



Creating "Social Value" –Social–
Improving the Convenience of Facilities(Use of Barrier-Free Designs, Etc.)



➤ Improving the Convenience of Facilities (Use of Barrier-Free Designs, Etc.)

Enhanced convenience of stations, etc.

The improvement of railway stations is important for local communities since they serve as a connecting point with the local community and secondary transportation, such as buses, private cars and taxis, as well as a gathering spot for the community. In response to requests from local municipalities, JR Central makes improvements to stations, including the installation of passages for pedestrians and bicycles and the building of over-track stations, creates plazas in front of stations, establishes new stations, and promotes railway elevation projects, thereby contributing to the development of local communities. For example, since the number of passengers using Kariya Station on the Tokaido Line is increasing, particularly during morning and evening commuting hours, we are currently carrying out work to widen the platforms, install movable platform fences, and improve the concourse based on discussions with Kariya City regarding improvements to ensure

safety and comfort. Kariya City plans to establish and operate a local community exchange center and a tourist information facility to coincide with the station's improvements. JR Central has decided to create a new space that will be required for the city's plan in order to turn the surrounding area of the station into a hub and thereby contribute to the local community. As a railway company that contributes to local communities and develops together with the communities, we will continue to enhance the convenience of stations and other facilities in cooperation with the local municipalities concerned.

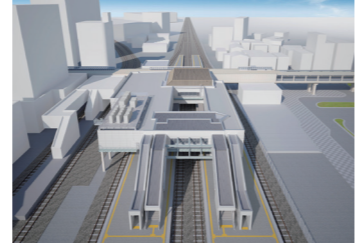


Image of Kariya Station

Initiatives to improve the level of accessibility

Based on relevant laws, such as the so-called Barrier-Free Act, JR Central cooperates with the central government and local municipalities to jointly establish and improve facilities to enable all passengers, including persons with disabilities and elderly passengers, to use our services safely and with a sense of security.

As part of our initiatives taken in stations, based on the improvement goal set forth by the national government, we are proceeding with our plan to eliminate level differences by installing elevators, etc. and to install barrier-free toilets sequentially in stations used by 3,000 or more passengers per day, as well as those used by 2,000 or more passengers per day that are positioned as facilities necessary for people's daily lives in the general plans of local municipalities. Basically, in all of the stations, installations have been completed or are under way. Going forward, we will promote the installation of barrier-free facilities in cooperation with the central government and local municipalities and in accordance with the central government's improvement goals. We have completed the installation of guiding blocks for visually impaired persons and braille blocks that prevent such persons from falling from platforms in all stations. In regard to braille blocks, we are sequentially replacing them with a type that indicates where platform edges are located. In addition, we are working to install movable platform fences to further enhance safety on platforms. On the Tokaido Shinkansen line, we have prioritized fencing off platforms at busy stations where the Nozomi stops. In December FY2022, fences were installed

on Platform 20 at Shin-Osaka Station, completing the installation except for Platform 22 at Shinagawa Station. In the future, we will install fences at all Tokaido Shinkansen stations. On conventional lines, installation work at Kanayama Station was completed for Platform 3 and Platform 4 (Tokaido Line). In addition to Kariya Station mentioned earlier, we are currently installing fences at Nagoya Station for Platforms 5 and 6 (outbound Tokaido Line) and for Platforms 7 and 8 (Chuo Line). By FY2030, we plan to install fences at Nagoya Station for Platforms 1 and 2 (inbound Tokaido Line), Kanayama Station for Platforms 1 and 2 (Chuo Line), Chikusa Station, and Ozone Station. In implementing these measures to improve accessibility, we will also use the fare system established in December 2021 by the government to make train stations more accessible.

In an effort for train cars, we additionally introduced a new N700S train car equipped with wheelchair spaces accommodating six passengers on the Tokaido Shinkansen line. In addition, we increased the number of seats accommodating wheelchairs that are available for Internet booking through EX Service. In terms of conventional lines, we are enhancing barrier-free equipment by introducing additional new Series 315 commuter vehicle and new Series HC85 limited express vehicle models with expanded wheelchair spaces.



Platform fences on Platform 20 of Shin-Osaka Station



Creating "Social Value" –Social–
Cooperation with Local Communities



➤ Initiatives to vitalize local communities

Initiatives in coordination with communities located along our lines

As part of sales and marketing, we are deepening our ties with communities located along our lines while rolling out initiatives such as "Sawayaka Walking" and Destination Campaign (hereinafter, "DC").

The purpose of Sawayaka Walking is to promote the use of railways on Saturdays, Sundays and public holidays throughout the year. This free-of-charge walking event allows visitors to experience the attractive nature, history and culture of each area along the railway line without requiring advance booking. The program started in 1991, and the total number of participants has reached approximately 5.9 million (as of the end of September 2023).

One of the largest tourism campaigns in Japan, DC targets a different region every three months in spring, summer, fall and winter and is aimed at attracting customers by rail by promoting new tourist attractions of the region in cooperation with the local municipalities concerned, six JR Group railway companies and travel agencies. For the DC implemented along the lines we operate, we have operated sightseeing trains that enable passengers to enjoy the charms of the region and sold travel products that incorporate tourist attractions and special offers in cooperation with the local communities. For the DC conducted along railway lines operated by another company, we advertise the campaign at our railway stations to raise awareness of the tourist attractions and work with various parties concerned to attract tourists in locations across Japan.

SCMAGLEV and Railway Park - A museum of memories and dreams -

We opened the SCMAGLEV and Railway Park in March 2011 in Kinjo Futo, Minato-ku, Nagoya, as part of our participation in the Monozukuri (manufacturing) Culture Exchange Area Project hosted by the city of Nagoya. The SCMAGLEV and Railway Park introduces the progress of high-speed railway technology through displays of rolling stock mainly of the Tokaido Shinkansen, as well as conventional lines and Superconducting Maglev. Visitors can touch 39 real cars in total from various angles to feel their force and learn with fun the mechanism and history of railways through experience with exhibitions using models and simulators. The total number of visitors since its opening reached 6 million in September 2023.

IIMONO TANBOU

As an initiative aimed at vitalizing local communities through non-railway businesses, we operate the "IIMONO TANBOU" website, which sells delicacies and selected crafts produced along the railway lines we operate to be delivered directly from the place of production. The scope of this initiative has been expanded to include, in addition to introducing products that have been loved locally for many years, development of uniquely crafted products, events held under the name of "IIMONO TANBOU," and experience events to visit production areas, all of which are designed to encourage many people to feel areas along our railway line closer to them. Going forward, we will continue to work closely with hard-working local producers to promote the attractiveness of local communities.



IIMONO TANBOU



SCMAGLEV and Railway Park

Cooperation with Local Communities

Contribution to local communities through support for recovery from large-scale disasters

For electric power companies to swiftly recover from large-scale disasters, it is necessary for us to create a system to enable those engaged in recovery efforts to work safely. In December 2020, Hotel Associa Takayama Resort entered into a disaster support agreement, together with two other hotels in the Takayama district, with the Takayama Office of Chubu Electric Power Grid Co., Inc. and contributes to the local community by supporting recovery from large-scale disasters, such as through preferential provision of accommodation.



Hotel Associa Takayama Resort

Disaster prevention and recovery activities in coordination with local communities

We conduct drills to quickly guide customers on the assumption that a Nankai Trough earthquake has occurred and trains have stopped between stations. We are engaged in disaster prevention efforts in cooperation with local communities. In the past, we invited high school children and staff members of local governments along our railway line to participate in our drills.



Tsunami evacuation guidance training

Earning trust from customers and offering user-friendly services

JR Central is committed to providing services that are trusted and welcomed by local communities and customers, based on our belief that providing safe and reliable transportation and high-quality services to customers and earning customer satisfaction lead to our own joy.

For the Shinkansen, we are implementing the "Brand Quality Service Campaign" to improve the level of our customer service at stations and on our trains so as to provide customers with a sense of security, satisfaction and joy. While in recent years the number of online reservations has been increasing, the JR Central Group is making concerted efforts to enhance its knowledge and skills and foster a service-oriented mindset so that we can accurately respond to the traveling needs of a wide range of customers, including those who are accustomed to traveling on business and travelers visiting Japan.

On our conventional lines, we are aiming to provide customers with truly valuable services, or what we call "Real Value Services." In order to encourage customers to choose our railway, we encourage employees to enhance their ability to notice the needs of customers and proactively and sincerely provide services that could give customers a sense of security along with a sense of affinity, such as warmth and familiarity.



Customer service role-play

Customer service scene

Establishment of a medical institution rooted in the local community (Nagoya Central Hospital)

Nagoya Central Hospital in Nakamura-ku, Nagoya, as a core hospital in the local community, provides advanced and high-quality acute care by coordinating with local ambulance services to take in over 3,800 ambulance calls per year and performing over 1,800 surgeries year round. Looking ahead, Nagoya Central Hospital will look always to provide advanced, safe, and high-quality medical care to further contribute to the local community.



Nagoya Central Hospital

International exchanges

JR Central has deepened its tie with society in the form of international exchanges through receiving observation visits and exchanging human resources.

In terms of receiving observation visits, we have taken officials from foreign governments and related persons of overseas railway operators on tours of railway-related facilities, primarily of the Tokaido Shinkansen, to exchange opinions on railway management and other matters. These visits have provided related persons of overseas railway operators with opportunities to deepen their understanding of systems that support reliable and safe transportation through on-site observation of actual operations. In terms of exchanging human resources, we operate an exchange training program in which executives are dispatched to and from a U.K. railway operating company, as a way of providing opportunities for employees of both companies to gain further knowledge and develop their skills in railway management and technology through such exchange. Furthermore, in collaboration with several universities in the U.S., we operate a summer internship program for students, providing them with opportunities to learn about the railways and culture of Japan.

Outside Japan, JR Central maintains three overseas offices in Washington D.C., London and Sydney, where it undertakes

a wide range of international operations, such as gathering information on railways and latest technologies around the world, exchanging information with specialists and persons in the railway industry in various countries, and engaging in PR activities for overseas markets. For example, in the U.K., we provide children with exposure to state-of-the-art scientific technologies by holding physical classes at local schools to explain the mechanisms of the superconducting maglev system.

The exchange training program with the U.K. railway company and the internship program for university students in the U.S. have been held more than 20 times since their inception. When reunions for the participants of these programs are held, many alumni get together. The strong relationships of trust that we have nurtured with people who have visited our company over many years support the various activities we conduct overseas.



Exchange training program with a U.K. railway company

Promotion of culture, art and lifelong learning (JR Central Lifelong Learning Foundation)

The JR Central Lifelong Learning Foundation is a public interest incorporated foundation established in October 1990 with the purpose of contributing to society through the promotion of culture, art and lifelong learning. The Foundation's main activities include holding exhibits of the artwork of Hoshun Yamaguchi, a pioneer of new Japanese-style painting who drove the Japanese art scene, at Hoshun Yamaguchi Memorial Hall (Hayama-machi, Kanagawa), which opened in October 1991, and opening the ateliers and gardens, which offer seasonal flowers and trees loved by Hoshun and his wife, for public viewing.

Further, in an effort to support lifelong learning, the Foundation

engages in a wide range of cultural business activities, including holding classes on Japanese-style painting and organizing field trips to historic sites to learn about history.



«Boukyo - small sketch» by Hoshun Yamaguchi, 1953

Hoshun Yamaguchi painting in his atelier

Initiatives in human rights (JR Central Group Human Rights Policy)

JR Central operates on the basis of respect for human rights, and we believe that enhancing employees' awareness of and sensitivity to human rights is important also from the perspective of fulfilling our corporate social responsibility. JR Central has been addressing human rights issues appropriately by taking human rights into consideration when hiring, ensuring appropriate customer response, incorporating new human rights issues, such as harassment, in training and

awareness raising activities, sharing information on human rights promotion with group companies, and requesting material suppliers to comply with the law and respect human rights. We have also established the JR Central Group Human Rights Policy, which is disclosed on our website together with information on the system to promote the policy and the specific details of activities such as training, as a guide for conducting business based on respect for human rights.

JR Central Group Human Rights Policy

1-Sep-22

- Respect for human rights
The JR Central Group conducts its business activities with respect for the human rights of all people, including customers, business partners and employees, based on international principles related to human rights.
- Dialogue with stakeholders
The JR Central Group engages in dialogue with stakeholders, based on which it works to respect human rights in its business activities.
- Scope of application
This Policy is applied to all companies of the JR Central Group.
- Remedy and correction
In the event a business activity of the JR Central Group causes a negative effect on human rights or it becomes clear that its business activity has been involved in a negative effect on human rights, efforts for remedy and correction will be made through appropriate procedures.
- Training and awareness raising
The JR Central Group engages in appropriate training and extensive awareness-raising activities so that the Policy is understood and effectively implemented in all business activities of the Group.
- Information disclosure
The JR Central Group appropriately discloses information on its initiatives on human rights through its website, etc.
- Human rights due diligence
The JR Central Group strives to prevent and alleviate negative impact on human rights in view of international principles, among others.