

nextstation
PARIS 2007

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2nd INTERNATIONAL CONFERENCE
ON RAILWAY STATIONS



Reinvent Stations & New Lifestyle with Suica

*Naoya Koide,
East Japan Railway Company*



Medium-term Management Plan

**Basic Management Policy
= 3 Reforms =**

Offering service
that reflect the
**Customer
Viewpoint**

Building a
Robust Group

Fulfilling Social
Responsibility
and achieving
Sustainable
Growth

**Creating New Customer Values
= 6 Challenges =**

▶ Continue relentless efforts to provide
safe and reliable transportation

▶ **Reinvent stations**

▶ Further enhance the convenience and
comfort of railway operations

▶ Grow non-transport operations further

▶ **New lifestyle with Suica**

▶ Focus on research and development

Utilize the Synergies of the Group

Customers' expectations

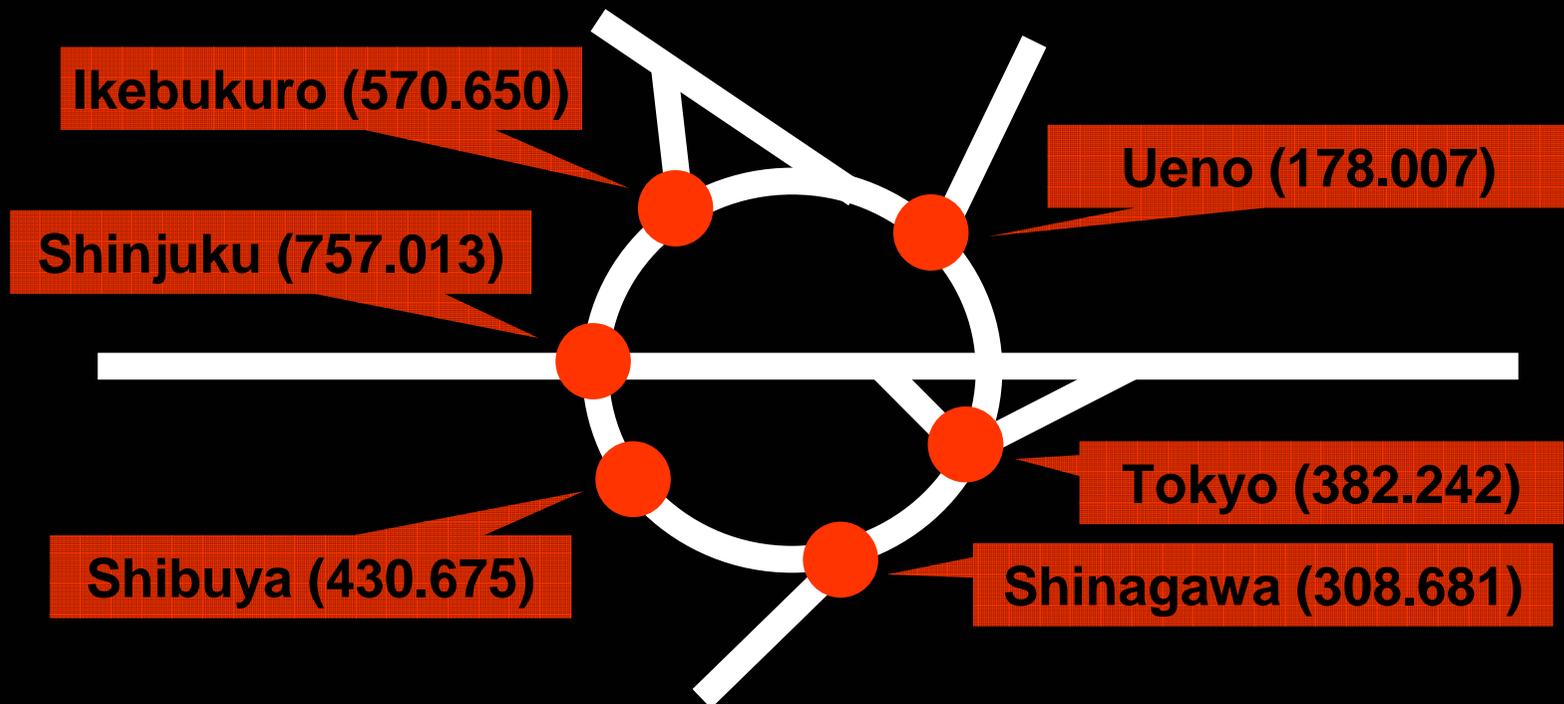
45.5% : Station Facilities



Station: Biggest business resource

16 mil / day in JR East

760.000 / day in Shinjuku Sta.



Reinvent Stations

Customer Viewpoint

Safe and Secure

Attractive

Convenient and User-friendly

▶ Customer guiding services

▶ Passenger information

▶ Flexible ticket purchase opportunities

▶ Accessibility

▶ Customer service facilities

Customer guiding services

Visible station staff



Ticket-gate counter



Travel service center



Passenger information

Full-color LED



Display by map



Flexible ticket purchase opportunities

New ticket service center



Travel consulting

Speedy purchase

Accessibility

Assist ability



Information on website



Elevator and escalator



Customer service facilities

Benches and waiting space



Restroom



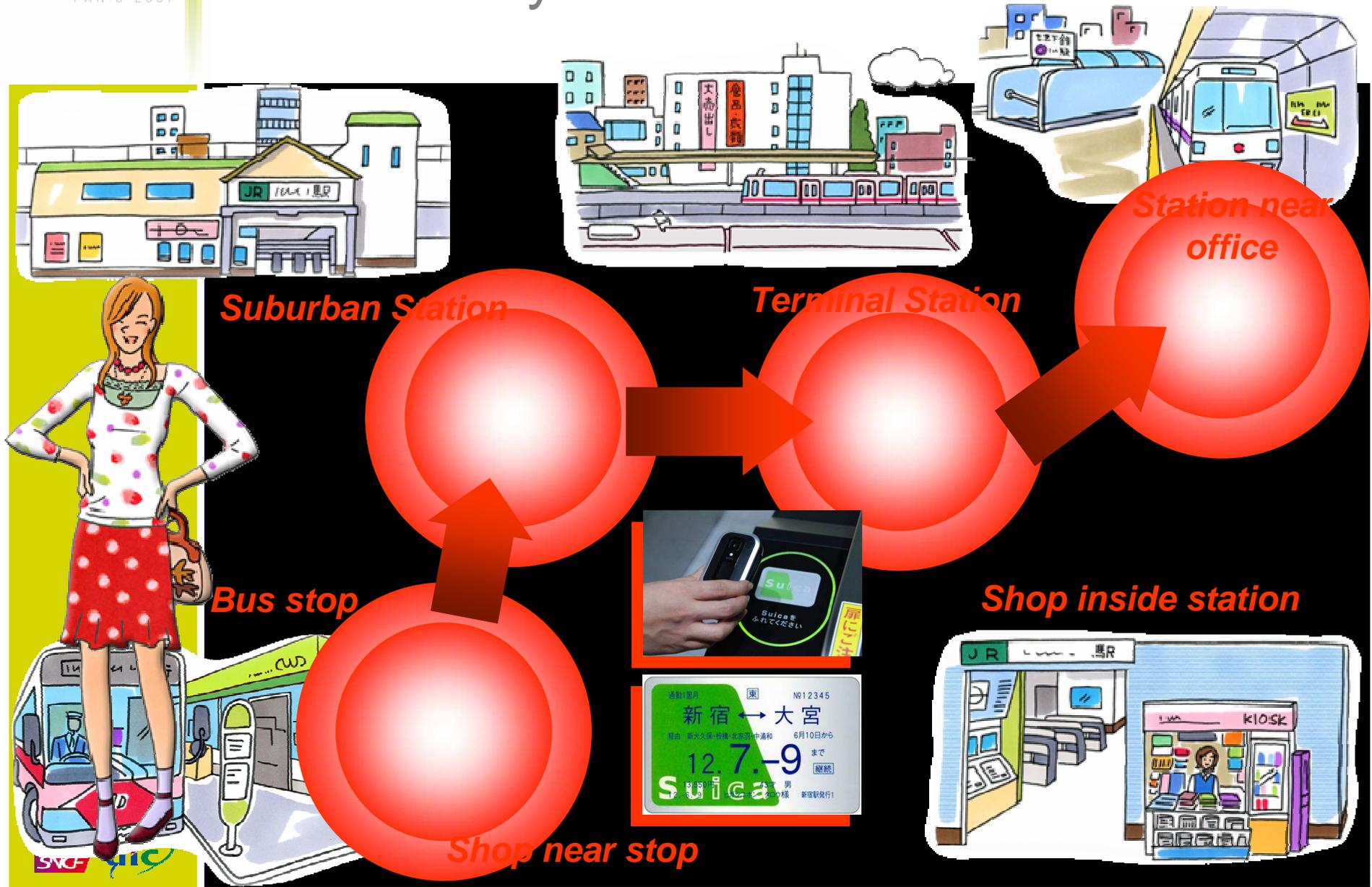
Lost item search



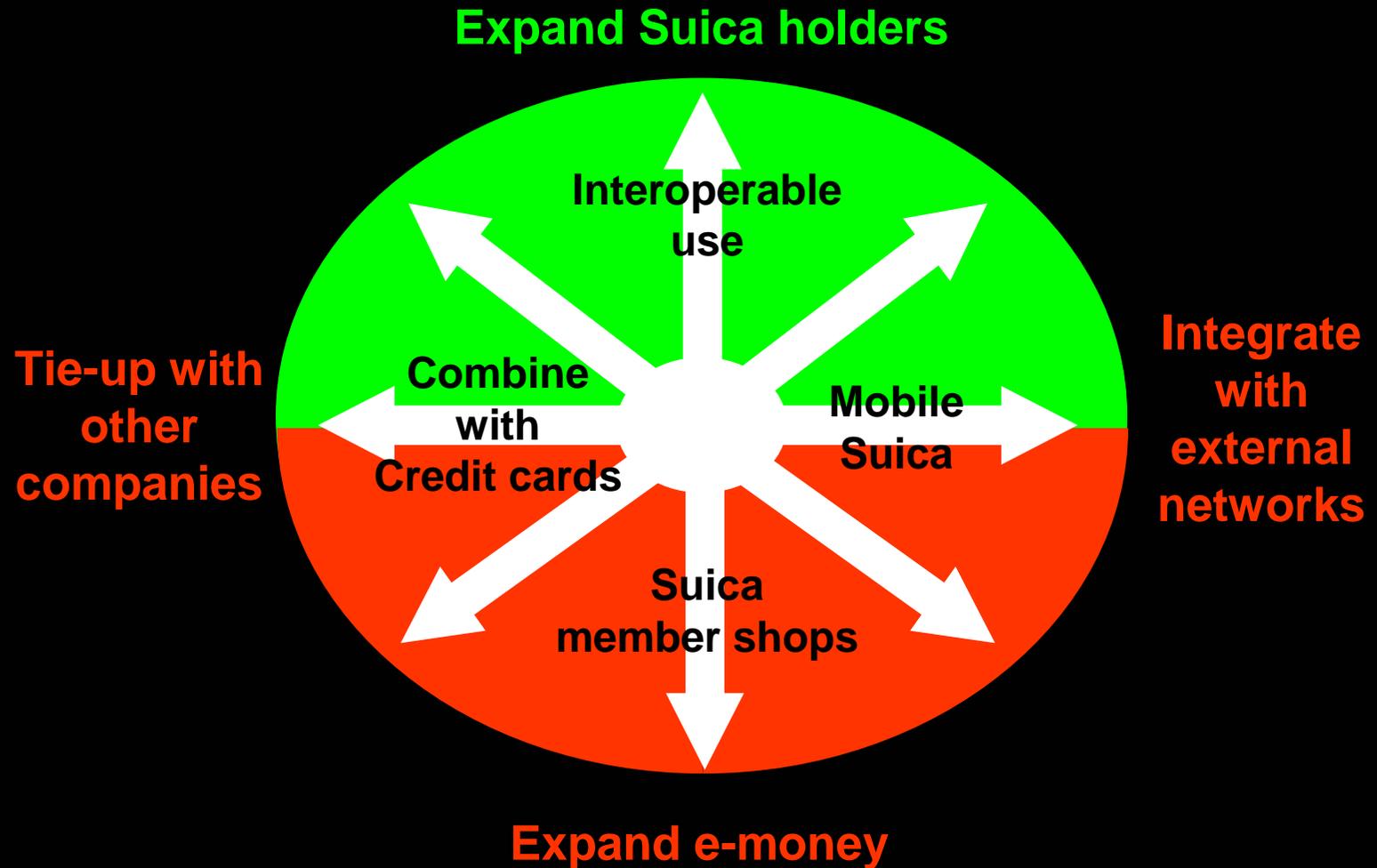
Separate smokers



New Lifestyle with Suica



Suica development strategy



Expand e-money



New business through Mobile Suica

Portal site

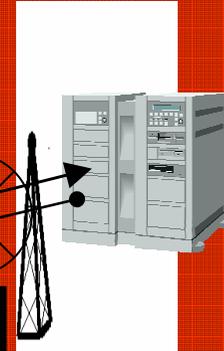


Advertisement

Contents sales

Information

Poster advertising



Information

Point exchange service

User



Allied company

Commission

JR East



Settlement agent

User



Allied company

Commission

JR East



Thank you

