

“ Non-Rail Business ”

East Japan Railway Co.

Atsushi SAKAI

Life is an exciting journey

Life is an exciting journey



Life is an exciting journey

East Japan Railways

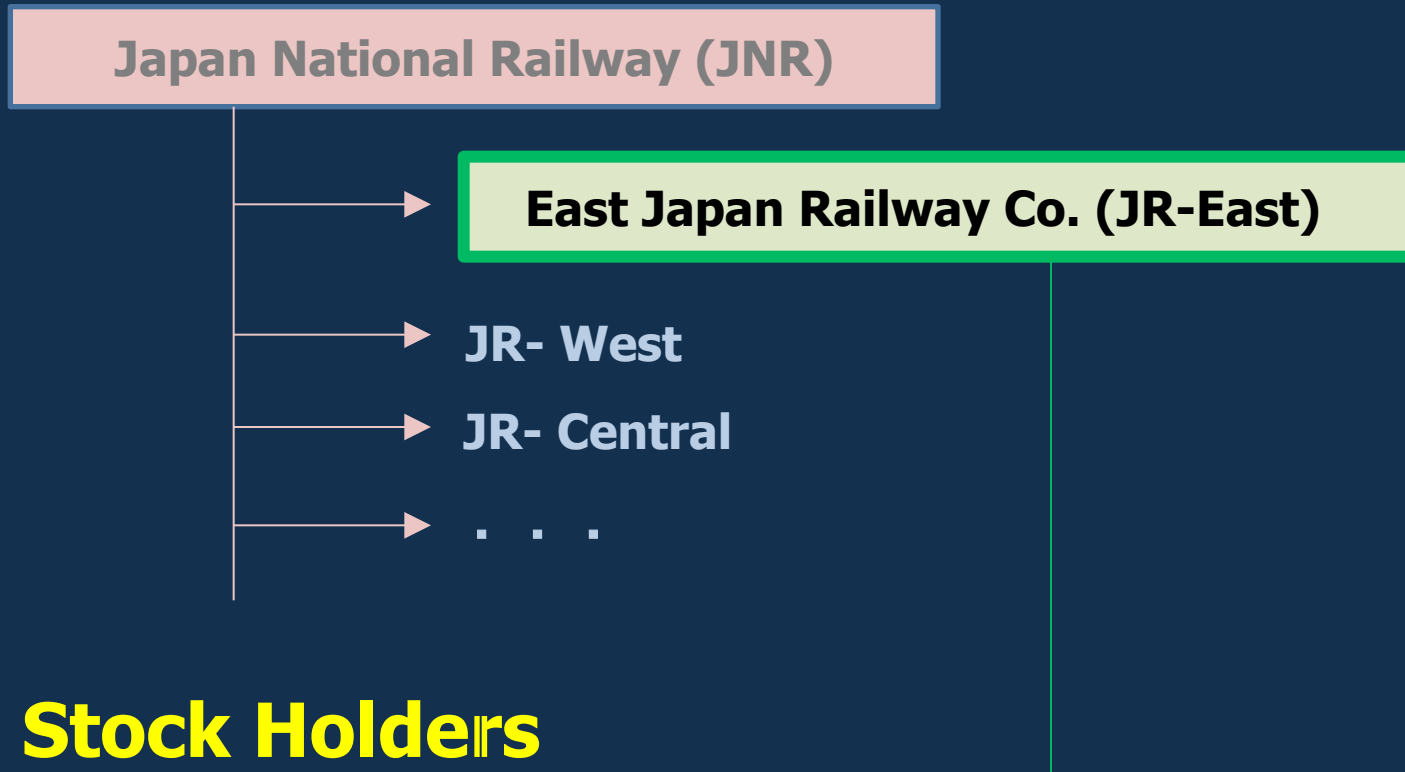
- Tokyo, Metropolitan areas
- High Speed Rail
- ...



Local areas ...



- Privatized in 1987



Stock Holders

Government	BANKS	Foreign Co.	Others
0 %	40 %	36 %	24 %

Railways



Stay together ...

Owners of ...

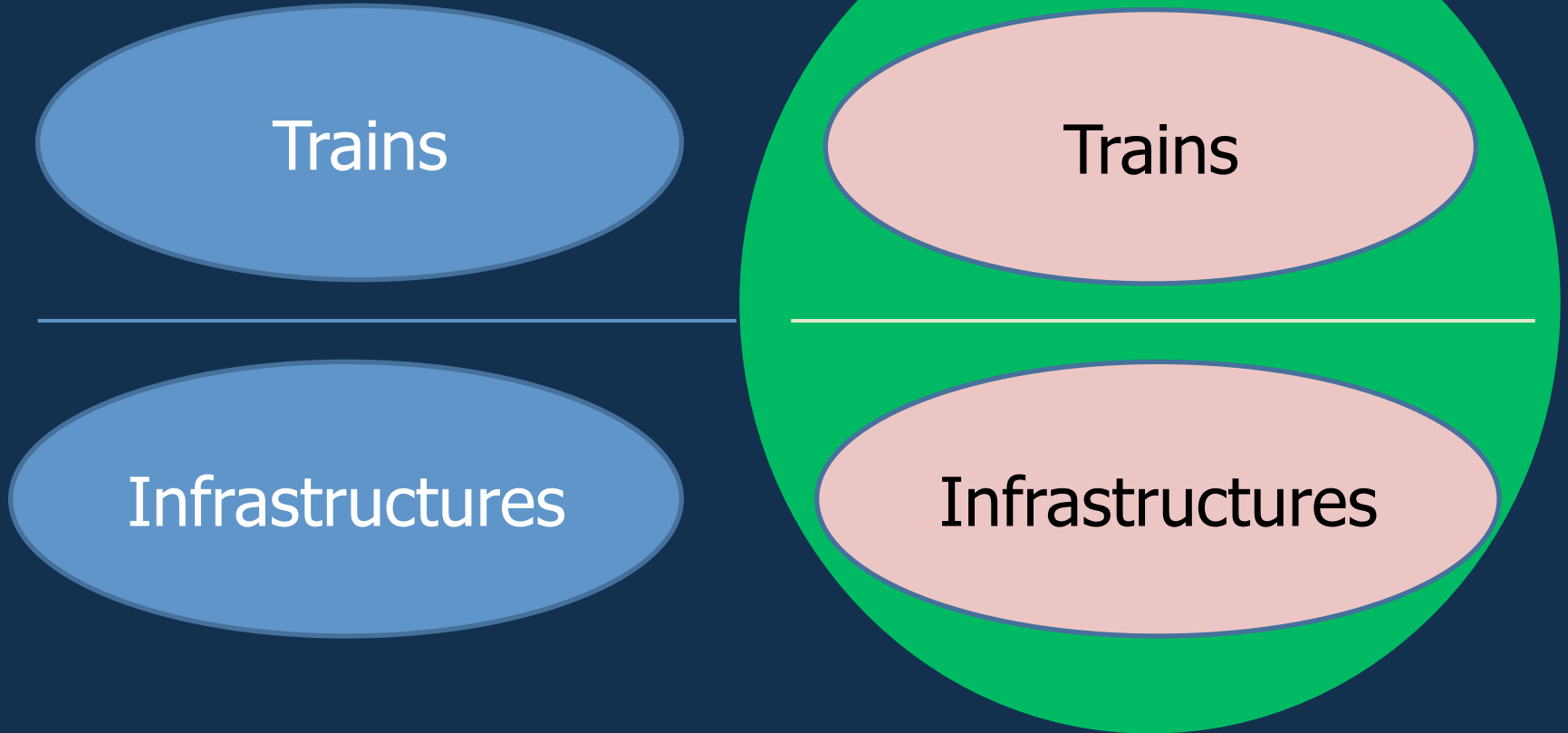
Trains

Infrastructures

JR East

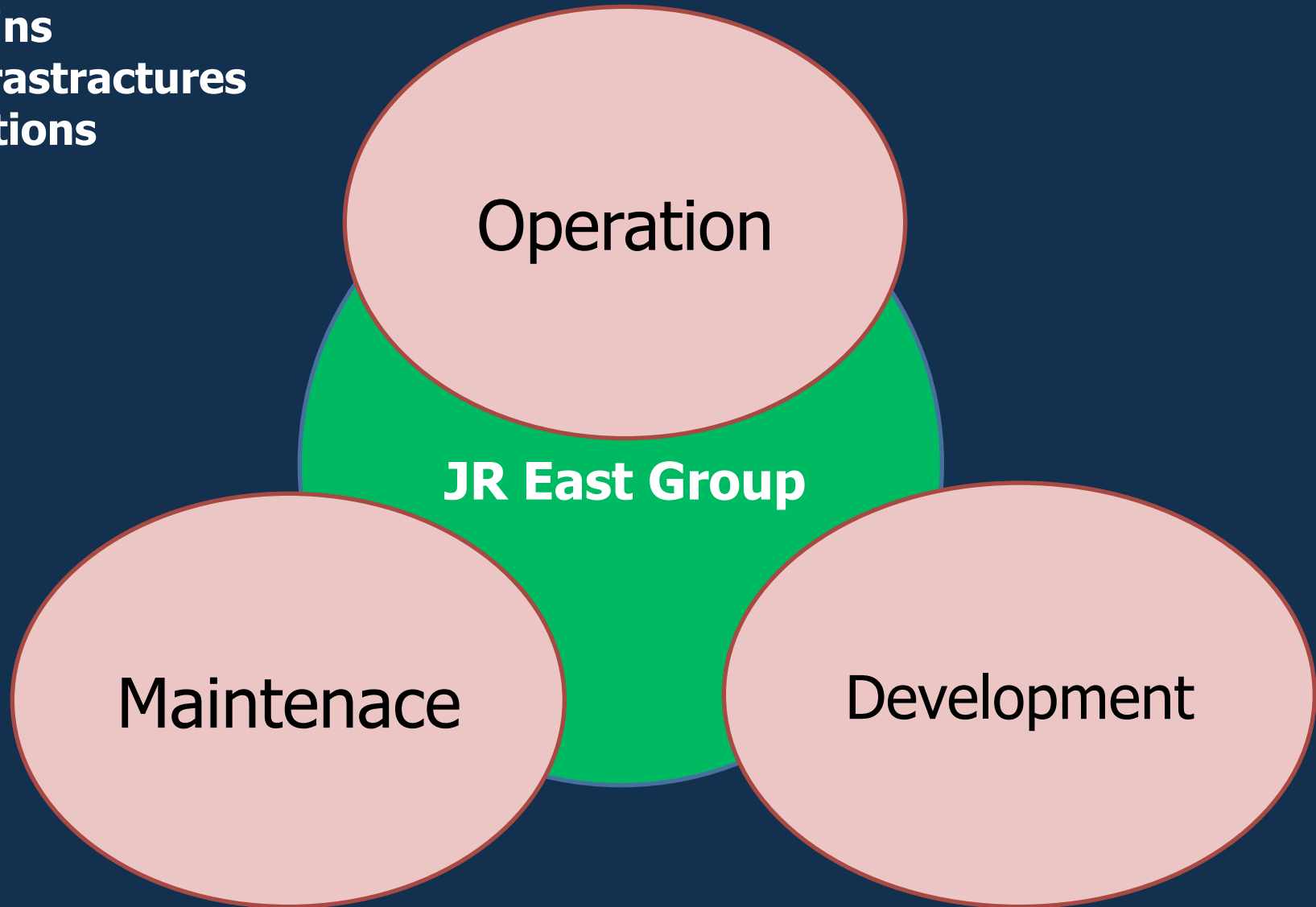
Trains

Infrastructures



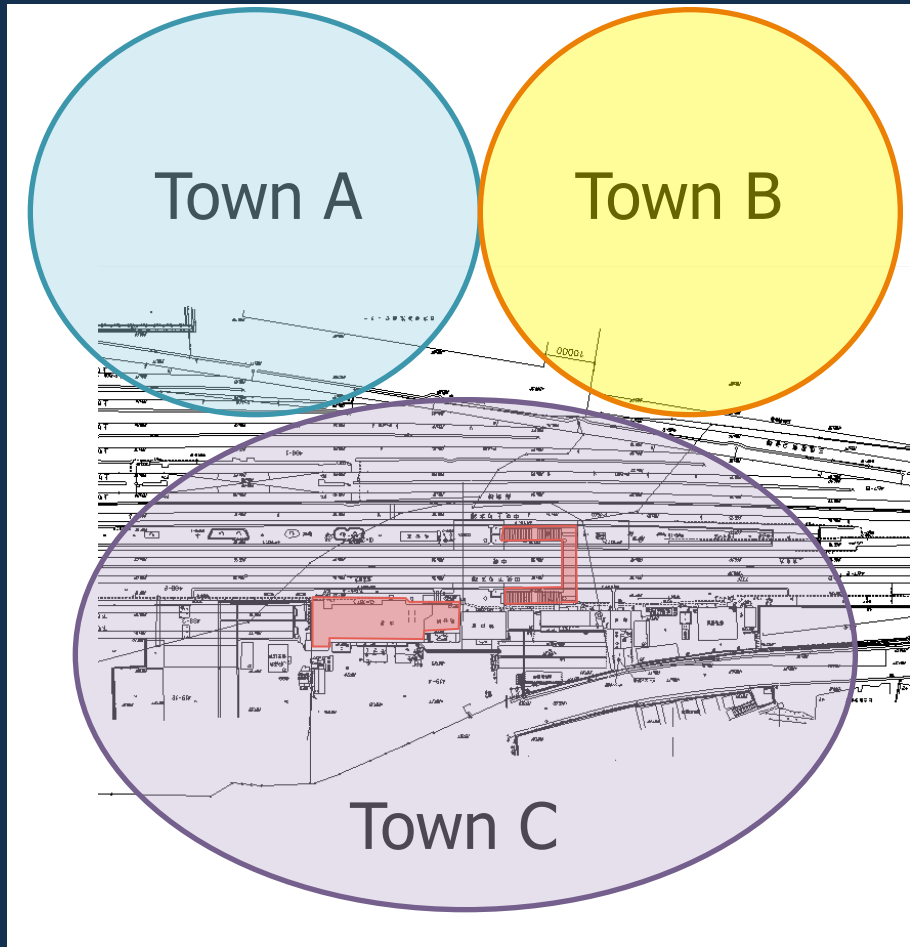
We pay ...

- Trains
- Infrastructures
- Stations



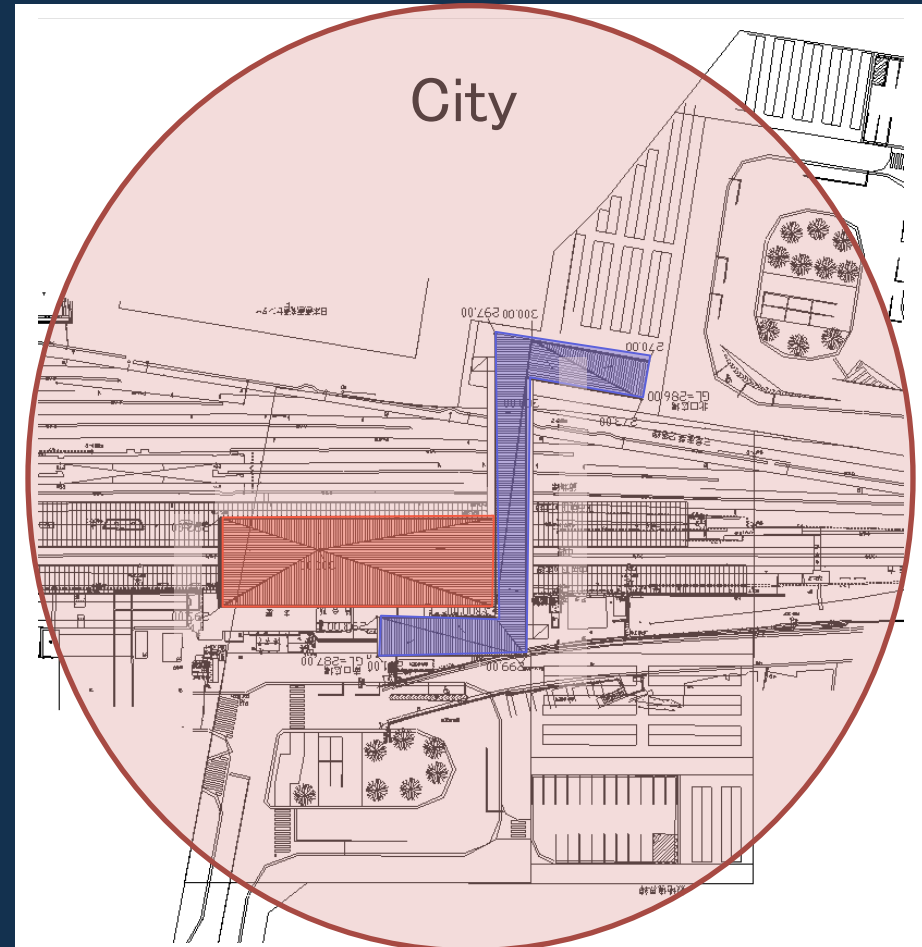
Governments pay some parts ...

Before



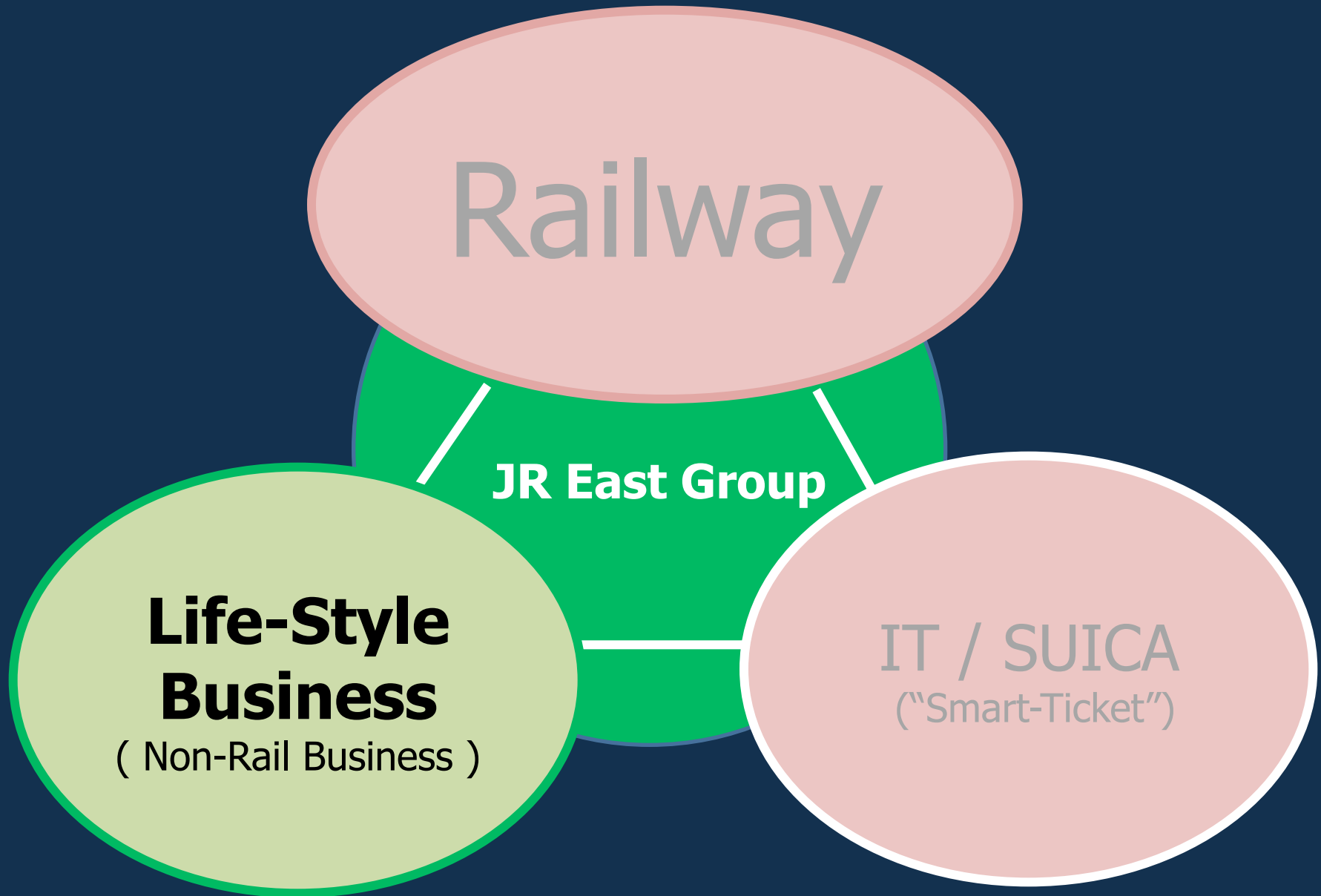
Three local municipalities
(3 towns)

After



One municipality
(one city)

Our Business ...



IT / SUICA



A) Ticket gate use



C) Vending machine use



B) Convenience store use



Suica



View Card with commuter pass function



Tie-up with financial institutions, airlines and retail chains

D) Credit Card + Suica

Station Space Utilization

“ In-Station Shops ”

“ In-Station Shopping Center ”



Shopping Centers, Office Buildings



Hotels, others



Stay together ...

- In-Station Shops,
- Shopping Centers
- Office Buildings
- Hotels / Others

Owner

Railway
Co.

Partners

Operators / Developers

JR East Group

JR-East

JR-East
**Group
Companies**

We pay ...

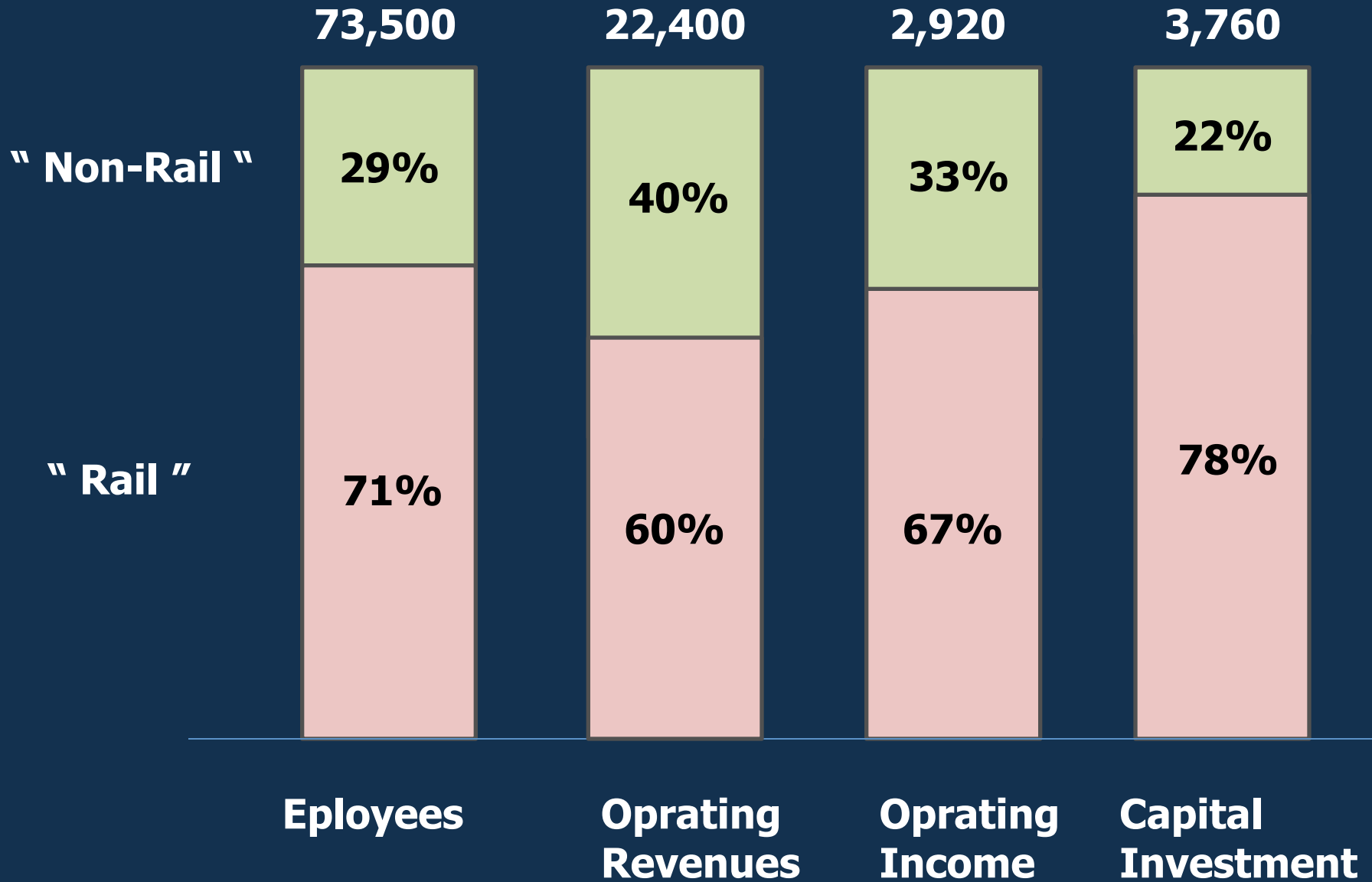
- **In-Station Shops**
- **Shopping Centers**
- **Office Buildings**
- **Hotels / Others**



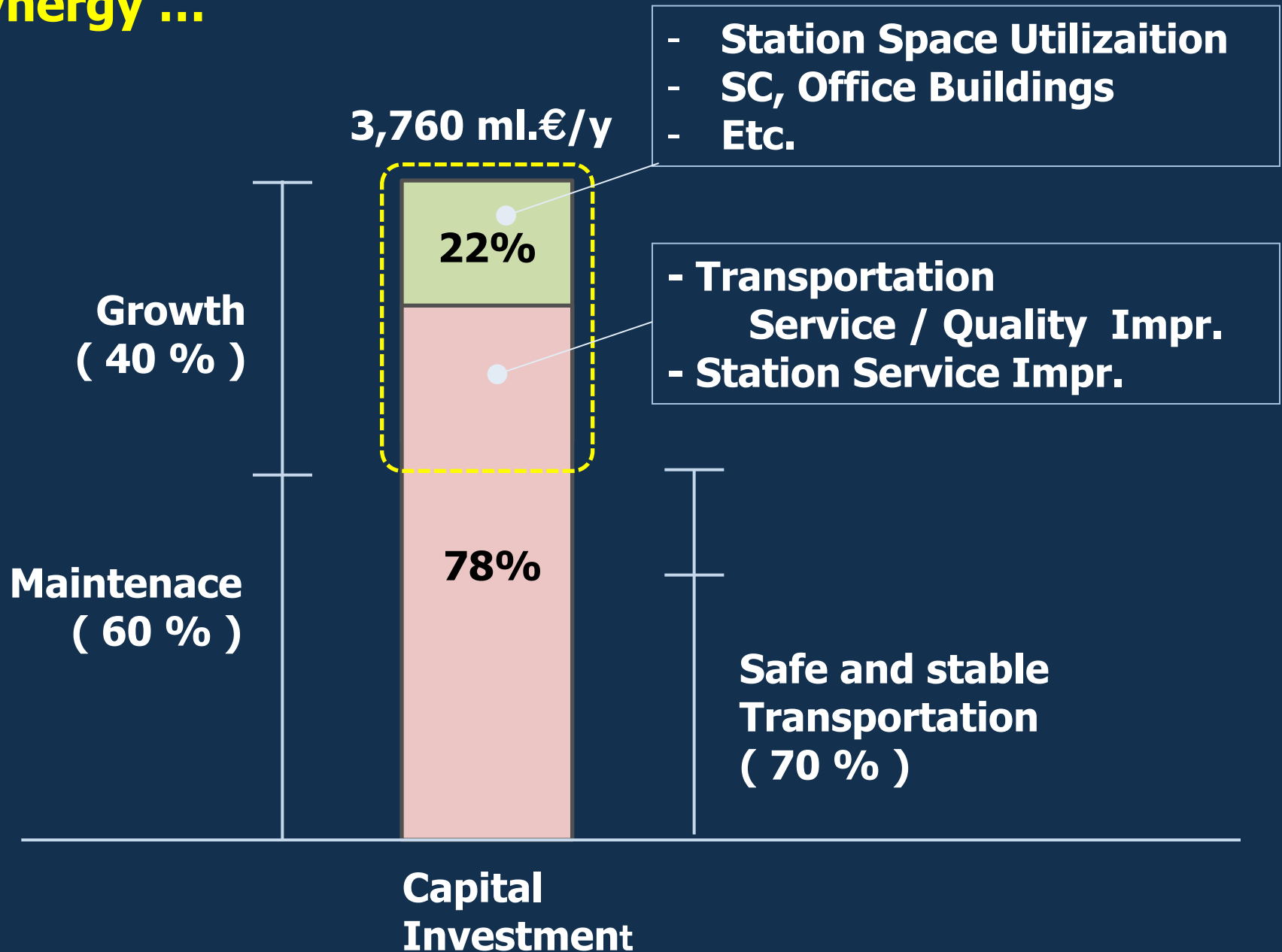


Ratio ...

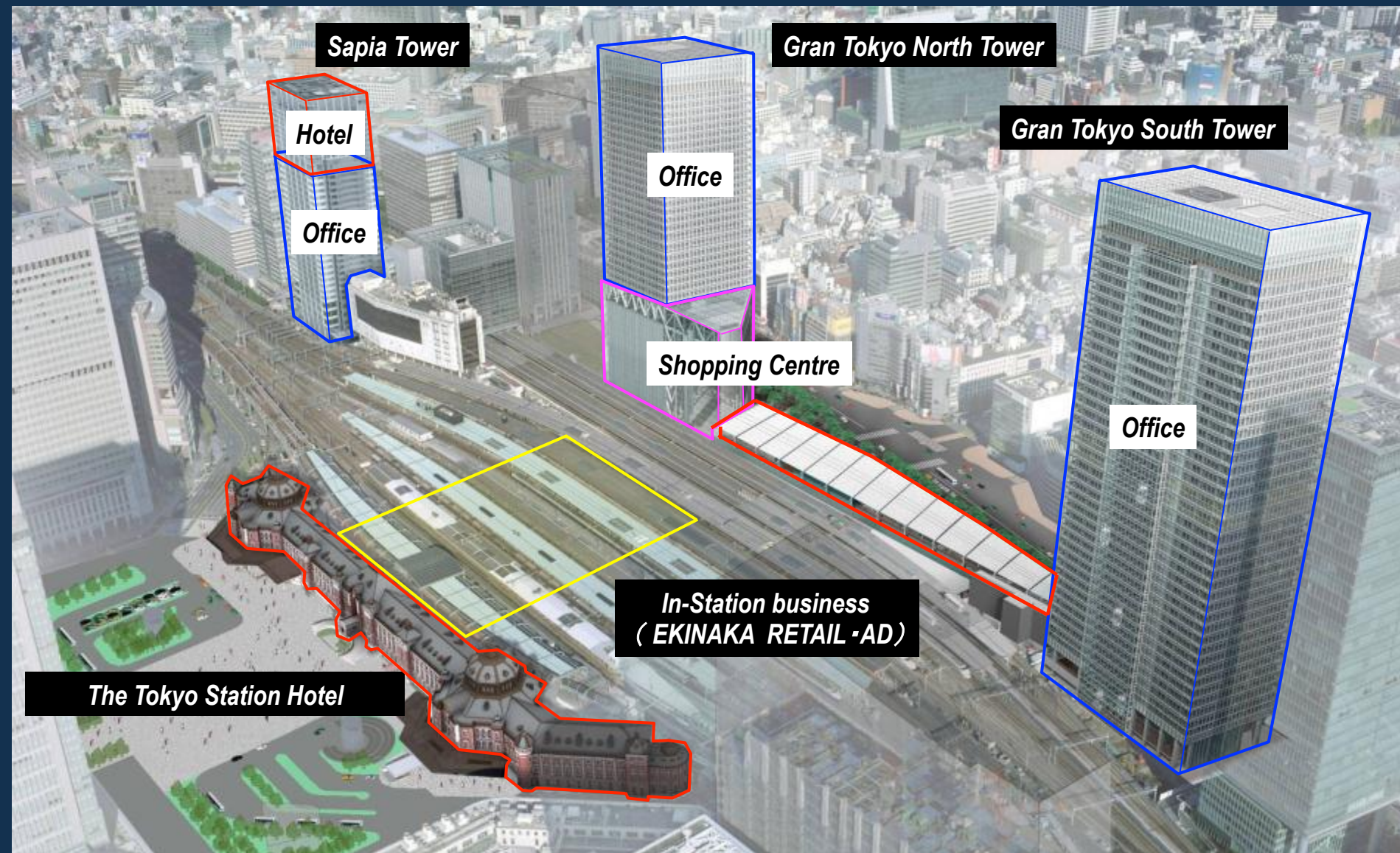
(ml.€)



Synergy ...



Metropolitan areas



with Local Communities



with regions



Ever Onward

