



JR KYUSHU IR DAY



City-Building and MaaS in Miyazaki

December 11, 2020

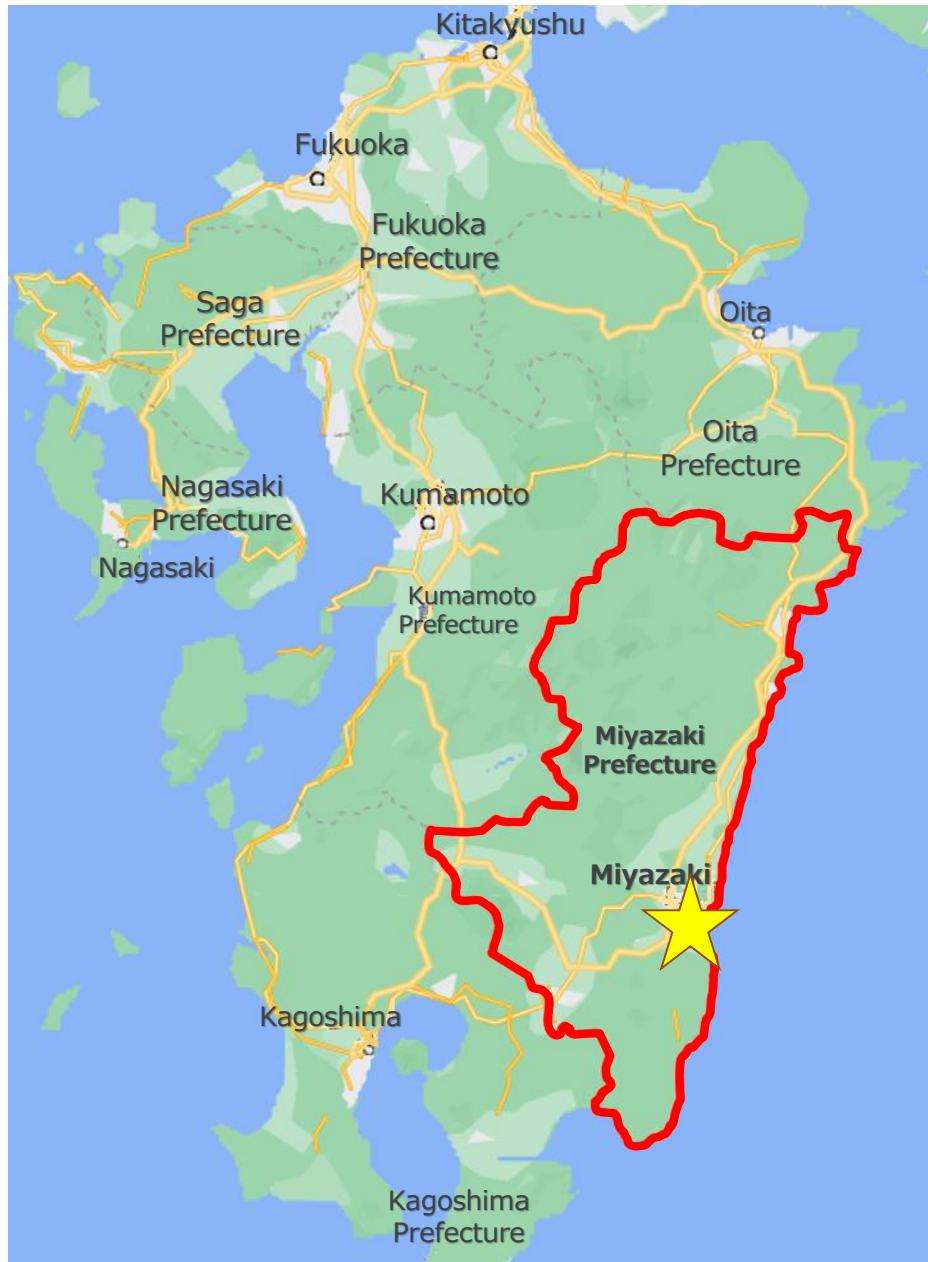
Kyushu Railway Company

Takuma Matsushita

Managing Executive Officer,
General Manager of Development Department



Locations and Populations of Prefectures in Kyushu



Populations of Prefectures and Major Cities in Kyushu

(Million)

Fukuoka Prefecture	5.11	Fukuoka City	1.54
		Kitakyushu City	0.96
Saga Prefecture	8.2	Saga City	0.23
Nagasaki Prefecture	1.34	Nagasaki City	0.42
Kumamoto Prefecture	1.76	Kumamoto City	0.73
Oita Prefecture	1.14	Oita City	0.48
Kagoshima Prefecture	1.61	Kagoshima City	0.6

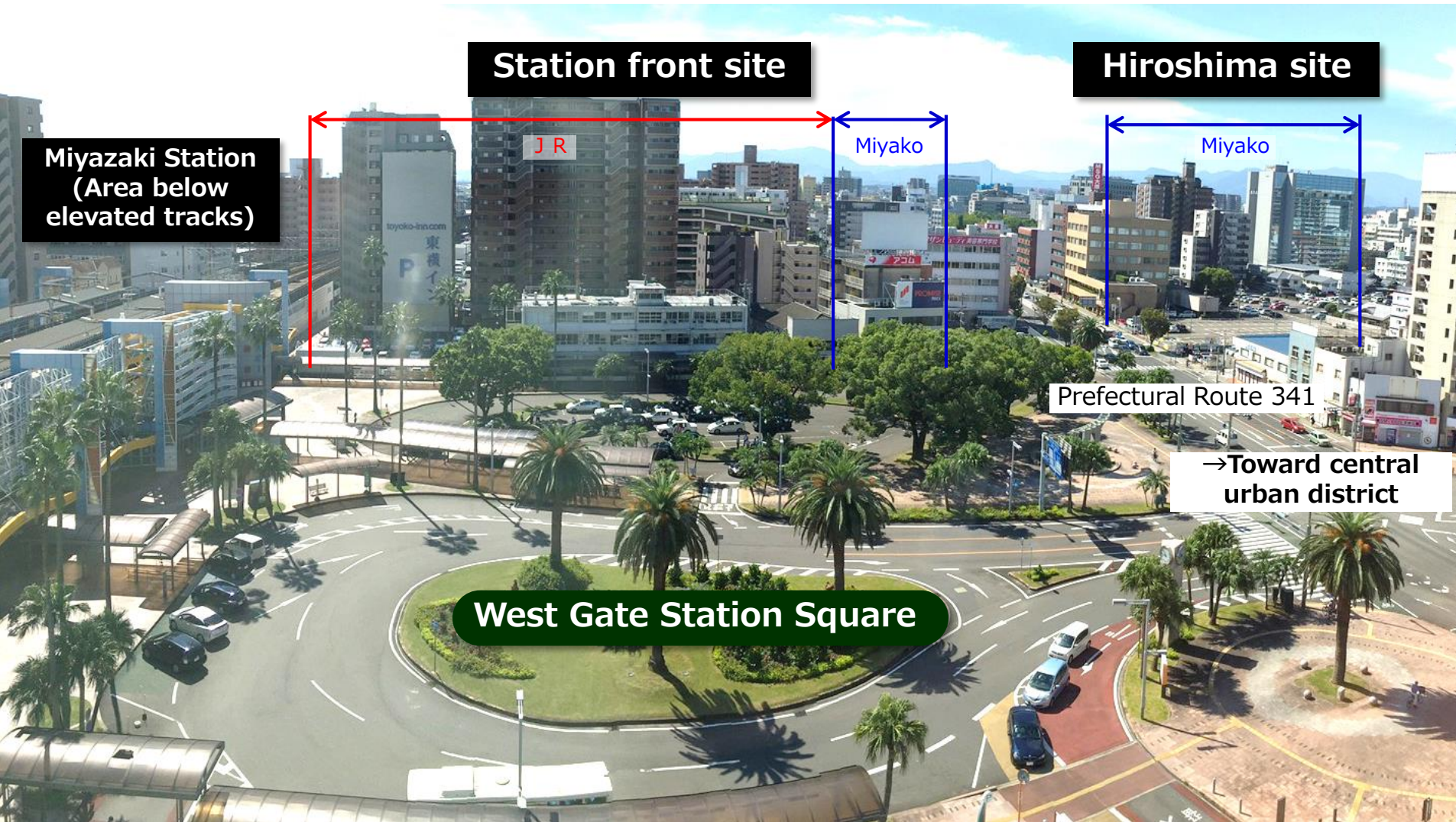
Miyazaki Prefecture	1.08	Miyazaki City	0.4
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Source: Ministry of Internal Affairs & Communications, Statistics Bureau, Statistical Data

Note: Populations of prefectures as at 2018/cities as at 2019

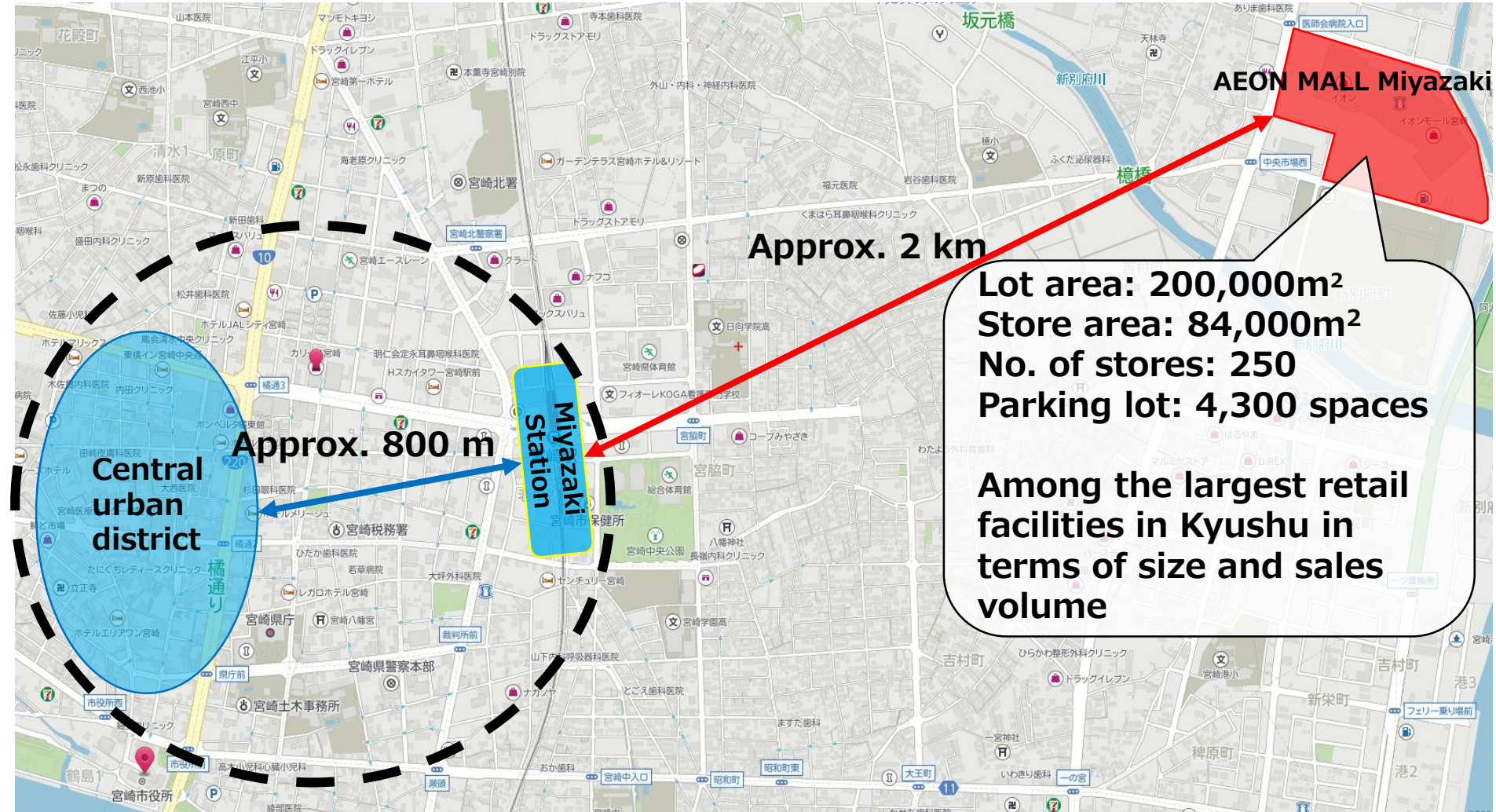
Circumstances in Miyazaki

Circumstances in Miyazaki—Miyazaki Station Area



*Photographed from north of project area (8th floor of the JR Kyushu Hotel Miyazaki)

Circumstances in Miyazaki – Commercial Environment





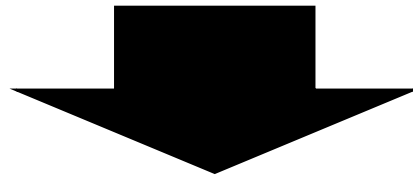
**Creating a lively
atmosphere in the city
center**

City-Building Policy for Miyazaki



The JR Kyushu Group's Approach to City-Building

**Building cities where people
want to live, work, and visit**



**Area-wide integrated development
centered on station buildings**

City-Building Policy for Miyazaki—Area-wide integrated development centered on station buildings



【Key】

Retail facilities
(Amu Plaza)

Hotel

Offices

Condominiums

Parking Lot

Event spaces



Distinguishing features of city-building for Miyazaki

Distinguishing features of city-building for Miyazaki



- **Station buildings business in collaboration with local companies**
- **Building foundations together with local governments**
- **Renovation of commercial facilities below elevated tracks**

Press Announcement on the Joint Development of Miyazaki Station West Gate (October 18, 2018)



From left: Chairman Mera, Miyazaki Chamber of Commerce & Industry;
Governor Kono, Miyazaki Prefecture;
President Aoyagi, JR Kyushu;
President Kikuchi (currently Chairman), the Miyakoh Group;
Deputy Mayor Harada, Miyazaki City

News Release◎宮崎交通

2018年10月18日
九州旅客鉄道株式会社
宮崎交通株式会社

宮崎駅西口共同開発の概要決定
～ 宮崎駅西口に“アミュプラザ宮崎”誕生～

九州旅客鉄道株式会社（本社：福岡県福岡市、代表取締役社長 青柳 俊彦）と宮崎交通株式会社（本社：宮崎県宮崎市、代表取締役社長 菊池 克頼）が宮崎駅西口において検討を進めていた共同開発について、概要がまとまりましたのでお知らせいたします。

九州を中心に総合的なまちづくりを進める九州旅客鉄道株式会社と、宮崎県を中心に路線バスや観光事業等を展開する宮崎交通株式会社の共同により、宮崎のみなさまに新たな生活をご提案する商業施設“アミュプラザ宮崎”とオフィスフロアからなる複合施設が、2020年秋開業いたします。

あわせて宮崎駅ならびに高架下商業施設をリニューアルするとともに、宮崎駅西口駅前広場がさらなるにぎわいを生む空間となるよう関係者のみなさまと検討してまいります。

駅のにぎわいが中心市街地につながり、宮崎の“まち”がさらに魅力であふれるよう、今後関係者みなさまのご理解とご協力をいただきながらまちづくりを進めてまいります。

〔宮崎駅西口 外観イメージ〕

九州旅客鉄道株式会社
本社 平812-8566 福岡市博多区博多駅前3丁目25番21号

宮崎交通株式会社
平800-0001 宮崎市橋通西3丁目10番32号

Distinguishing features of city-building for Miyazaki —Scheme—



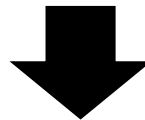
宮崎交通

➤ **First joint venture for the development of an Amu Plaza**

Securing a significant development site and strengthening public transportation access through a joint venture with the Miyakoh Group, a local company

➤ **City-building in collaboration with local governments**

- Redevelopment of the station square at the west gate in conjunction with Miyazaki Prefecture
- Introduction of green slow mobility by Miyazaki Prefecture



**City-building that only JR Kyushu can deliver,
involving a three-way effort between JR Kyushu,
communities, and local governments**

Initiatives that only a joint venture can realize



➤ Revision of routes due to the opening of Amu Plaza Miyazaki (from October 1)

- Services that did not previously go through Miyazaki Station now go through Miyazaki Station!
- Some services that terminated at Miyako City now terminate at Miyazaki Station!

【Weekdays】

700 services→850 services (+150 services)

***An increase of 20%**

【Weekends and Public Holidays】 500 services→660 services (+160 services)

***An increase of 30%**



Bus destination sign showing Amu Plaza



A bus decorated with a TOKYU HANDS advertisement

Miyazaki Station West Gate Station Square Redevelopment (Miyazaki Prefecture)



Green slow mobility “Gruppi”



OService launch date	November 20, 2020 (Fri.)
OService provider	Miyazaki City “Machinaka” Green Slow Mobility Operating Council
OPassenger capacity	9 passengers
OFare	¥100 for one journey Children under 12 travel free *Payment by transportation IC card or cash

OSchedule

34 services a day

【Route and bus stops】



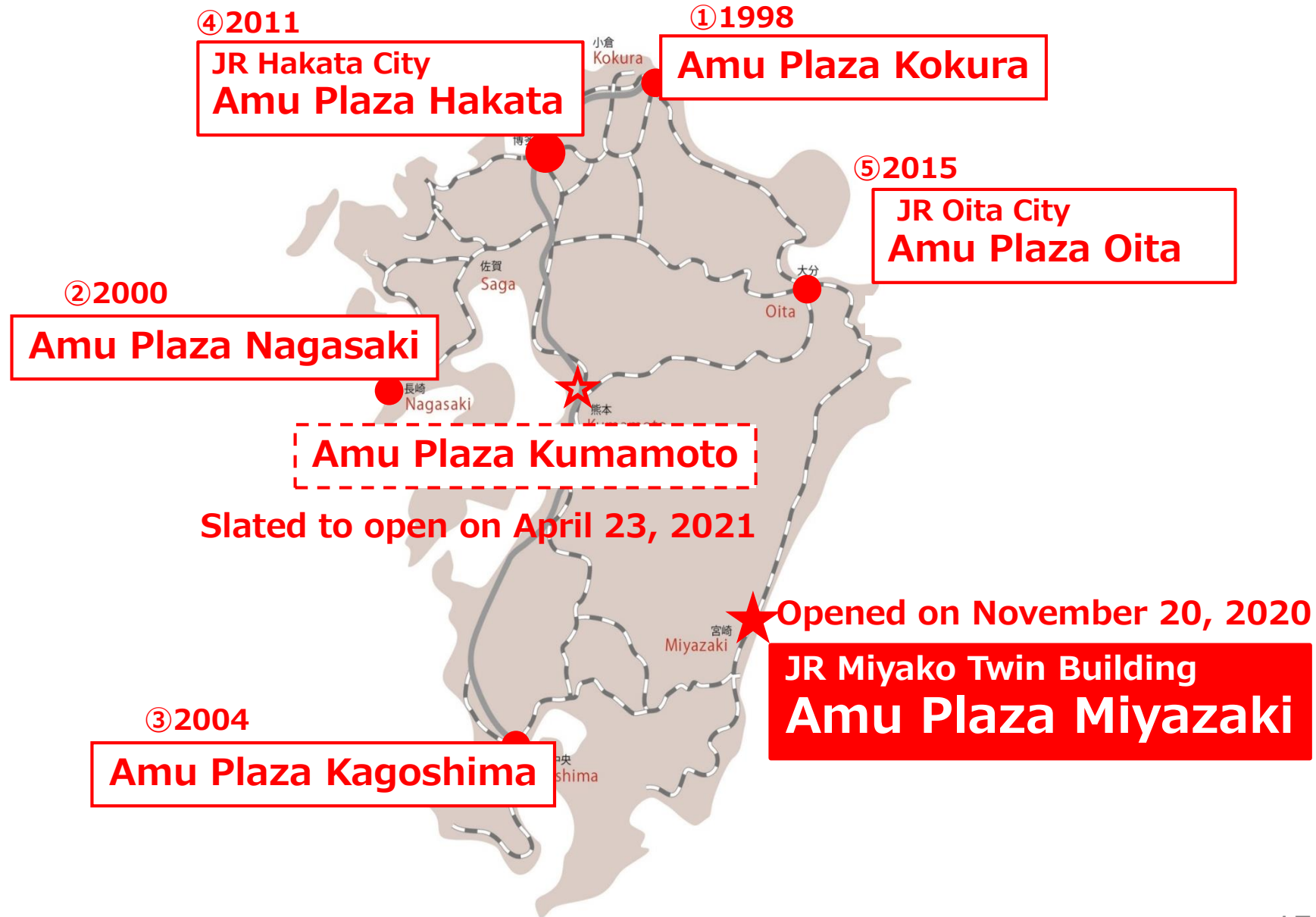
City-Building in Miyazaki



Station buildings serve as the center of city-building

Amu Plaza Miyazaki

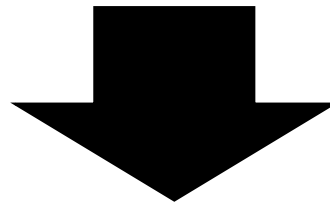
Amu Plaza's Distinguishing Features



Amu Plaza's Distinguishing Features



- Deployment of tenants that meet the needs of customers
- Facilities leveraging local characteristics that are a source of pride to their community
- Generating a lively atmosphere and communicating information in station squares and other locations



Creation of places that people would go out of their way to visit

Amu Plaza's Distinguishing Features

—After Development



Amu Plaza Miyazaki Umi-kan

JR Miyako Twin Building

Amu Plaza Miyazaki Yama-kan

**Miyazaki Station
Himuka Kirameki
Ichiba**

*Photographed on December 1, 2020 from north of project area (8th floor of the JR Kyushu Hotel Miyazaki)

Amu Plaza's Distinguishing Features

—Number of stores / floor composition



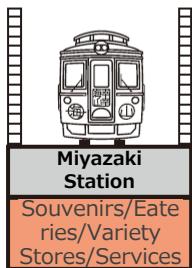
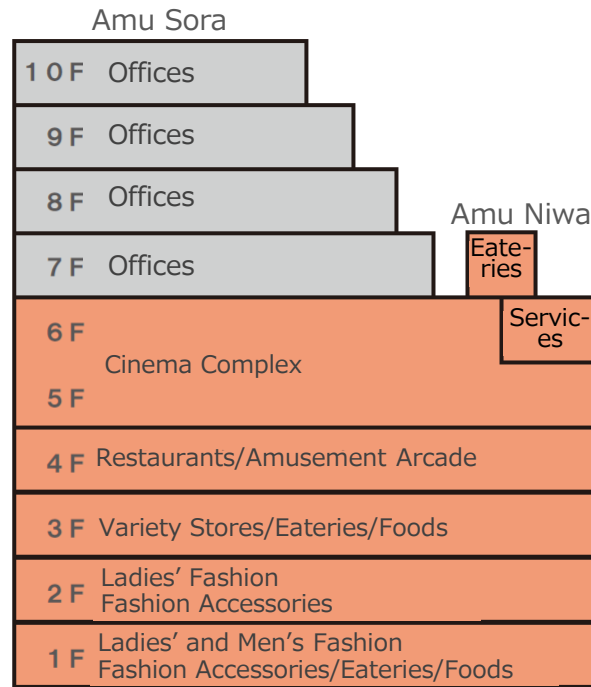
(Number of stores)

63 stores in Umi-kan and Yama-kan,

34 stores in Himuka Kirameki Ichiba

(floor composition)

Total: 97 stores



**Himuka Kirameki
Ichiba**

Umi-kan

Yama-kan

Amu Plaza's Distinguishing Features

—Special occasion-related demand



1階

宮崎初

BEAMS

BEAMS

[レディース & メンズファッション]

メンズ・ウィメンズのカジュアルウェアをはじめ、日本の国内外からセレクトしたウェアや小物、生活雑貨をラインナップ。多彩な品揃えで毎日を楽しむファッションを提案します。

1階

宮崎初

Lindt
MAÎTRE CHOCOLATIER SUISSE
DEPUIS 1845

リンツ ショコラ プティック

[チョコレート]

Lindt (リンツ) は、1845 年スイスで創業。世界中で愛されるスイスのプレミアムチョコレートブランド「リンツ」のチョコレート専門店。人気の「リントール」が並ぶ「ピック&ミックス」でチョコレートの量り売りをお楽しみいただけます。

2階

宮崎初

JEANASIS

ジーナシス

[レディースファッション]

JEANASIS はカルチャーとファッションを楽しむブランド。ぶれない強さの黒と、品のある白を軸に、シャープで遊び心溢れる服を展開。マニッシュでクールなスタイルの中に、芯のある女らしさを表現します。

4階

宮崎市初

SEGA

セガ

[アミューズメント]

人気の大型ぬいぐるみや精巧なフィギュア、お菓子類のほか、セガでしか手に入らない限定景品などが並ぶ UFO キャッチャーに加え、最新ゲームやプリントシール機など、広い世代のお客さまにお楽しみいただけるゲーム機の数々を取り揃えています。

5階

WONDER
ATTIC CINEMA



ワンダーアティックシネマ

[シネマコンプレックス]

お客様が常にベストな状態で映像をご堪能いただける“4K レーザープロジェクター”を全 7 スクリーンに導入、最新鋭の4K レーザープロジェクターによるなめらかな質感、引き締まった黒、鮮やかな色彩で、映画をより美しく高品位に再現します。

3階

宮崎初

CREATIVE LIFE STORE
TOKYU HANDS

東急ハンズ宮崎店

4階

宮崎初

紀伊國屋書店



紀伊國屋書店

[書籍]

東京・新宿をはじめ全国の主要都市に店舗を展開する紀伊國屋書店が、ついに宮崎初出店！ 小説、コミック、雑誌はもちろん、料理やスポーツ、ぐらしの実用書から、ビジネス、コンピュータ、自然科学、人文科学など専門書まで、オールジャンルの品ぞろえ。「そうだ紀伊國屋に行こう！」宮崎の皆様にもっとお誘いいただけるような書店を目指します。

Attracted **97** stores, of which **39*** are opening a store in Miyazaki for the first time, through leasing that leverages the reputation of the Amu brand developed thus far

*Of these stores, two are opening for the first time in Japan, one for the first time in western Japan, two for the first time in Kyushu, and 16 for the first time in southern Kyushu

Amu Plaza's Distinguishing Features—Everyday use



1階



まつの

[スーパーマーケット]

宮崎の四季折々の風土の中で、熱い思いを持った生産者が育て届けるたくさんの品々。旬のものを旬のうちに。いいものを最高の状態で。宮崎の誇る美味しいものを、生産者の手から食卓へつなぎます。

1階

boulangerie française
DONQ

ドンク・ミニワン

[ベーカリー]

1905 年、神戸生まれのベーカリーです。パン職人が手間ひまかけて作りあげるこだわりの焼き立てパンをご提供します。

南九州
初



ジュピター

[輸入食品・コーヒー]

宮崎・初出店！コーヒー豆はアラビカ種 100%。直火式自家焙煎のレギュラーコーヒー、ワイン、チーズ、紅茶お菓子、オリジナル商品を含む海外・国内の商品を取り扱う輸入食品専門店。自社工場にて焙煎したのコーヒー豆を直接お店に届けている為、鮮度は抜群です！

南九州
初



マクドナルド

[ファーストフード]

合言葉は、「大人から子どもまで、みんなを笑顔にする」すべてのお客様に、安全で安心して食べられるフードメニューをご用意し、ご来店をお待ちしています。



ドラッグイレブン

[生活雑貨]

ドラッグイレブンは「頼りになる 元気になる 笑顔になる」を合言葉に店舗展開しているドラッグストアです。医薬品・化粧品・日用品などを多数取り揃え、お客さまの健康と美容をサポートいたします。

5階



Can★Do

キャン★ドウ

[100 円ショップ]

「まいにちに発見を。」をコンセプトに生活の定番から季節の商品、便利グッズ、かわいい雑貨まで幅広い商品を取り揃えています。店内は誰もが買い物を楽しめるような快適な空間を目指しました。いつもの生活を楽しくする少しのきっかけをキャンドウの商品でお届けします。キャンドウで昨日よりもちょっといい今日を。

Store composition that encourages customers to drop by casually and frequently through the opening of stores that can be used for everyday shopping

Amu Plaza's Distinguishing Features

—Facilities that are a source of pride to the community



Amu Sora

A rooftop deck on the Umi-kan. Commands panoramic views of Miyazaki's rich nature, such as the ocean and mountains, as well as the city center. Serves as the approach to the Traveler's Shrine.

Traveler's Shrine



By holding a service for the movement of the principal of the three enshrined deities (Emperor Jimmu and Emperor Jimmu's mother and father), the Traveler's Shrine has the same enshrined deity as Miyazaki Jingu, Miyazaki's leading shrine, while also assembling gods enshrined throughout the prefecture.

Amu Square

- An events space with a large roof and big screen, this space serves as an events square that contributes to the lively atmosphere of the city as a whole.
- The square hosts live music and other events for visitors to enjoy, creating a lively atmosphere appropriate for the land gateway to Miyazaki.

*The events space extends 25 m by 50 m, within which is a large roof measuring 18 m by 37 m.



*These dimensions may change depending on future designs and discussions with relevant bodies and other institutions.

Amu Niwa

- A garden for relaxing, recharging, and unwinding, where visitors can meet casually and enjoy the water and greenery
- The garden on the 6th floor is a space where visitors with children can enjoy themselves with peace of mind
- The garden on the 7th floor is a multipurpose space with a cafe and restaurant.

7F



6F



The building takes a terraced shape from the 6th floor to the rooftop, with each level based on the image of terraced rice fields (steps) and places of sunshine (warmth). This design expresses the sense of anticipation and exaltation that accompanies an excursion, as the sky approaches by degrees and the ocean gradually comes into view.

Amu Plaza's Distinguishing Features

—Facilities that are a source of pride to the community



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7th floor



6th floor



Existing commercial facilities below elevated tracks

—Himuka Kirameki Ichiba



Day of the grand opening

—a lively atmosphere inside and outside



Amu Square—Christmas Illuminations



**Together with
the community**

Together with the community

—Opening promotional slogan, “Creating My Amu”



Customer participatory and interactive promotion with people who are proud of and love Miyazaki

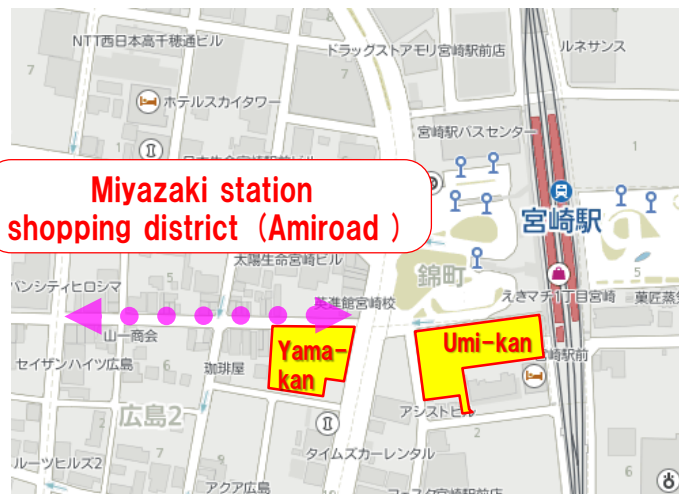
Together with the community

—Connecting to a lively atmosphere through events in front of the station



Together with the community

—Flourishing shopping district



Significant increase in young store operators and new stores in the shopping district



Together with the community

—Co-existence and co-prosperity with the central urban district



Event held at Amiroad on Amu Plaza's day of opening



Together with the community

—Co-existence and co-prosperity with the central urban district



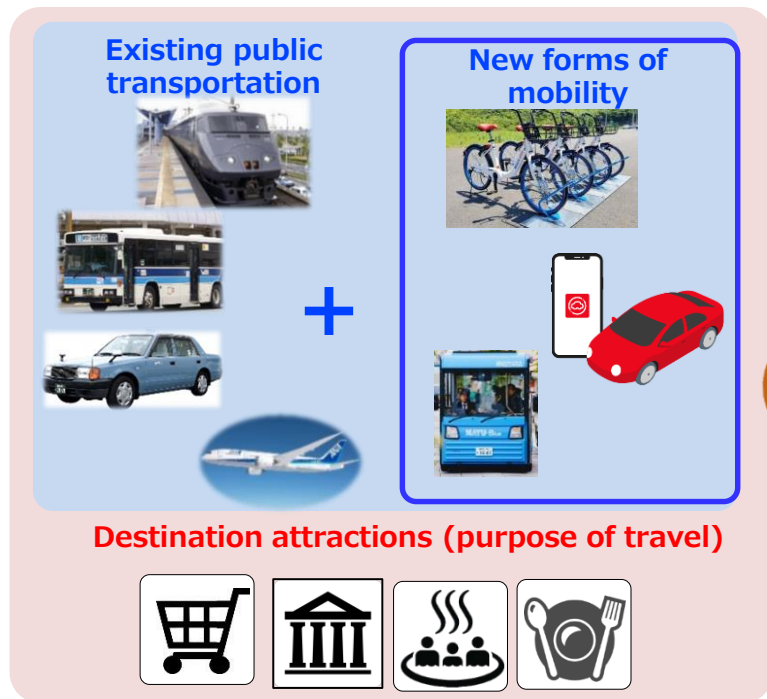
Yamagataya department store
on Amu Plaza's day of opening



MaaS

MaaS

MaaS stands for **M**obility **as a** **S**ervice (Integration of all forms of mobility!)



Search, reserve,
make payment, and
use via a smartphone
app.

One-stop service

Seamless mobility services
Encouragement of public
transportation use
Improvement in convenience for
tourists
Making communities more
navigable
Promotion of cashless payments
Utilization of digital technology

Improvement in convenience for and promotion of use of public
transportation by local residents and tourists

Establishment of new public transportation networks

Coordination for integrating transportation and lifestyle services/tourism

Expected to usher in a new era of **regional economic revitalization**

MaaS initiatives in Miyazaki



MaaS verification testing in Miyazaki Prefecture (November 2020 to March 2021)

- Establishment of a **public and private sector-based executive committee** led by **Miyazaki Kotsu** and **JR Kyushu**
- Promotion of initiatives coordinating public transportation with the city center, station buildings, and tourist facilities

MaaS App. (my route)



*my route
Developed and operated by Toyota Motor Corporation
Currently being used by Nishi-Nippon Railroad Co., Ltd. and JR Kyushu in Fukuoka and Kitakyushu (from November 2019)

Principal functions offered by the app.

<Transportation>

Transportation tickets ... promotional campaigns in which Miyako Bus and JR Kyushu tickets come with coupons for retail facilities
Coordinated reservation system ... highway buses, JR Kyushu Internet train reservations, ANA
Coordinated mobility ... Pippa! bicycle sharing service, taxi-hailing service
Toyota Share car-sharing service, rental car green slow mobility

<Lifestyle Services / Tourism>

Offering **coupons for retail and tourist facilities**
Sale of admission tickets for tourist facilities

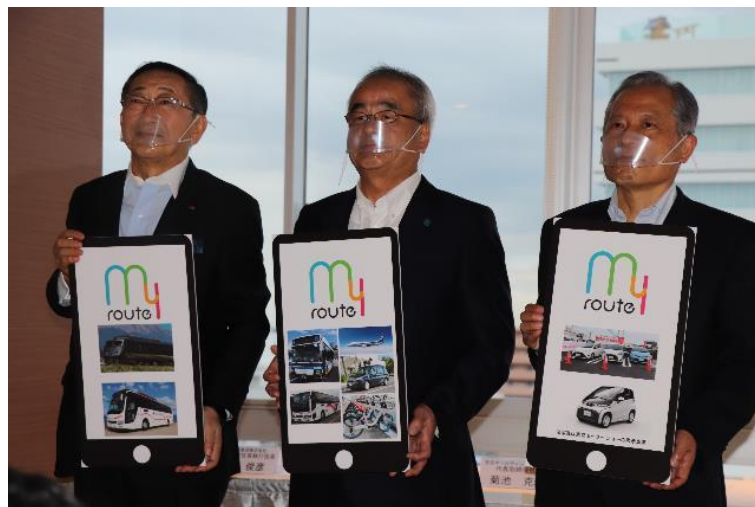
<Provision of Various Information>

Provision of local information, such as tourism and events
Bus location information, JR line delay information

Services encompassing route searching, ticket purchase and reservation, and usage with various local information all provided in one MaaS app.!

MaaS verification testing in Miyazaki Prefecture

Launched November 6, 2020 (Fri.)



宮崎を自在に、おトクに

私の楽しいに一直線

ポイント1
おトクなチケット
が購入できる！
ANAの航空券
JR九州の新幹線や特急列車
高速バスの予約もマイルートから！

ポイント2
あなたに合った
移動ができる！
シェアサイクルPiPPA、
トヨタシェア、トヨタレンタカー、
タクシーの配車などを利用した
ルート検索もマイルートで可能に！

ポイント3
宮崎のイベントや
観光情報が満載！
地元企業社員が自らの足で集めた、
「出かけたくなる地元ならではの」
の耳寄り情報も満載！

宮崎の移動はマイルートアプリで！
買い物、お出かけ、旅行など「私の楽しい」探しから、
最適なルートの選択まで、自由に、便利に、「my route」で一直線につながります。
携帯電話のご利用マナーにご協力ください。また、歩きスマホはご注意ください。

今すぐダウンロード！
App Store
Google Play

宮崎県におけるMaaS実証実験実行委員会

マイルート 宮崎 検索

JR 宮崎グループ Nishitetsu Group ANA 宮崎トヨタ TOYOTA PiPPA TOYOTA

Image of revitalizing local communities using MaaS

Public transportation challenges

Declining birth rate and aging population,
declining population, labor shortage
Decline in people visiting central urban districts
+ **COVID-19 threat**



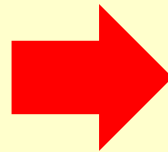
Rise of new mobility services
Trend toward digitalization

Opening of Amu Plaza Miyazaki
**Opportunity to activate Miyazaki
central urban district**

MaaS utilization

Major verification testing initiatives

- Collaboration with various transportation modes
- Realizing seamless transportation services
- Collaboration between transportation and commerce/tourism



Aims

- Enhancing convenience for community residents/tourists
- Promoting usage of public transportation institutions
- Promoting visits to urban districts / enhancing suitability for excursions

“Creating mobility demand” and “building sustainable public transportation networks”

**Establishment of new regional infrastructure
toward revitalizing local communities!**



Thank you



KYUSHU RAILWAY COMPANY



Forward-Looking Statements



These materials contain forward-looking statements concerning business forecasts, targets, etc. of the JR Kyushu Group.

The Company decided on these forward-looking statements based on the available information, as well as Company estimates and assumptions, at the time these materials were created. Please note that actual performance may vary greatly depending on the impact of various factors such as the economic environment in Kyushu as well as greater Japan and overseas, the condition of the real estate market, the progress of each individual project, changes in laws and regulations, and a wide range of other risks.

IR materials can be viewed on our corporate website:

http://www.jrkyushu.co.jp/company/ir_eng/library/earnings/