

■ Current

- (1) No. of office buildings: 20
- (2) Total floor space for lease: Approx. 220,000 m² (as of March 2011)
- (3) Major office buildings

Building name	Nearest Station	Opening date	Area for lease	Operating company
Gran Tokyo South Tower	Tokyo	Oct.2007	49,418m ²	JR East Building Co., Ltd
Gran Tokyo North Tower		Oct.2007	15,314m ²	
Sapia Tower		Mar.2007	31,695m ²	
Tokyo Building	Shinjuku	Oct.2005	13,182m ²	JR East Building Co., Ltd
JR East Shinagawa East Building		Mar.2004	27,950m ²	
JR Tokyo Meguro Building	Meguro	Apr.2002	10,404m ²	JRE Tokyo Branch Office
JR Ebisu Building	Ebisu	Oct.1997	16,332m ²	
Metropolitan Plaza	Ikebukuro	Jun.1992	20,409m ²	
Head Office	Shinjuku	Sept.1997	11,953m ²	

■ Business operation system

- 2005.7 JR East Building Co., Ltd established
- 2005.11 Most Group office businesses split and absorbed into the JR East Building Co., Ltd
- 2007.3 Sapia Tower Opened.
- 2007.10 Gran Tokyo South and North Tower completed
- 2010.4 Shopping Center operating business is transferred from Ikebukuro Terminal Building Co., Ltd. to JR East Building Co., Ltd

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Office Buildings Business – Opening Schedule –

● JR South Shinjuku Bldg. (provisional name)

To open: Summer 2012

Yoyogi 2-chome, Shibuya-ku (JR Tokyo General Hospital site)

Floor space: Approx. 36,000m² (Offices)

● Kanda Manseibashi Bldg. (provisional name)

To open: Dec. 2012

Kanda Sudacho 1-chome, Chiyoda-ku (Transportation Museum site)

Floor space: Approx. 23,000m² (Offices)

● JP Tower (provisional name)

To open: Spring 2012

Marunouchi chome, Chiyoda-ku (Tokyo Central Post Office site)

Floor space: Approx. 131,600 m² (Offices)

● JR Otsuka Station South Exit Bldg. (provisional name)

To open: Autumn 2013

Minami Otsuka 3-chome, Toshima-ku

Floor space: Approx. 7,400 m² (Offices)

GranTokyo North Tower/South Tower

GranTokyo South Tower: completion in Oct. 2007



Main use	GranTokyo South Tower		GranTokyo North Tower	
	2nd phase	1st phase	2nd phase	1st phase
Offices, retail outlets, etc.	Offices, retail outlets, etc.	Offices, retail outlets, etc.	Offices and department store, etc.	Offices and department store, etc.
Floors	42 floors above ground 4 floors below ground	43 floors above ground 3 floors below ground	13 floors above ground 3 floors below ground	43 floors above ground 4 floors below ground
Total floor area	Approx. 140,000m ²	Approx. 212,000m ²	Approx. 13,700m ²	Approx. 65,600m ²
Area for lease	Approx. 79,700m ²	Approx. 800m ²	Approx. 1,700m ²	Approx. 50,900m ²
Retail Outlets				

Hotels — Outline —

■ Total number of rooms in JR East hotel group

Name of the hotel chain	No. of hotels	No. of rooms
Metropolitan Chain	10	3,036
Hotel Mets Chain	21	2,325
Familio & Folkloro	9	272
Seaside Hotel Shiba Yayoi	1	155
Hotel Dream Gate Maihama	1	80
Hotel New Grand	1	251
Total	43	6,119

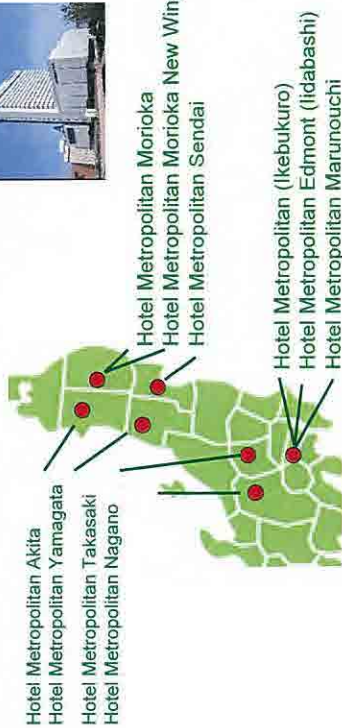
* Number of hotels and rooms as of April 2011 (including Mets Tabata)
* Not including the number of rooms of partner facilities
Partner facilities: Liza Woody Lodge, Schönes-Heim Kaneyama, Crawford Inn Onuma, Hachimantel Resort Hotel



Hotels — Main business formats —

Hotel Metropolitan Chain (10 hotels, 3,036 rooms)

- Large-scale city hotels in the Tokyo Metropolitan area and at Shinkansen stops
- Near from the stations
- Easy access to business or sightseeing trip



Hotel Metropolitan Akita
Hotel Metropolitan Yamagata
Hotel Metropolitan Takasaki
Hotel Metropolitan Nagano

Hotel Metropolitan Morioka
Hotel Metropolitan Sendai
Hotel Metropolitan Edmont (Iidabashi)
Hotel Metropolitan Marunouchi



Hotel Metropolitan (Kebukuro)



Hotel Metropolitan Marunouchi (in Sappia Tower)

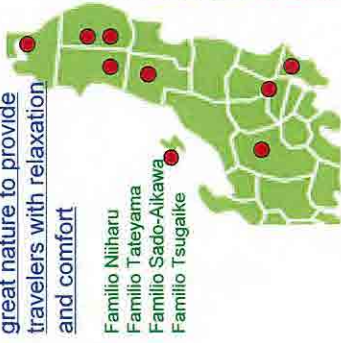
Hotels — Main business formats —

Familio & Folklore (9 hotels, 272 rooms)

Directly operated by JR East with the aim of achieving local community revitalization through the synergy of railway networks and life-style services business.

“Familio”:

Hotels enveloped in the great nature to provide travelers with relaxation and comfort



Familio Niiharu
Familio Tateyama
Familio Sado-Alkawa
Familio Tsugaike

“Folklore”:
Hotels located near regional railway stations for active travelers
Folklore Tono
Folklore Kakunodate
Folklore Takahata
Folklore Iwate Towa
Folklore Ominato



Familio Tateyama



Folklore Iwate Towa



Folklore Sado-Alkawa



Metropolitan Hotels

Hotels — Main Business Formats

Hotel Mets Chain (21 hotels, 2,325 rooms)

Attained high quality interiors at reasonable prices by controlling development costs and providing ample accommodation functions

Hotel Mets Hachinohe
Hotel Mets Kitakami
Hotel Mets Nagaoka
Hotel Mets Fukushima

Hotel Mets Hachinohe
Hotel Mets Mejiro
Hotel Mets Koenji
Hotel Mets Musashi-Sakai
Hotel Mets Kokubunji
Hotel Mets Kumegawa
Hotel Mets Akabane
Hotel Mets Urawa
Hotel Mets Kawasaki

Hotel Mets Mizonokuchi
Hotel Mets Kamakura-Ofuna
Hotel Mets Tsudanuma
Hotel Mets Mito
Hotel Mets Tachikawa
Hotel Mets Komagome
Hotel Mets Yokohama-Tsurumi
Hotel Mets Tabata (under FC contract with JRF Hotel)

Hotel Mets Hachinohe

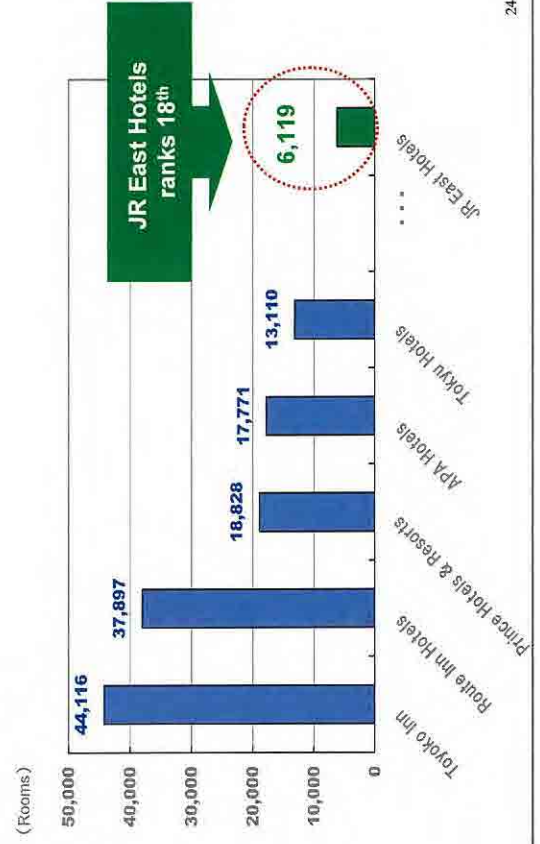


Hotel Mets Mito



Hotels — Outline —

Number of Hotel Rooms Ranking Number of Hotel Rooms Ranking



Advertising and Publishing

- Management of present methods of advertising
Posters in stations and railcars, signboards, railcar body advertisements, Train Channel (video advertising inside trains), etc.
- Development of new methods utilizing advanced technologies
J. AD Vision, Station Channel (video advertising in station yards)
- Advertising business
Publication business includes consumer information magazine *Orange Page* (twice monthly)



J. AD Vision (Shinagawa Station)



Train Channel

(Yamanote line, Chuo line, Keihin-Tohoku line)



Orange Page

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Digital Signage

- Digital signage is strengthening as a new advertising media and is expected to double its market by 2015.
- JR East offers J. AD Vision, Train Channel, and Station Channel advertising opportunities and is working on the expansion of installment sites and improved content.



~Digital signage market scale~

- The overall digital signage market was valued at ¥55.7 billion in 2009. Of this, advertisements and related content accounted for approximately ¥10 billion.
- The overall market value is estimated to rise to ¥95 billion by 2013, of which advertisements will account for approximately ¥22 billion.
- By 2015, the latest estimates show an overall value of ¥128 billion, of which advertisements will account for ¥40 billion.

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Sports and leisure business

Operation of 12 "Jexer" fitness clubs by taking maximum advantage of superior locations adjacent to railway stations to further improve service programs.

Operation of 15 "RelaXe" relaxation spots within Group SCs, and health support businesses



Jexer Musashikoganei (Musashi-Koganei Station Build.)



Jexer Ikebukuro (Hotel Metropolitan)



Jexer Toda-Koen



Jexer Omiya



Jexer Kawaguchi



Jexer Kamata (GRANDDUO Kamata)



Jexer Musashi-Koganei



Jexer Oimachi



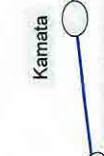
Jexer Yotsuya



Jexer Akabane



Jexer Higashi-Kanagawa (CIAL PLAY)



Jexer Oimachi (airé Oimachi)



Jexer Ueno



Jexer Ueno



Jexer Ueno

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Winter resort business (Ski)

GALA YUZAWA winter resort is directly connected with Shinkansen station and provides a new concept of making a day trip for skiing from the Tokyo metropolitan area. With its popular snowboard park and adjacent SPA "Gala no yu" (baths), the resort attracts many people up to early spring.

GALA YUZAWA winter resort

Open: December 1990 Surface area: 292 ha (Skiing ground: 54 ha)
16 skiing course 11 lifts Annual number of visitors: 193,000 (FY2008 results)



CHEERS Restaurant



IRORI Lounge

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Location Service Business & Property Licensing Business

- **Location service business**
This business offers stations, trains and other railway assets as locations for movie, TV and advertising filming
- **Property licensing business (including character business)**
This business collects royalties from third parties (manufacturers, etc.) who commercialize model figures and toys using intellectual properties owned by JR East and make profits



Location service filming scene



Property licensed products



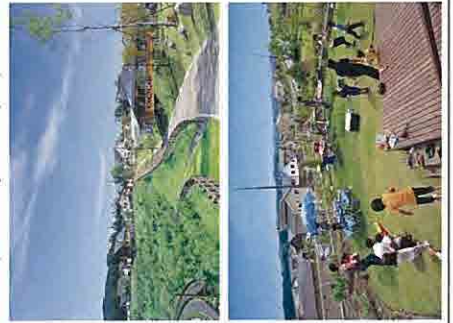
Character business licensed products
Suica Penguin goods store (Tokyo Station Yaesu south exit)
*Use of images without permission is not allowed.



Housing development and sales

Operations of housing development and marketing as part of area development along railway lines linked with railway businesses.
Properties in View Forest Kitsuregawa, a housing area with a hot spring, and View Verger Annaka-Haruna, a resort-style residential town located in beautiful nature with good access of about one hour from Tokyo Station by Nagano Shinkansen, are now on sale.

View Verger Annaka-Haruna
(Annaka city, Gumma pref.)



View Forest Kitsuregawa
(Sakura city, Tochigi pref.)



Support for “JEF United Ichihara Chiba”

Operation of Japan-League football club “JEF United Ichihara Chiba”, co-supported by Furukawa Electric Co. Ltd., with the aims of contributing to developing sports culture, interchange with local communities through holding matches and schools, and ticket sales at station counters and promotion of usage of railways.



“JEF United Ichihara Chiba”

Name of company: JEF UNITED CORPORATION
Home town: Ichihara and Chiba cities in Chiba Prefecture
Home stadium: Fukuda Denshi Arena (8 min. walk from Soga Station)
Main achievements: Yamazaki Nabisco Cup Champions (2005 and 2006)



Fukuda Denshi Arena



JEF UNITED Park



Decorations at Soga station

