



**JR KYUSHU IR DAY**



# City-Building and MaaS in Miyazaki

December 11, 2020

Kyushu Railway Company

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- I would like to thank you for taking the time to participate in our presentation today. My name is Takuma Matsushita.
- Today, I will discuss the subject of City-Building and MaaS in Miyazaki.

# 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

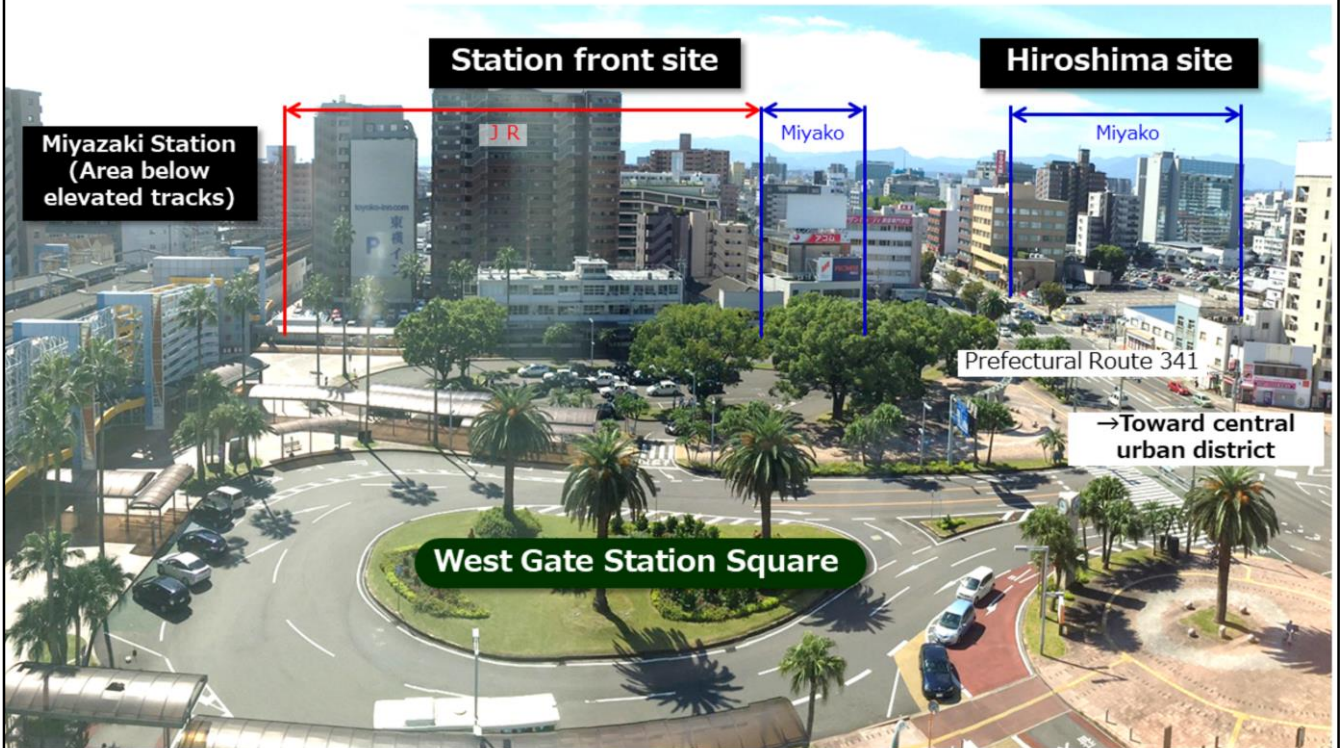
Source: Ministry of Internal Affairs & Communications, Statistics Bureau, Statistical Data  
Note: Populations of prefectures as at 2018/cities as at 2019

- First, I will outline Miyazaki’s location.
- Situated in southern Kyushu, Miyazaki Prefecture has a population of approximately 1.08 million while Miyazaki City has a population of approximately 0.4 million. Miyazaki City’s population is around the same as Oita City and Nagasaki City. Incidentally, the population of Fukuoka City is approximately 1.54 million.

# Circumstances in Miyazaki

- Next, I will explain the circumstances in Miyazaki.

# Circumstances in Miyazaki—Miyazaki Station Area

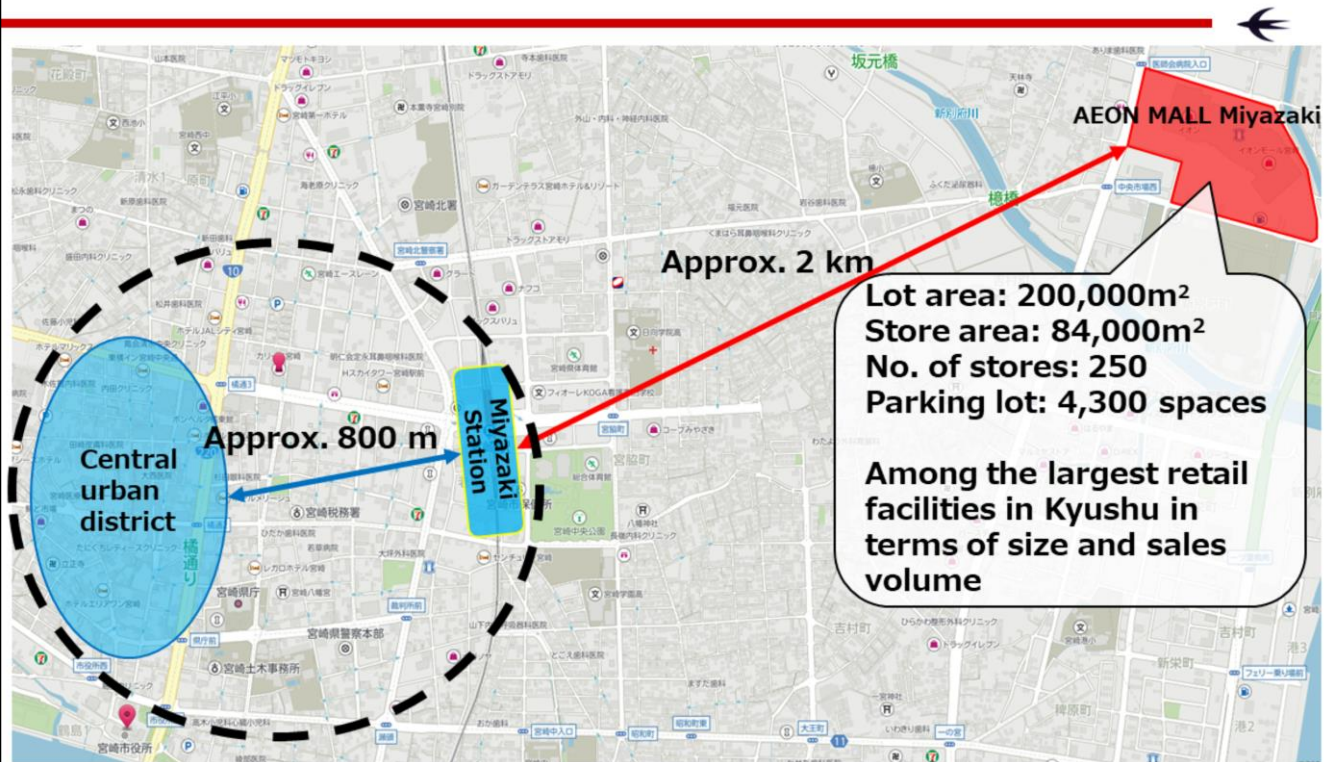


\*Photographed from north of project area (8th floor of the JR Kyushu Hotel Miyazaki)

- This is a photograph of the Miyazaki Station area prior to development.
- The three-story, slightly dingy building that can be seen at the front of the photo was an existing building that was the property of JR Kyushu. To the side of it is a site that was owned by the Miyakoh Group. The JR Kyushu site alone offered only a small space for station building development.
- We heard from some people who expressed the opinion that the station square had been difficult to use, as it had many trees and very there was heavy taxi traffic in the taxi pool.



# Circumstances in Miyazaki — Commercial Environment



- AEON Mall Miyazaki, on the outskirts of the city, was Miyazaki's only strong retail player.
- In terms of the city's commercial environment, the outskirts of Miyazaki is home to one of the largest AEON malls in Kyushu. AEON Mall Miyazaki has a lot area of 200,000m<sup>2</sup>, 250 stores, and a 4,300-space parking lot.
- The central urban district is approximately 800 m from Miyazaki Station. In recent years, the district's movie theater closed down and people said that it had become a desolate place.



# Creating a lively atmosphere in the city center

- Setting out the creation of “a lively atmosphere in the city center” as its policy for city-building in Miyazaki, JR Kyushu worked toward realizing this policy.

# City-Building Policy for Miyazaki

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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**

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- The JR Kyushu Group has laid out a policy of building cities where people want to live, work, and visit.
- In accordance with this policy, we set out to create a lively atmosphere in the center of Miyazaki and set area-wide integrated development centered on station buildings as our city-building policy for Miyazaki.

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



- There are train lines going north and south and we formulated a plan to create commercial facilities called Umi-kan and Yama-kan to the left of the lines.
- We also made a plan to situate a parking lot in the vicinity of the existing hotel and renovate the commercial facilities below elevated tracks.



# **Distinguishing features of city-building for Miyazaki**

- Next, I will discuss the 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**

- There are three distinguishing features of city-building for Miyazaki.
- The first is the conducting of the station buildings business in collaboration with local companies. In creating the station building, we decided engage in a joint project with local companies for the first time.
- The second is the building of foundations together with local government. The local government carried out the station square redevelopment and road improvements.
- The third is the renovating of the commercial facilities below elevated tracks.
- We carried out city-building based around these three pillars.

# 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

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 克彌）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裏山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）

※ 今後の設計及び関係機関等との協議により、変更する場合があります。

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- This was the scene at the announcement in October 2018 of the joint development with local companies.
- In the photograph is President Aoyagi of JR Kyushu, President Kikuchi of the Miyakoh Group, Governor Kono of Miyazaki Prefecture, Deputy Mayor Harada of Miyazaki City, and Chairman Mera of the local Chamber of Commerce & Industry. We promoted development as a three-way effort between JR Kyushu, communities, and local government.

# Distinguishing features of city-building for Miyazaki

## —Scheme—



### ➤ 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**

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- The city-building scheme for Miyazaki.
- By developing the station on a joint-project basis for the first time, we were able to secure a significant site and realize the strengthening of public transportation access.
- We developed the station square in conjunction with Miyazaki Prefecture as part of our joint city-building efforts with local government while Miyazaki City introduced green slow mobility.
- I believe that the three-way effort between JR Kyushu, communities, and local government represents city-building that only JR Kyushu can deliver.

# 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

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- As initiatives that only a joint venture can realize, the Miyakoh Group carried out the following initiatives.
- The revision of routes, such as increasing the number of buses stopping in Miyazaki Station on weekdays and Saturdays and Sundays, the inclusion of Amu on bus destination display signs, and the operation of buses decorated with advertisements for tenants.
- Thanks to these initiatives, we built up momentum for the opening.



## Miyazaki Station West Gate Station Square Redevelopment (Miyazaki Prefecture)



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- Miyazaki Prefecture carried out redevelopment of the station square.
- The station square used to have many trees and poor visibility. I am of the opinion that Miyazaki Prefecture has now created an open, invigorating space that will serve as a platform for communicating information and attracting visitors.

# 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】



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- Miyazaki City began operating “Gruppi,” green slow mobility, to coincide with the opening of the station building.

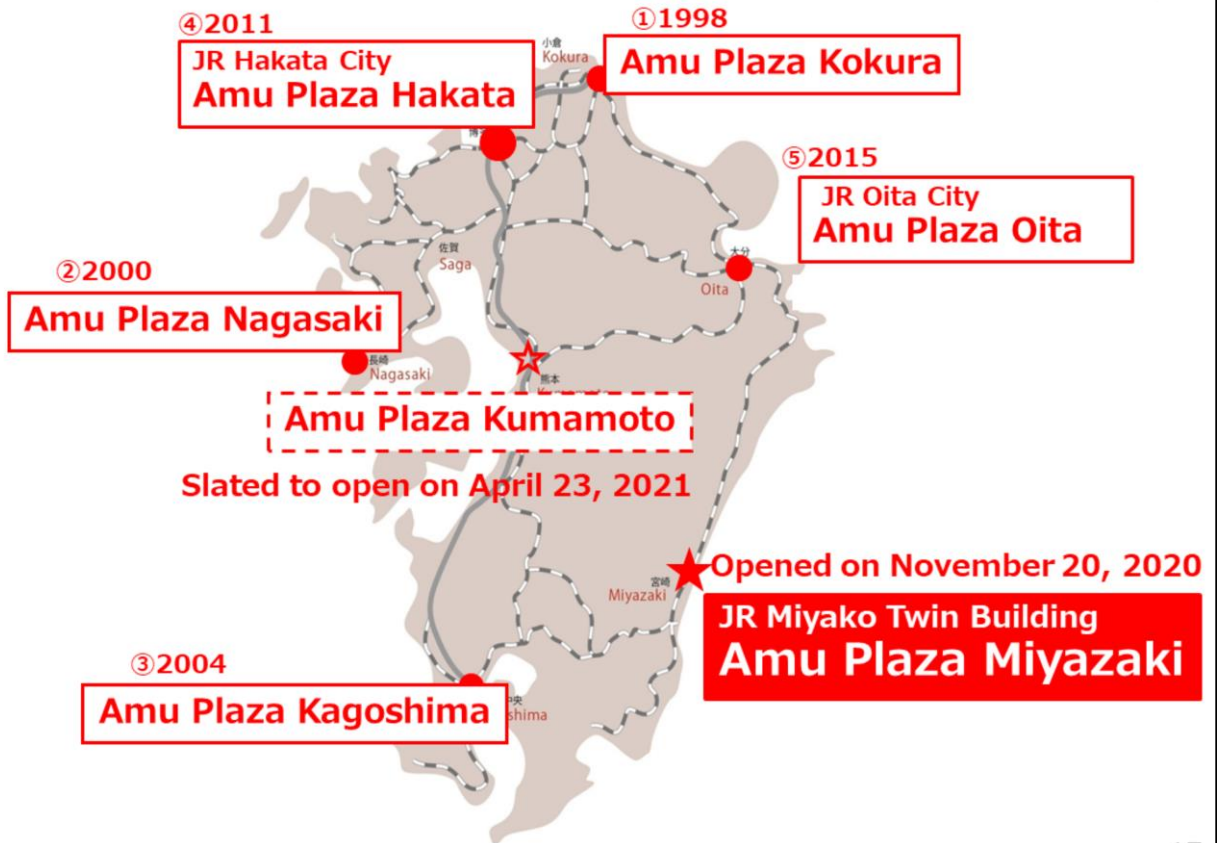


**Station buildings serve as the center of city-building**

## **Amu Plaza Miyazaki**

- The center of our city-building in Miyazaki is Amu Plaza Miyazaki, the station building.

# Amu Plaza's Distinguishing Features



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- Amu Plaza Miyazaki is the sixth Amu Plaza to open. We opened the first one in Kokura, followed by Nagasaki, Kagoshima, Hakata, and Oita, in that order.
- Moreover, we are scheduled to open another Amu Plaza in Kumamoto in April 2021.

# 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**



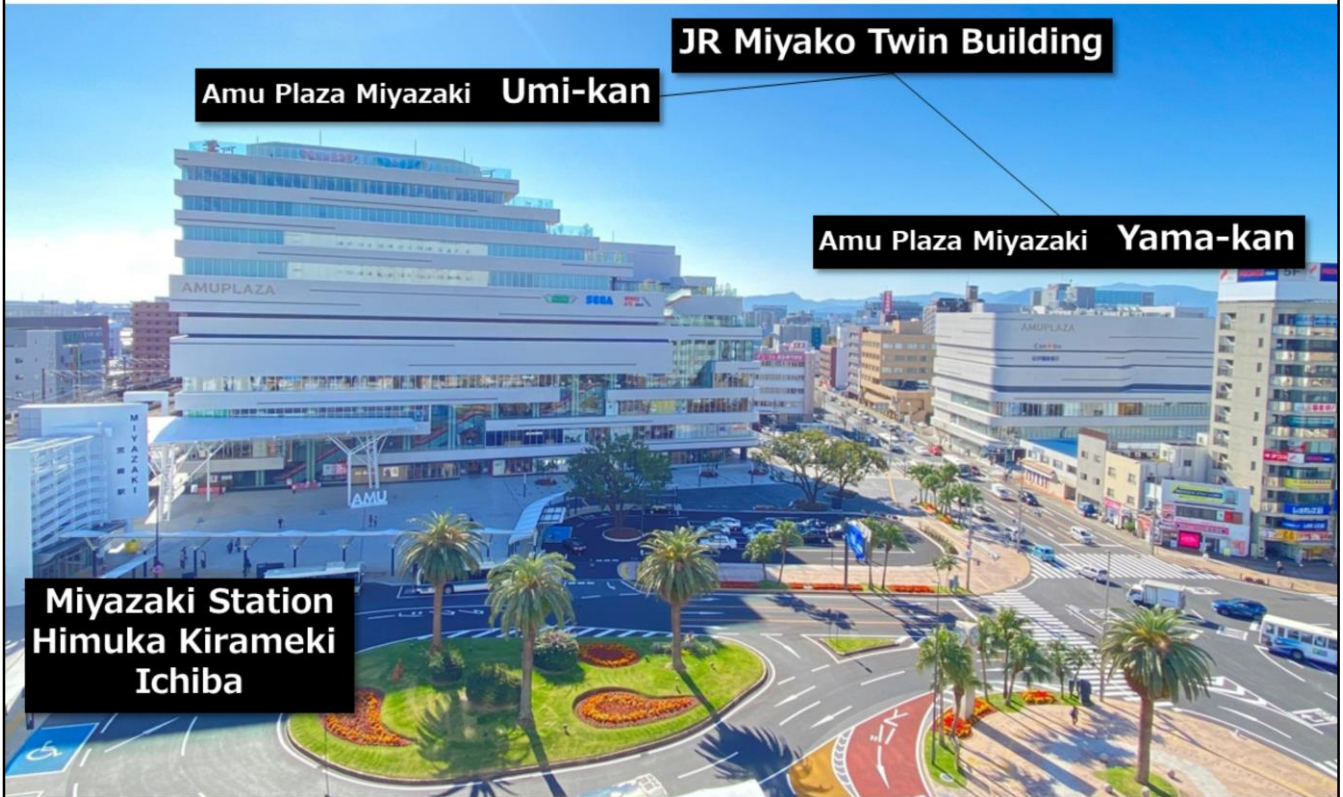
**Creation of places that people would go out of their way to visit**

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- Amu Plazas have three distinguishing features.
- The first is the deployment of tenants that meet the needs of customers. We will change tenants going forward, including replacing them according to those needs.
- The second is the creation of facilities that are a source of pride to communities by drawing on a community's special characteristics. Rather than having Amu Plazas that are the same everywhere, we will create places that are a source of community pride while leveraging the stories of that land as well as the community's tourism resources.
- The third is the creation of a lively atmosphere and the communication of information in station squares. For this project, Miyazaki Prefecture redeveloped the station square but it will be through the active and careful creation of a lively atmosphere and the communication of information that we will create a place that people would go out of their way to visit. We will promote initiatives to this end going forward.
- Amu Plazas are not only visited by customers making train journeys but also people who go out of their way to visit the station building, even if they do not need to use the station itself. I believe the creation of such places is the distinguishing feature of Amu Plazas.



# Amu Plaza's Distinguishing Features —After Development



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

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- Here we can see the post-development view of the Miyazaki Station building.
- I believe the opening of Umi-kan and Yama-kan in the JR Miyako Twin Building and the renovation of Himuka Kirameki Ichiba, the commercial facilities below elevated tracks, has completely renewed the appearance of the station front.

# Amu Plaza's Distinguishing Features

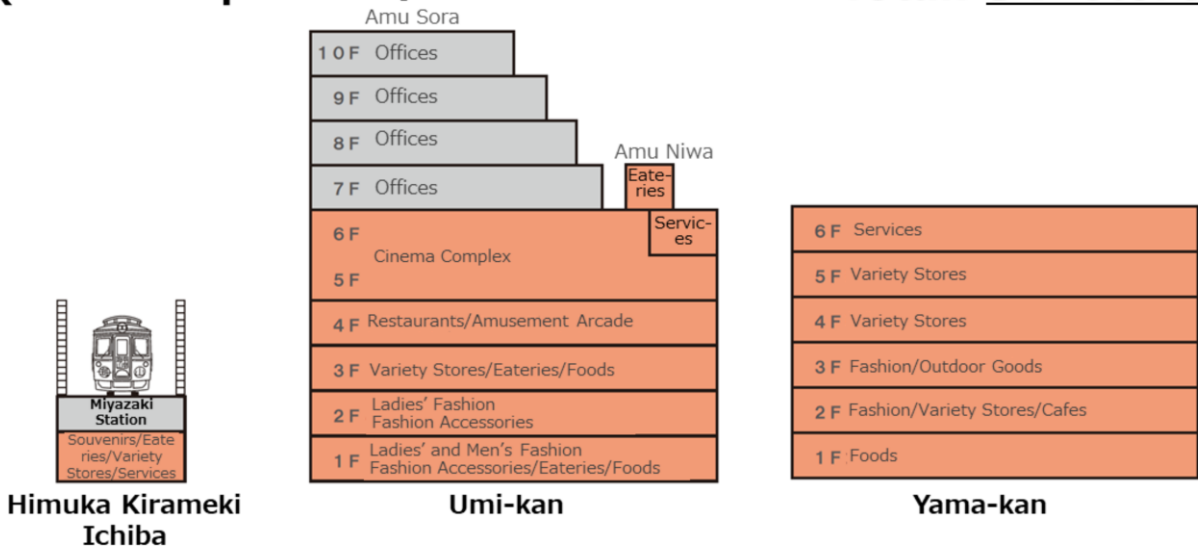
## —Number of stores / floor composition

(Number of stores)

**63** stores in Umi-kan and Yama-kan,  
**34** stores in Himuka Kirameki Ichiba

(floor composition)

Total: **97** stores



- There are 63 stores in Umi-kan and Yama-kan and 34 in Himuka Kirameki Ichiba, making for a combined total of 97 stores
- We dedicated floors seven to 10 to office space.

# Amu Plaza's Distinguishing Features

## —Special occasion-related demand



<p><b>1階</b></p> <p><b>BEAMS</b></p> <p>BEAMS [レディース &amp; メンズファッション]</p> <p>メンズ、ウイメンズのカジュアルウェアをはじめ、日本の国内外から選りすぐりのアイテムが揃い、生活必需品をラインアップ。多彩な品揃えで毎日楽しくするファッションを提供します。</p>	<p><b>1階</b></p> <p><b>Lindt</b></p> <p>MAÎTRE CHOCOLATIER SUISSE DEPUIS 1845</p> <p>リンツ ショコラ ブティック [チョコレート]</p> <p>リンツ (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「リドル」が盛り「ビッグ&amp;モックス」でチョコレートの量り売りをとお楽しみいただけます。</p>	<p><b>2階</b></p> <p><b>JEANASIS</b></p> <p>ジーナシス [レディースファッション]</p> <p>JEANASIS はカルチャーとファッションを融合したブランド。ふれないう装束の風土、品のある自を軸に、シャープなびびる装束を提案。マニッシュでクールなスタイルの中に、芯のあるらしさを表現します。</p>	<p><b>4階</b></p> <p><b>SEGA</b></p> <p>セガ [アミューズメント]</p> <p>人気の大型ゲーム機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商品などが盛りだくさんなセガに、最新ゲームやデジタルシミュレーションなど、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を数えています。</p>
<p><b>5階</b></p> <p><b>WONDER ATTIC CINEMA</b></p> <p>ワンダーアティックシネマ [シネマコンプレックス]</p> <p>お客様が最も快適な状態で映画を観覧いただける「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さらさらとした質感、引き締まった風、鮮やかな色彩で、映画をより美しく見ることが出来ます。</p>	<p><b>3階</b></p> <p><b>CREATIVE LIFE STORE</b></p> <p><b>TOKYU HANDS</b></p> <p>東急ハンズ宮崎店</p>	<p><b>4階</b></p> <p><b>紀伊國屋書店</b></p> <p>紀伊國屋書店 [書籍]</p> <p>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、お金の専門家から、セブンス、エンピツ、音楽関係、人文科学など専門書まで、オールジャンルの品揃え。「それだけ読書に力を入れている」定価の書籍にいつもより安く買えるような書店を目指します。</p>	

**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

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- We decided on a tenant composition that would attract many customers for special occasion-related demand. For example, retailers such as Tokyu Hands and Beams have opened stores.
- In addition, we attracted tenants that can carry out cultural communication, such as Books Kinokuniya and Wonder Attic Cinema, which is a cinema complex. Movie theaters had closed down in Miyazaki in recent years but the opening of this complex marks the return of a movie theater to the center of the city.
- JR Kyushu leveraged to the fullest extent all that it had developed to date for the Amu brand. As a result, we achieved the opening of 97 stores, despite the COVID-19 pandemic.

# Amu Plaza's Distinguishing Features—Everyday use



<p><b>1階</b></p>  <p><b>まつの</b> [ スーパーマーケット ]</p> <p>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。</p>	<p><b>1階</b></p>  <p><b>ドンク・ミニワン</b> [ パーカリー ]</p> <p>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。</p>	<p><b>南九州 初</b></p>  <p><b>ジュピター</b> [ 輸入食品・コーヒー ]</p> <p>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！</p>
 <p><b>マクドナルド</b> [ ファーストフード ]</p> <p>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。</p>	<p><b>ドラッグイレブン</b> [ 生活雑貨 ]</p>  <p>ドラッグイレブン「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、お客様の健康と美容をサポートいたします。</p>	<p><b>5階</b></p>  <p><b>キャン★ドウ</b> [ 100円ショップ ]</p> <p>「まいにちに発見を。」をコンセプトに生活の定常から季節の商品、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。</p>

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

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- Of course, we have achieved not only the opening of stores catering to special occasion-related demand but also those that can be used for everyday shopping. We adopted a tenant composition offering stores that customers could use on a regular basis, such as a supermarket, bakery, fast food outlets, and a drug store. The opening of stores by tenants for everyday use resulted in a store composition that encourages customers to drop by casually and frequently.
- In this way, we marshalled all of the capabilities of the station buildings Group to carry out leasing in preparation for the opening of the building.



# 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.

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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.

- So as to realize facilities that are a source of pride to the community, we created Amu Sora on the rooftop of the station building and built Amu Niwa on the sixth and seventh floors as a place for relaxing.



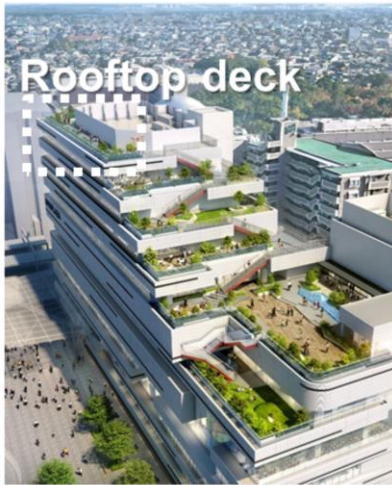
## Amu Plaza's Distinguishing Features

—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.**



- This is Amu Sora. We created facilities offering panoramic views of Miyazaki's rich ocean and mountains, as well as its city center, by installing a rooftop deck in the Umi-kan.
- In conjunction with the Miyakoh Group, we built the Traveler's Shrine in Amu Sora. Enshrined deities were moved from Miyazaki Jingu and Amu Sora serves as the approach to the Traveler's Shrine.
- Since the opening of the Amu Plaza, we have seen many visitors ascend to Amu Sora and go to the highest spot to look for their own homes. I have the strong impression that Amu Sora will become a place beloved by many people.

# Amu Plaza's Distinguishing Features

—Facilities that are a source of pride to the community



## 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



- This is Amu Niwa. We created this garden for unwinding, where visitors can meet casually, relax, and enjoy the water and greenery.
- We have seen many visitors either taking a break there, going up to the rooftop, or ascending to the top with their grandchildren.
- I am of the opinion that we have realized facilities that will become a source of pride to the community.

## Existing commercial facilities below elevated tracks —Himuka Kirameki Ichiba



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- We opened Himuka Kirameki Ichiba on October 14, in advance of the other facilities. Stores including souvenir stores, eating and drinking establishments, stores selling desserts and other sweet foods to be taken home to enjoy, and fast food outlets have opened in this facility.
- Visitor numbers for the opening surpassed our initial expectations.



# Day of the grand opening

—a lively atmosphere inside and outside



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- This was the scene on the day of the grand opening. Many people came. It was a gratifying sight to see so many people waiting for the opening.
- The crowds gave me the belief that these facilities would be beloved by everyone for many years to come.

# Amu Square—Christmas Illuminations



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- On the evening of the grand opening, we held an event that created a lively atmosphere in the square by turning on the Christmas illuminations.
- I believe we established a platform for attracting many visitors.



# Together with the community

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- To date, we have advanced the creation of station buildings in conjunction with communities.
- In Miyazaki, we further strengthened this aspect, working together with the local community to decide the kind of station building we should create.

# Together with the community

—Opening promotional slogan, “Creating My Amu”



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

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- Setting out our opening promotional slogan as “Creating My Amu,” we advanced customer participatory and interactive promotional activities.
- These photographs feature local people. The photograph in the middle of the second row features the president of Miyazaki Yamagataya department store and the president of the station building company. To the right is the chief director of the federation of Miyazaki City shopping district promotion associations – the leader of the central urban district - who kindly posed for a photograph, indicating that the central urban district and JR Kyushu will work together to advance city-building in Miyazaki.

# Together with the community

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



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- To connect to a lively atmosphere through events in front of the station, we have been holding events such as concerts since the opening of the station building.



# Together with the community

## —Flourishing shopping district



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



- The station shopping district is situated directly in front of the station building. There used to be a few empty stores in the shopping district, but with the opening of the station building, there has been a significant increase in the number of stores under the management of young store operators and of new stores.
- A lively atmosphere is emerging, at not only our facilities but also the local 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



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- To coincide with the opening of the station building, the shopping district also held an event.
- I believe we are achieving co-existence and co-prosperity with the central urban district.



# Together with the community

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



Yamagataya department store  
on Amu Plaza's day of opening



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- This photograph shows banners hanging down the side of Yamagataya department store. The second one from the left reads, "Congratulations on the Opening of Amu Plaza" and these words gave us great encouragement.
- We intend to continue to carry out city-building while competing with Miyazaki Yamagataya, which is a great partner as well as a great rival.

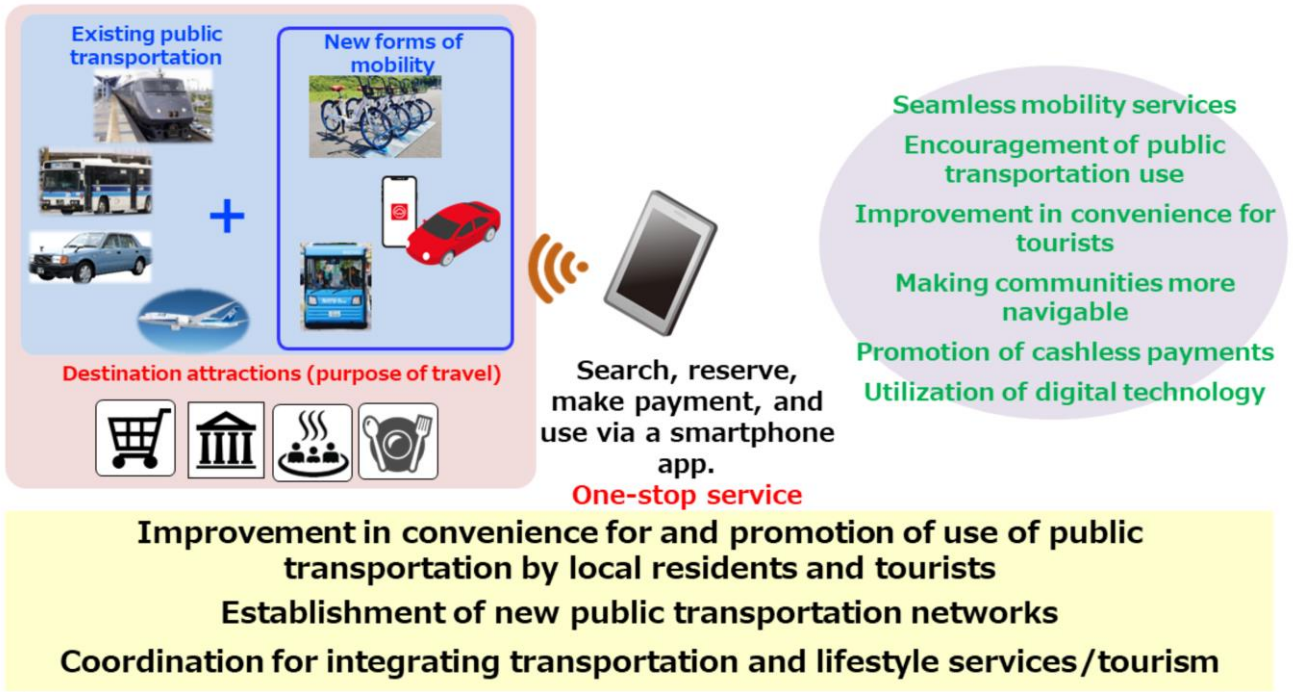
# MaaS

- Next, I will discuss MaaS verification testing in Miyazaki.

# MaaS



**MaaS** stands for **Mobility as a Service** (Integration of all forms of mobility!)



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

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- To coincide with the opening of the Miyazaki Station building, we launched MaaS verification testing. There are expectations for MaaS as a way to revitalize regional economies.

# 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.!**

- We are scheduled to conduct MaaS verification testing in Miyazaki Prefecture from November 2020 to March 2021.
- A public-private partnership centered on the Miyakoh Group and JR Kyushu, will promote initiatives at tourist facilities, station buildings, and the city center.
- In these initiatives, we will use the “my route” app developed by Toyota Motor Corporation. The app offers a one-stop platform for everything from route searching to ticket reservation, purchase, and use all via smartphone.



# MaaS verification testing in Miyazaki Prefecture

Launched November 6, 2020 (Fri.)



An advertisement for the 'my route' app. It features a central smartphone displaying the app's logo. Surrounding the phone are various icons representing different modes of transport: a car, a train, a bicycle, a bus, and a taxi. Text on the right side reads '私の楽しいに一直線' (A straight line to my fun) and '宮崎を自在に、おトクに' (Freely and profitably in Miyazaki). Below the phone, there are three main points: 1. おトクなチケットが購入できる! (You can purchase cost-effective tickets!), 2. あなたに合った移動ができる! (You can move in a way that suits you!), and 3. 宮崎のイベントや観光情報が満載! (Miyazaki's events and tourism information are full!). At the bottom, it says '宮崎の移動はマイルートアプリで!' (Miyazaki's movement is with the My Route app!) and provides QR codes for downloading the app. Logos for partner companies like JR, ANA, and Toyota are at the very bottom.

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- Here we can see photographs taken at the launch of the verification testing and an advertisement for the “my route” app.



# 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**



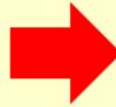
Rise of new mobility services  
Trend toward digitalization

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!**

- Outline of regional revitalization utilizing MaaS.
- Public transportation is expected to face challenging conditions due to issues that include a declining birth rate and aging population, a declining population, and labor shortages. To these issues has been added the threat of the COVID-19 infections.
- We will leverage MaaS to create mobility demand and advance the creation of a sustainable public transportation network. By doing so, I hope that MaaS will become a new community infrastructure for Miyazaki.



# Thank you



KYUSHU RAILWAY COMPANY



- Our city-building efforts have only just begun. City-building is an ongoing process. We will grow by working in concert with communities to prosper together. That is the approach to city-building that we intend to advance.
- Thank you for your attention.

# Forward-Looking Statements

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