

JR East's Life-style Business (Shinagawa Development Project)

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RAIL CONFERENCE



Contents

- Overview of JR EAST
- Overview of Life-style Service Business
- Development Projects around Stations
- Shinagawa Development Project



Overview of JR East

Japanese National Railways

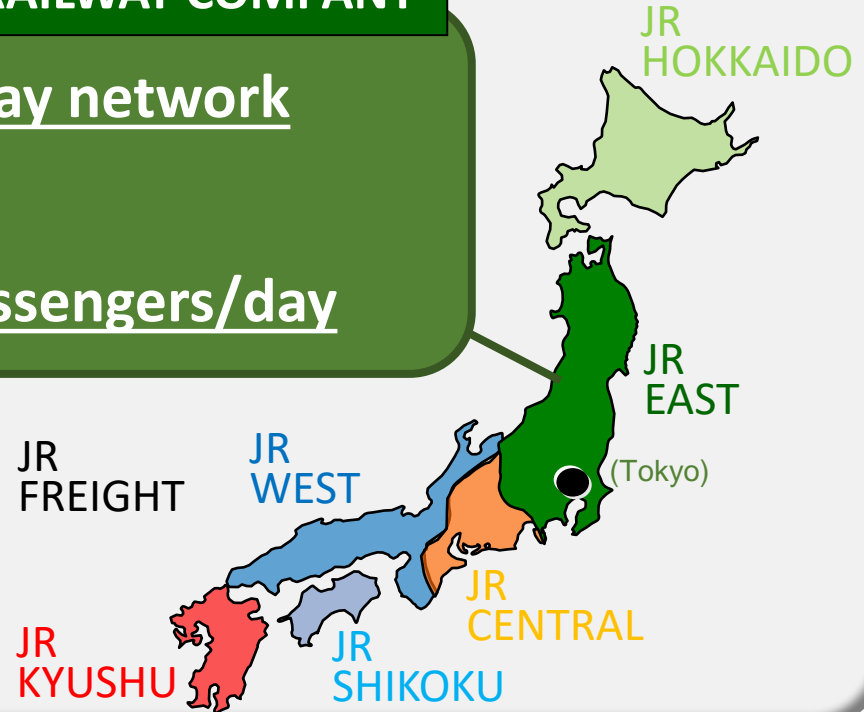


In 1987



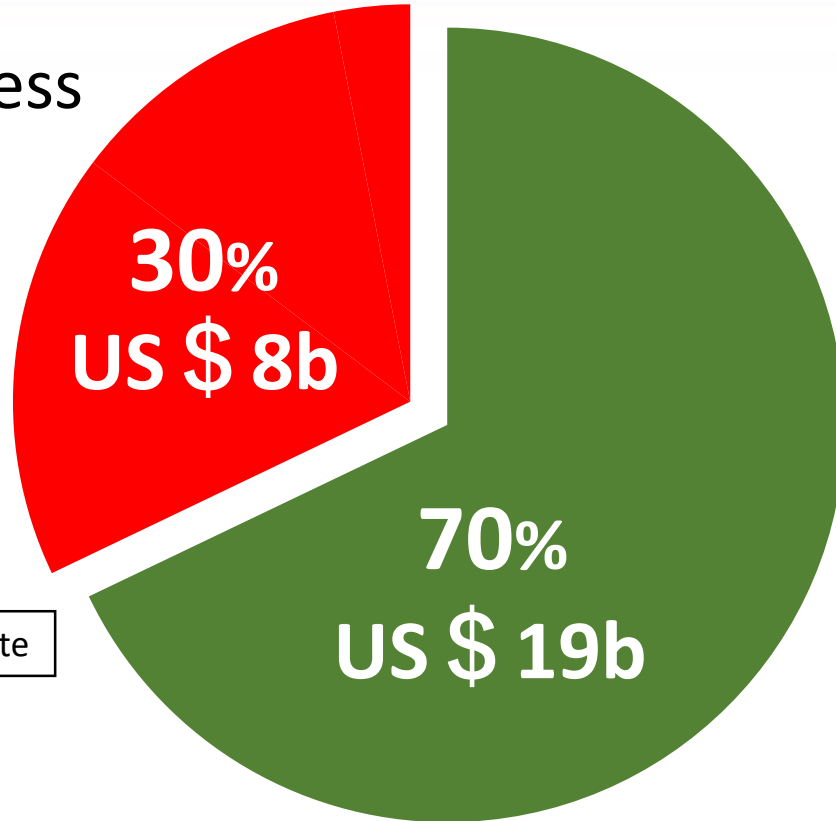
EAST JAPAN RAILWAY COMPANY

- 7500km railway network
- 1,700 stations
- 17 million passengers/day



Operating revenue

Non-Rail Business



Total
US \$ 27b

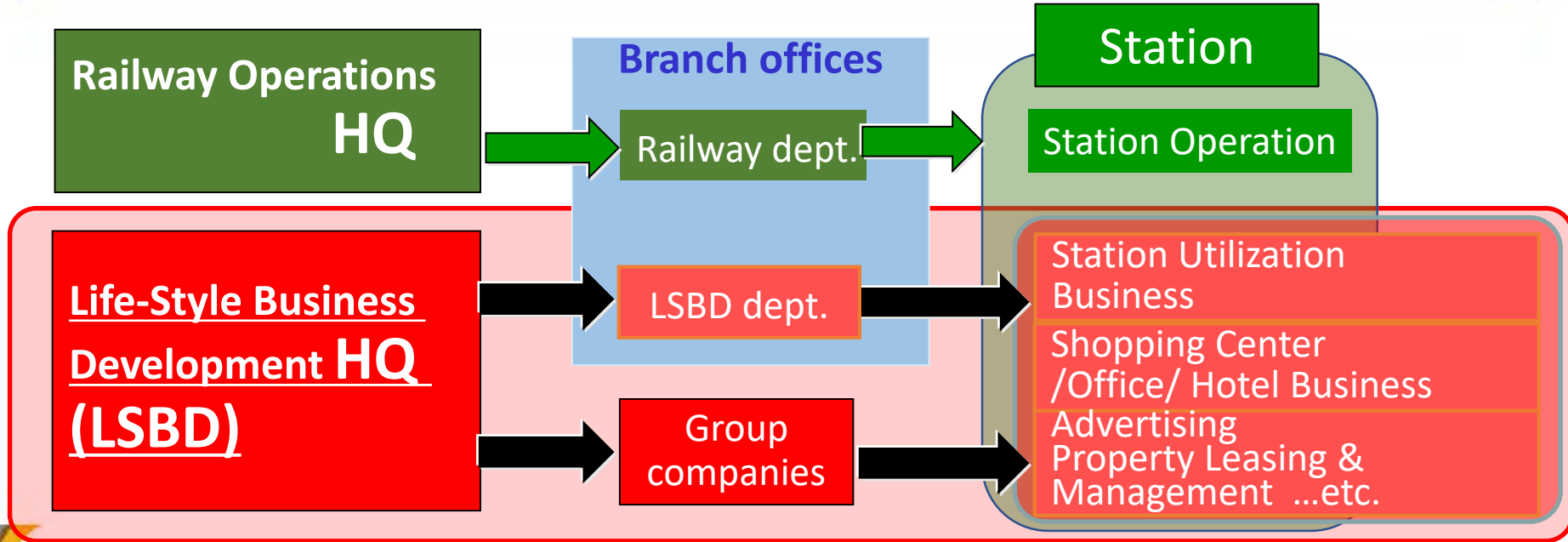
Rail Business



Figures are approximate

*FY2018
ARP2018. ~ MAR2019.

Organization of Life-Style Business



Daily passengers : 17million

Major fields of Life-Style Business



Retail & Restaurants
(approx. 2,000 stores)



In-Station SC
(24 zones)



Shopping center
(159 SCs)



Hotel
(45 hotels)
(approx. 7,000 rooms)



Office
(33 Buildings)



Fitness Club
(28 facilities)



Advertising

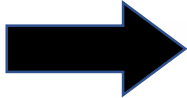


Regional Revitalization

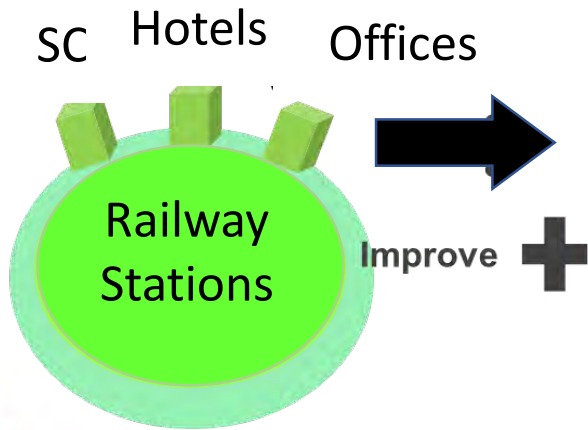


Vision for Life-style service business growth

Until Now



CITY UP!



Life-style service business Operating Revenue

FY2016	FY2026
US \$ 8b	US \$ 12b

150%

Development Project (example)

Regional Area

Akita



Nagano



Shinjuku



Shibuya



Shinagawa

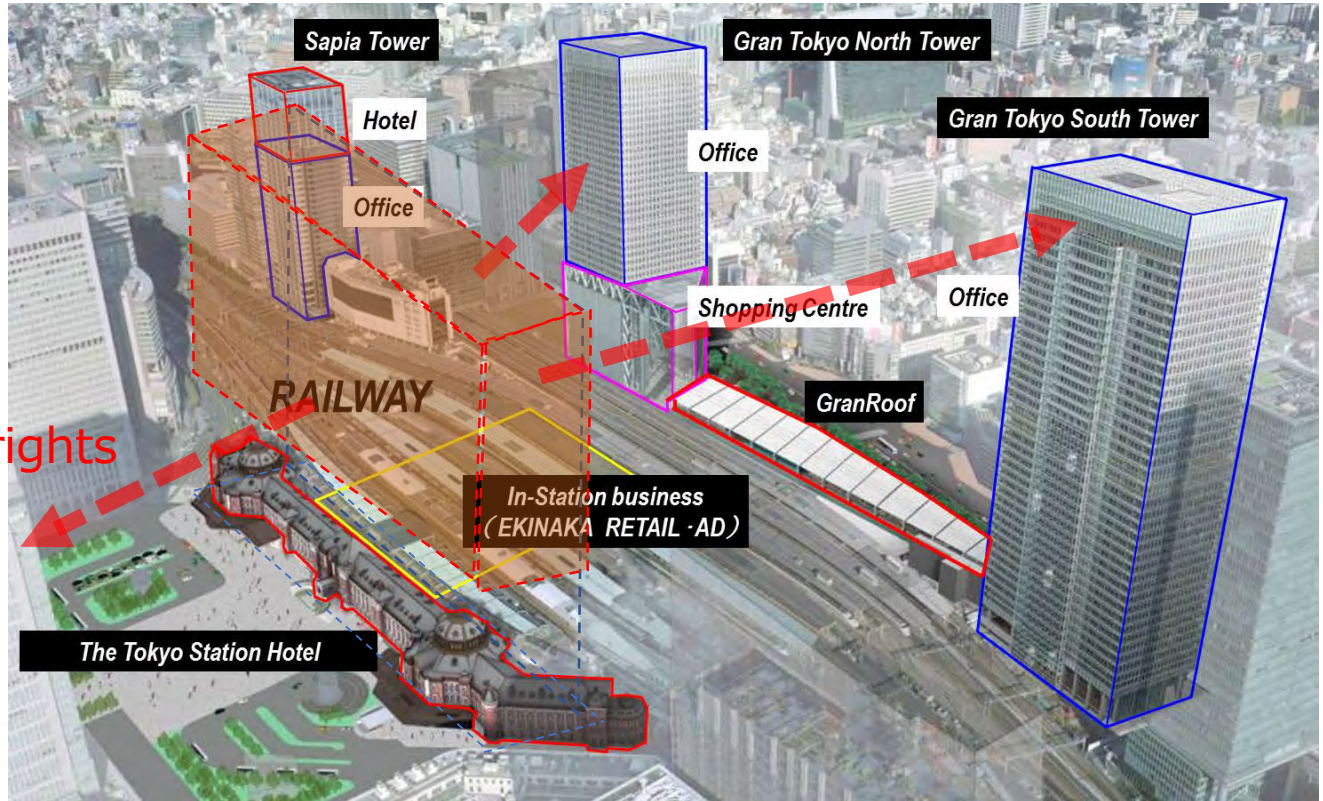


Tokyo Area



Tokyo Station

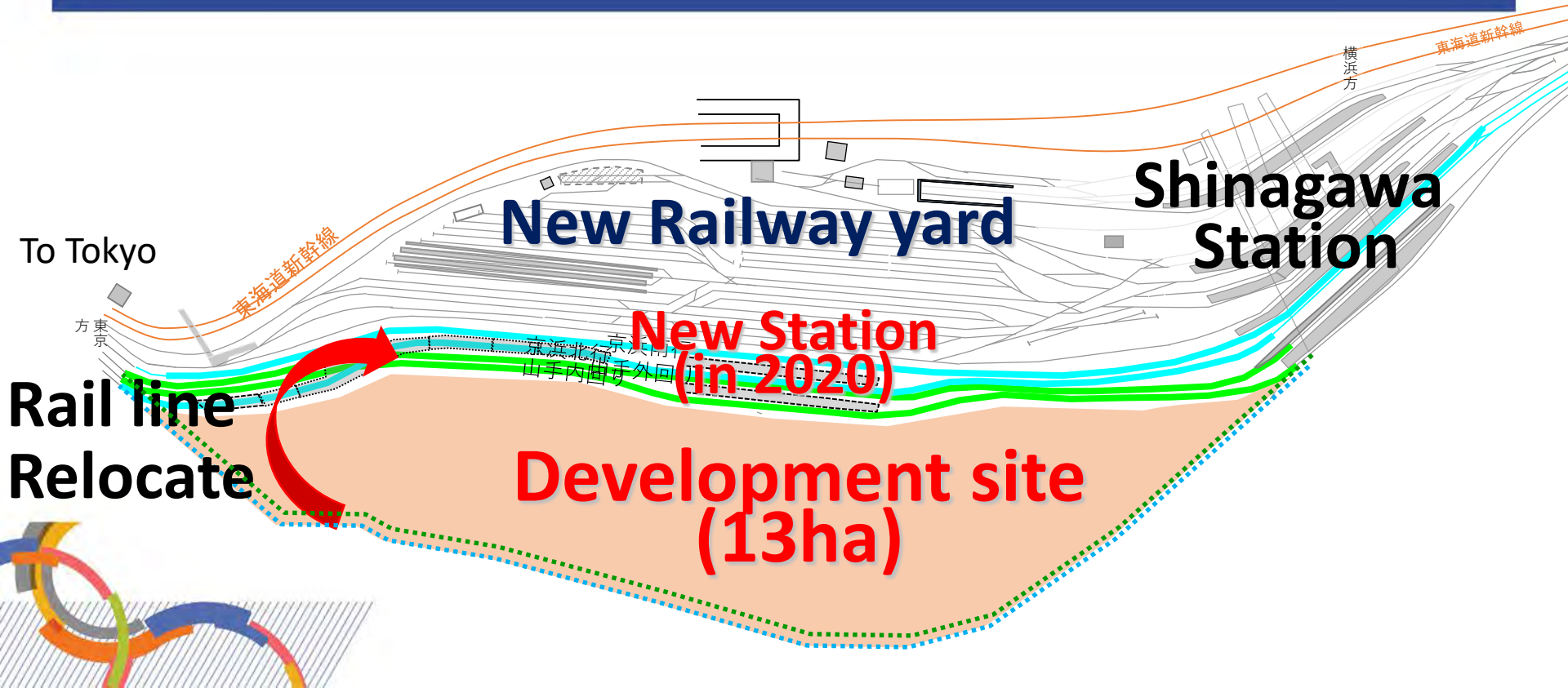
Transfer development rights



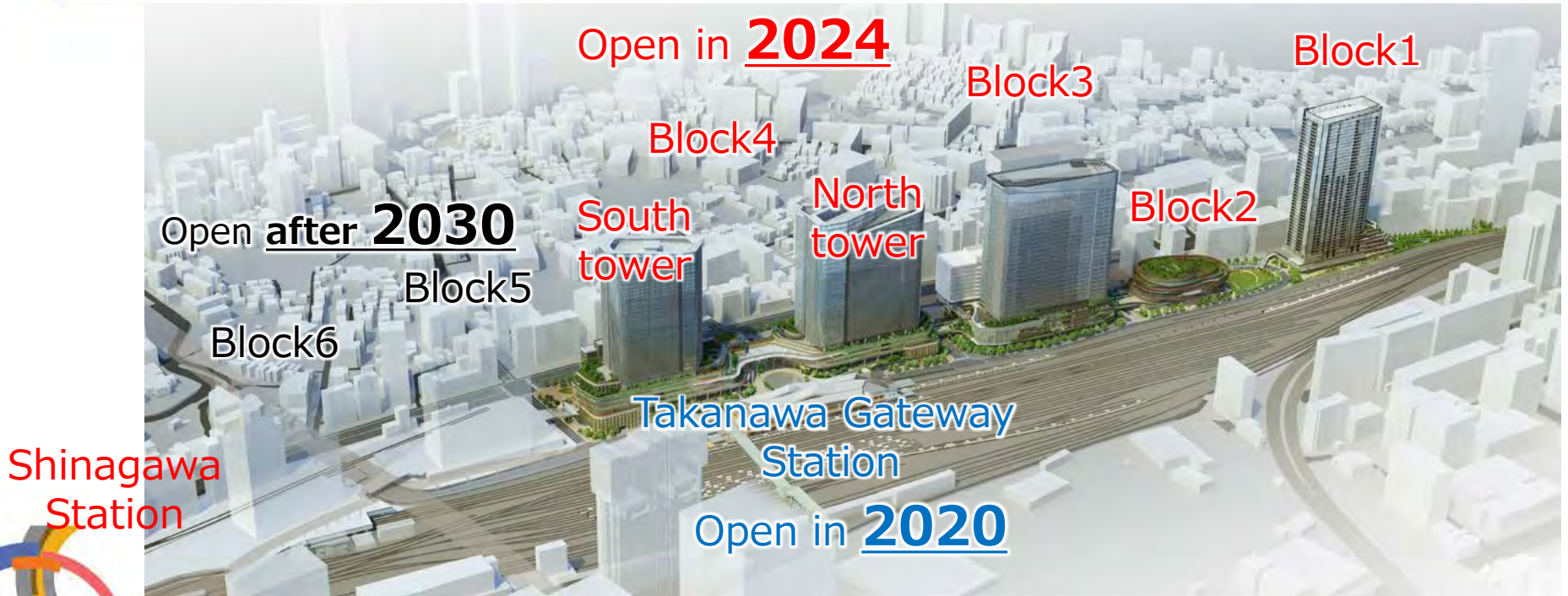
Shinagawa Development Project



Shinagawa Development Project



Shinagawa Development Project



Shinagawa Development Project [TOD]

1. Public Transit

- Train, Bus, Bike

2. Connected

through pedestrian network

TOD

Transit Oriented Development

3. Urban development

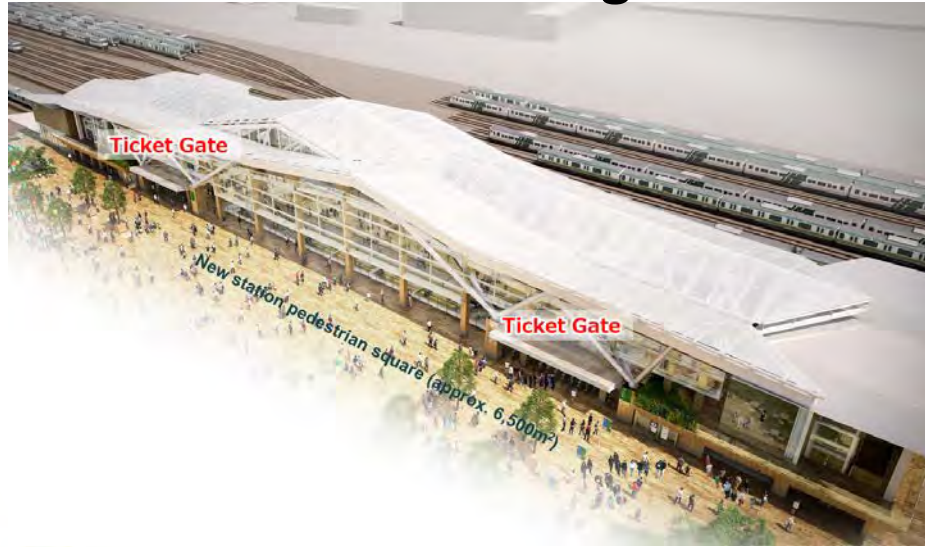
- multipurpose urban complexes



[TOD] 1. Public Transit

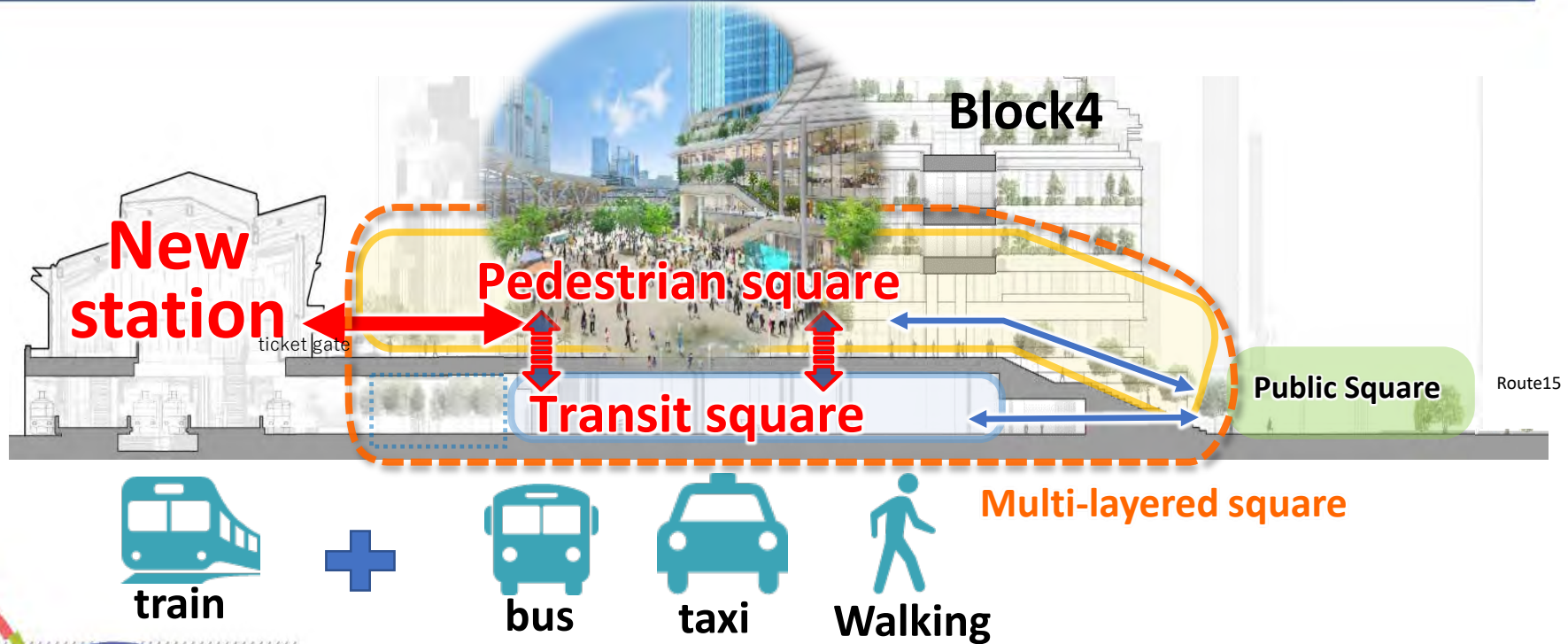
Exterior image

Interior image

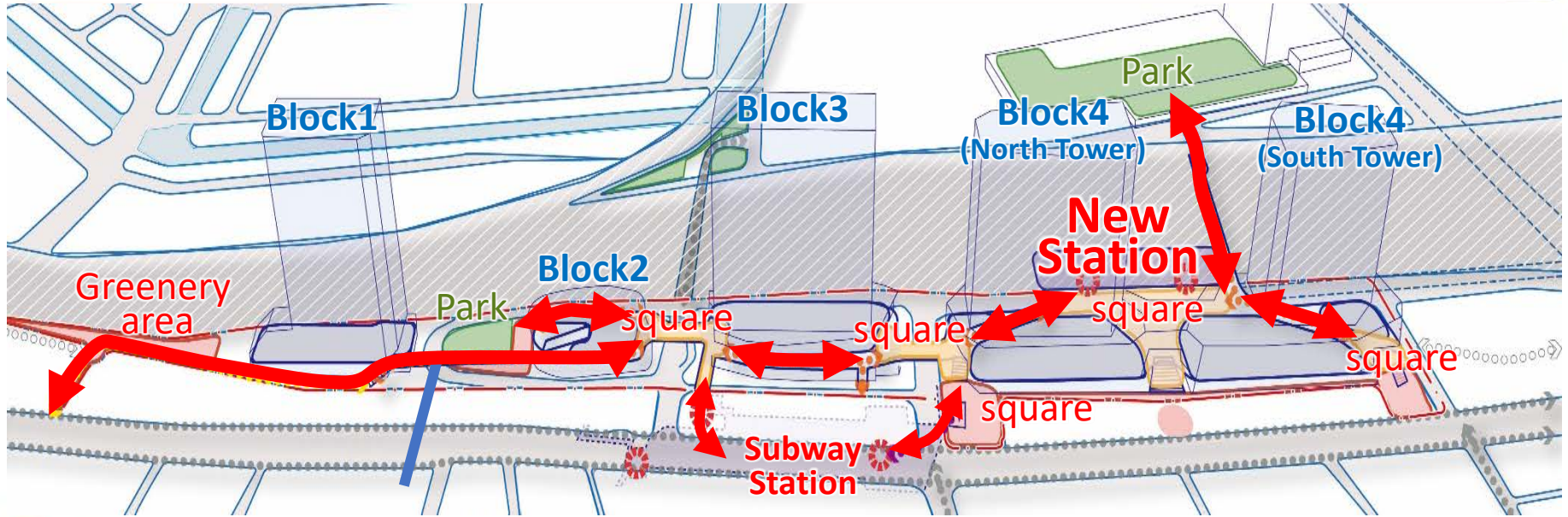


New Station (Takanawa Gateway Station)

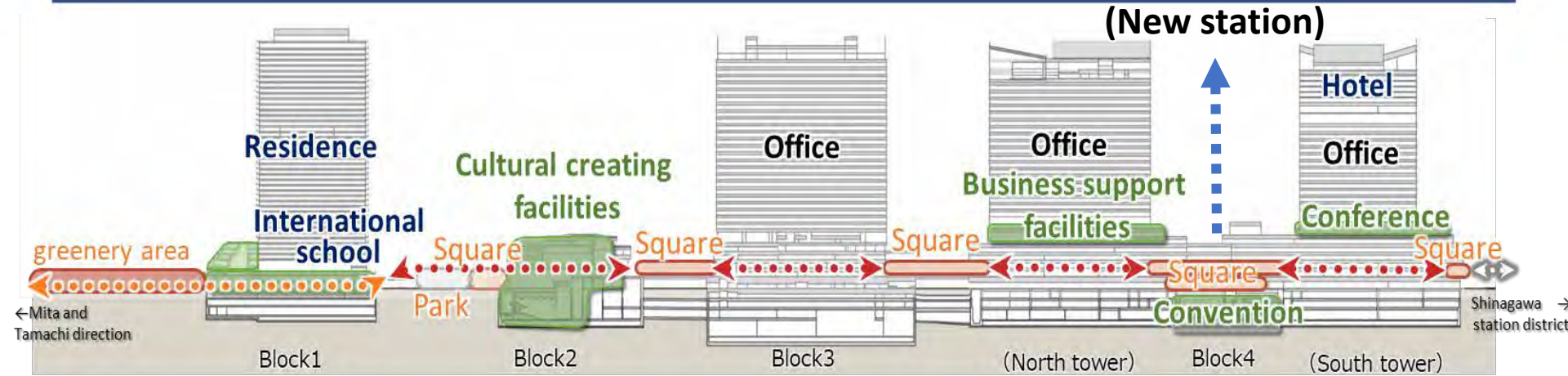
[TOD] 1. Public Transit



[TOD] 2. Pedestrian Network



[TOD] 3. Multipurpose Urban Complexes



Thank you

