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.

Ikebukuro (570,650)

Shinjuku (757,013)

Ueno (178,007)

Tokyo (382,242)

Shibuya (430,675)

Shinagawa (308,681)
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 Suica holders
- Interoperable use
- Combine with Credit cards
- Mobile Suica
- Suica member shops
- Expand e-money
- Integrate with external networks
- Tie-up with other companies
Expand e-money

Inside Station
Suica Tie-up strategy
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
  - DB
Thank you