

**JR KYUSHU IR DAY 2021**  
**Part 1: The JR Kyushu Group's ESG Initiatives**  
**Initiatives to Invigorate Local Communities**

Invigorating local communities through Design & Story trains

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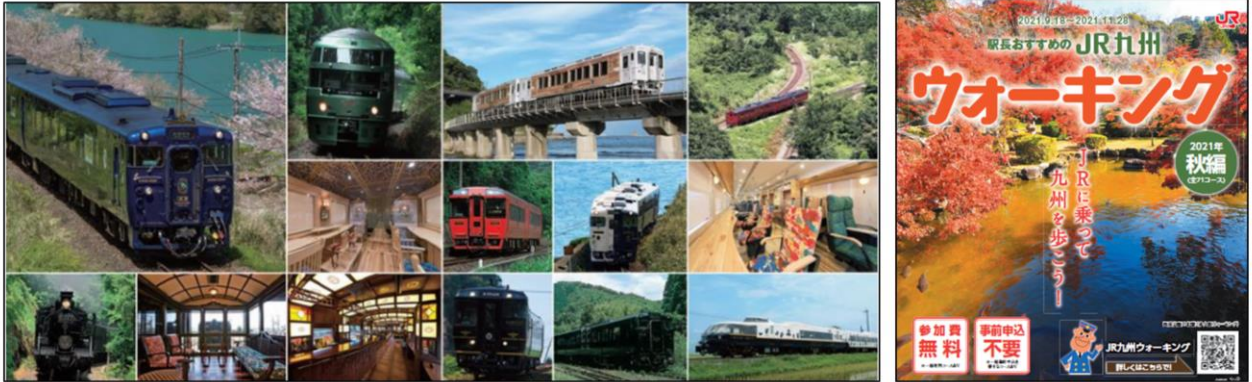
December 10, 2021  
KYUSHU RAILWAY COMPANY  
Corporate Officer and General Manager of Marketing &  
Sales Department of Railway Operations Headquarters  
Tomonori Uwabu

- I am Tomonori Uwabu, General Manager of the Marketing & Sales Department of the Railway Operations Headquarters
- Under the theme of Initiatives to Invigorate Local Communities, I will discuss the use of Design and Story (D&S) trains and other measures for local community invigoration.
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# Initiatives to Invigorate Local Communities

## Role of JR Kyushu Group

- Our businesses depend on the sustained development of Kyushu. We believe that the mission of the JR Kyushu Group is to invigorate local communities as we work toward the realization of “What we aim to be.”
- We think that the invigoration of local communities is linked to the activation of the regional economy and to the invigoration of JR Kyushu Group. In accordance with that belief, we are working to contribute to the sustainable development of Kyushu. To that end, we are taking steps to increase the value of the regional brand through the operation of Design and Story (D&S) trains and to implement continued cooperation with local communities through such projects as JR Kyushu Walking.



- First, I will explain the role of the JR Kyushu Group.
- Our businesses depend on the sustained development of Kyushu. All of the Group's employees believe that the invigoration of local communities is our role, and our mission, as we work toward the realization of “What we aim to be.”
- We think that the invigoration of local communities is linked to the invigoration of JR Kyushu. In accordance with that belief, we are working to contribute to the sustainable development of Kyushu. To that end, we are taking steps to increase the value of the regional brand through the operation of D&S trains and to implement continued cooperation with local communities through such projects as JR Kyushu Walking.
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# Initiatives to Invigorate Local Communities (D&S Trains)

## What are D&S (Design & Story) trains?

- Since our founding, JR Kyushu has followed a management philosophy of “aiming to be customer-focused company that helps to create a brighter future by building connections between people and communities. “On that basis, we have worked to thoroughly implement the principles of “customer first” and “close ties to local communities.”

JR Kyushu would like to be a means of transportation that is selected by customers. Accordingly, in advance of other JR companies and private railways, we took steps to complement the basic types of value provided by railways, such as price, speed, and frequency, with the addition of sentimental value in the form of “design.” In this way, we have worked to enhance the value of railways in Kyushu. Furthermore, we have worked to create trains that have been enhanced with the addition of design and sentimental value in the form of stories. This has become an important element of the Group’s current management strategies.

## Design & Story trains

Highly individual **design** and **stories** originating in the regions in which the trains are operated

- We are operating appealing trains that are not only a convenient means of mobility but also offer riding experiences that become unforgettable events. In this way, we are working to connect people and local communities, to communicate the appeal of regions, to enhance the brand value of the entire Kyushu region, and to encourage visitors to Kyushu.

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- First, I will outline our initiatives related to D&S trains.
- Since our founding, we have worked to implement the principles of “customer first” and “close ties to local communities.” In advance of other JR companies and private railways, we took steps to complement the basic types of value provided by railways, such as price, speed, and frequency, with the addition of sentimental value in the form of “design.” In this way, we have worked to enhance the value of railways.
- Furthermore, we have worked to create trains that have been enhanced with the addition of design and sentimental value in the form of stories. This has become an important element of the Group’s current management strategies. In accordance with this approach, we are operating a large number of D&S trains.
- These trains have distinctive designs and stories originating in the areas in which they are operated. Through the operation of appealing D&S trains, we are working to connect people and local communities, to communicate the appeal of regions, to enhance the brand value of the entire Kyushu region, and to encourage visitors to Kyushu.
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# Initiatives to Invigorate Local Communities (D&S Trains)

## D&S trains throughout Kyushu



A-TRAIN limited express



SL HITOYOSHI



KAWASEMI YAMASEMI limited express



36+3  
(Sanju-Roku plus San)  
limited express



IBUSUKI NO  
TAMATEBAKO limited  
express



YUFUIN NO MORI  
limited express



ARU RESSHA



ASO BOY! limited express



ISABURO/SHINPEI limited  
express



UMISACHI YAMASACHI  
limited express



HAYATO NO KAZE limited  
express

\* As of the end of November 2021

\* Due to natural disasters, etc., the segments have been changed for certain D&S trains.

- This slide shows the D&S trains that we are currently operating.
- There are 11 D&S trains, which are in operation in regions throughout Kyushu. You can see how each train has a highly distinctive design.
- Please turn to the next slide.



# Initiatives to Invigorate Local Communities (D&S Trains)

## Connections between D&S trains and communities

- The concepts for D&S trains are clarified in accordance with the train lines on which they are operated, their destinations, etc. In this way, we have implemented these initiatives in a manner that leverages the characteristics of the areas around the train lines.
- We take steps to work together with local communities, such as offering on-board sales of local specialties from the areas around the train lines and providing hospitality at stations where the trains stop. In these ways, we are working to enhance the appeal of D&S trains, and these initiatives also work to enhance the value of the regional brand.



➤ This slide shows connections between D&S trains and communities.

➤ The concepts for D&S trains are clarified in accordance with the train lines on which they are operated, their destinations, etc. We are implementing these initiatives in a manner that leverages the characteristics of the areas around the train lines, such as hospitality at the stations where they stop and offering local specialties from the neighboring areas. These measures are helping to increase the value of the regional brand.

\* The photographs show hospitality from workers at the Kirishima city office and local high school students for the IBUSUKI NO TAMATEBAKO limited-express train; on-board sales that leverage special regional characteristics for the UMISACHI YAMASACHI limited-express train; hospitality at Obi Station; and a welcome by a group of children at Hizen-Hama Station for the 36+3 limited-express train.

➤ Please turn to the next slide.

# Initiatives to Invigorate Local Communities (D&S Trains)

## Invigorating Kyushu with the 36+3 limited-express D&S train

- Leveraging the know-how acquired through the operation of many D&S trains up to this point, to invigorate Kyushu, in October 2020 we began to operate the 36+3, a new limited express D&S train, in all prefectures in Kyushu.

— Concept —

**A train that provides everything Kyushu has to offer and could be called Kyushu on the move.**

Kyushu offers an abundance of delicious food, hot springs, plentiful nature, and history, as well as a spirit of hospitality. This 36+3 limited express train, which incorporates those appealing aspects of Kyushu, is operated in order to invigorate the Kyushu region.

Drawing the world's largest circle of thanks

**Aiming for the world's largest circle.**

The routes of this train cover a total distance of 1,198 kilometers. We will make the world's most magnificent circle! (\*)  
(\*) As a train that runs on a circular route, as if it were drawing a circle in one direction. Excluding trains with sleeping cars. Based on in-house research. Kilometers are on an operating kilometer basis.



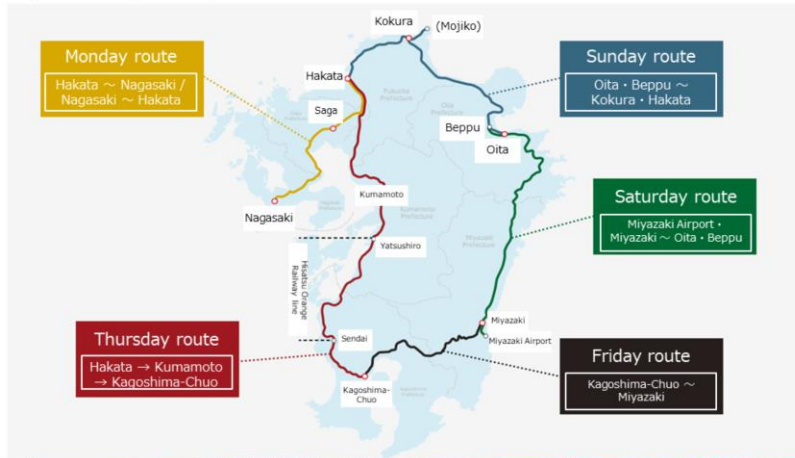
Thursday	Hakata→Kumamoto→Kagoshima-Chuo (via Hisatsu Orange Railway Line)
Friday	Kagoshima-Chuo→Miyazaki
Saturday	Miyazaki Airport・Miyazaki→Oita・Beppu
Sunday	Oita・Beppu→(Mojiko)→Kokura→Hakata
Monday	Hakata→Saga→Nagasaki / Nagasaki→Saga→Hakata

- This slide shows how we are invigorating Kyushu with the 36+3 D&S train.
- To invigorate Kyushu, in October 2020 we began to operate the 36+3, a new limited express D&S train, in all prefectures in Kyushu.
- The concept of this train is "A train that provides everything Kyushu has to offer and could be called Kyushu on the move." Kyushu offers an abundance of delicious food, hot springs, and history, as well as a spirit of hospitality. We are operating the 36+3 limited express train, which incorporates those appealing aspects of Kyushu, in order to invigorate the Kyushu region.
- I will give an overview of our initiatives to invigorate local communities through the operation of the 36+3.
- Please turn to the next slide.

# Initiatives to Invigorate Local Communities (D&S Trains)

## <35 episodes on 5 routes>

- The 36+3 limited express is operated from Thursday to Monday, with five routes, each of which is associated with a color. On-board the train we introduce 7 episodes that center around those colors. By nourishing the intellectual curiosity of customers, this train aims to encourage visits to regions throughout Kyushu.



- The 36+3 is operated from Thursday to Monday along five routes that form a round circuit of Kyushu.
- Each of the five routes is associated with a color, and on-board the train we introduce 7 episodes that center around those colors. By nourishing the intellectual curiosity of customers, this operation of this train is intended to encourage visits to regions throughout Kyushu.
- Please turn to the next slide.

## Initiatives to Invigorate Local Communities (D&S Trains)

- **Thursday route: Red Route Episode (Fukuoka, Kumamoto, Kagoshima)**

Higuchi Nouen (Amaou strawberries) / Aso Shrine Hifuri Ritual / Aso Volcano Museum / Large cave hot spring: Yurakutei / Kumagawa Railway Bridge No.1 / Kiln of Chin Jukan / Kumamoto Castle

- **Friday route: Black Route Episode (Kagoshima, Miyazaki)**

Satsuma glass industrial art / Sengan-en / Kurokami Maibotsu Torii / Tsurumaru Onsen / Okita Kurobuta Farm / Kagoshima Shuzo / Yoshinaga Jozo (soy sauce)

- **Saturday route: Green Route Episode (Miyazaki, Oita)**

Aoshima Shrine / Saitobaru Kofun Cluster / Yufuin city-building / Ogawa / Kannawa steam bath / Nariai Hebesu World / Skal

- **Sunday route: Blue Route Episode (Oita, Fukuoka)**

Munakata Taisha / Shabondama Soap / Hakataori / Iwatoji / Ota Jun glass workshop / Seki aji, Seki saba / Aonodōmon

- **Monday route: Gold Route Episode (Saga, Nagasaki)**

Casdoce / Karasumi / Bekko craftsmanship / Nabeshima / Nagasaki Lantern Festival / Hoto Jinja / Omura Bay evening scenery

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➤ This slide shows the episode for each route.

➤ For example, Thursday is associated with the color red, and the story covers such attractions as Amaou-brand strawberries, the Kyushu Fire Festivals; Aso, which is known as the “country of fire”; and the Akayu hot springs.

➤ Please turn to the next slide.



# Initiatives to Invigorate Local Communities (D&S Trains)

## On-board sales, meals, and experiences that leverage the characteristics of local communities

### (On-board sales)

- We sell selected distinctive sake from each prefecture so that customers can experience the local regions of Kyushu.
- Sales of craft products from throughout Kyushu have been well received



### (On-board meals)

- In cooperation with well-known stores located in the starting point areas for each route, we provide carefully-prepared local-production, local-consumption meals.

### (On-board experience menus)

- In a multi-use car, we offer experience menus associated with Kyushu  
→ Kyushu tea, Oita plum wine, Kagoshima black vinegar, Kitakyushu *konpeito* candy



- This slide shows on-board sales, meals, and experiences that leverage the characteristics of local communities.
- In on-board sales, we offer sake and craft products from throughout Kyushu so that customers can experience the local regions of Kyushu. These initiatives have been well-received.
- For on-board meals, in cooperation with well-known stores and restaurants located in the starting point areas for each route, we provide carefully-prepared local-production, local-consumption meals.
- In addition, we offer on-board experience menus associated with each route, such as Kyushu tea, Oita plum wine, Kagoshima black vinegar, and Kitakyushu *konpeito* candy.
- Please turn to the next slide.

# Initiatives to Invigorate Local Communities (D&S Trains)

## Collaborating with people in local communities (hospitality)

- **Stations** Tamana Station, Ushinohama Station, Ōsumi-Ōkawara Station, Nobeoka Station, Shigeoka Station, Kitsuki Station, Nakatsu Station, Hizen-Hama Station  
  
-Overall, collaborating with at least 15 cities and towns
- **Details** Stops are approximately 15 to 60 minutes (depending on the station). At each stop, local community residents offer sales of local specialties from the regions where the train is being operated as well as unscheduled events, entertainment, etc.



- This slide shows collaboration with people in local communities in regard to hospitality.
- At each station where the 36+3 train stops, local community residents offer sales of local specialties from the regions where the train is being operated as well as unscheduled events, entertainment, etc.
- Please turn to the next slide.

# Initiatives to Invigorate Local Communities (D&S Trains)

## Collaborating with people in local communities (hospitality)



**【Tamana Station】**

Initiatives are implemented in collaboration with multiple local governments, such as sales of processed foods made from local fruits and promotion of special goldfish



**【Ushinohama Station】**

In addition to sales of goods, customers can see the Hanya dance by senior citizens from the local community. Taiyaki fish-shaped pancakes filled with anko, which are a local speciality, include an original logo.



- This slide shows hospitality initiatives at principal stations where the trains stop.
- At Tamana Station (Kumamoto Prefecture), in cooperation with multiple local governments, we are implementing initiatives such as sales of processed foods made from local fruits and promotion of special local goldfish.
- At Ushinohama Station (Kagoshima Prefecture), the area is known for welcome ceremonies with Japanese fisherman's banners, and local specialties include Taiyaki fish-shaped pancakes filled with *anko* and including an original logo.
- Please turn to the next slide.



# Initiatives to Invigorate Local Communities (D&S Trains)

## Collaborating with people in local communities (hospitality)



### **[Ōsumi-Ōkawara Station]**

Beneath a large ginkgo tree, delicious local items are sold through food trucks. Wild game burgers are popular. This is also a venue for exchange with local residents.



### **[Nobeoka Station]**

Private stores at the station sell high-quality, specially-selected goods. Lineup of sophisticated products.



### **[Shigeoka Station]**

This station, which is known as an unexplored station, shows a lively atmosphere when trains arrive. New specialty products include jams as well as Dorayaki cakes made with special Japanese chestnuts. This has become a popular station, with frequent drum performances and hospitality.

- At Ōsumi-Ōkawara Station (Kagoshima Prefecture), food trucks, etc., gather beneath a large ginkgo tree, and wild game burgers and other local specialties are sold. It has become a venue for exchange among local community residents.
- At Nobeoka Station (Miyazaki Prefecture), station tenants sell high-quality, specially-selected goods.
- When trains arrive at Shigeoka Station, there is a lively atmosphere that might be unexpected because of its reputation as an unexplored station.
- Please turn to the next slide.



# Initiatives to Invigorate Local Communities (D&S Trains)

## Collaborating with people in local communities (hospitality)



### 【Nakatsu Station】

In addition sales of popular items, such as deep-fried local specialties, each time the local residents offer a heart-warming welcome.

### 【Hizen-Hama Station】

There are still rows of old houses, and popular activities include guided walks and tasting of sake, a local specialty.



### 【Kitsuki Station】

Customers are welcomed with sales of products that are associated with castle towns, such as Japanese-style confectionery and sake.



- At Nakatsu Station (Oita Prefecture), a heartwarming welcome is provided by local residents, centered on sales of popular products, such as deep-fried local specialties.
- At Kitsuki Station (Oita Station), local residents welcome passengers with sales of products that are associated with castle towns, such as Japanese-style confectionery and sake.
- Finally, at Hizen-Hama Station (Saga Prefecture), there are still rows of old houses, and popular activities include guided walks and tasting of sake, a local specialty.
- In these ways, the hospitality provided by the people in local communities throughout Kyushu has been very well received by the customers on the train and has become one of the appealing features of the 36+3 D&S train.
- Please turn to the next slide.

# Initiatives to Invigorate Local Communities (D&S Trains)

## Reactions of local residents (Ōsumi-Ōkawara Station)

- The area around the station has been somewhat deserted lately, and when I heard that tourist trains would be stopping, I was surprised.
- People from the stores line up every Friday, and I am happy to see crowds of people.
- I am happy that people have a chance to get to know about Soo City.
- When we provide new products to customers, their reactions are useful in making the products better.
- In addition to 36+3 customers, we are also starting to see an increase in local customers who are coming for shopping.



## Reactions of local residents (Shigeoka Station)

- In addition to promoting local specialties, through the cooperation of local organizations and residents, the community is demonstrating the spirit of hospitality, such as through increasing collaboration and cleaning up the station.
- In the past, this area was lively due to lumber sales, and many people used the station. Now, after a long time, the lively atmosphere has returned due to stops by the 36+3 train.
- Every week, people gather at Shigeoka Station, and we can experience the connections among the local residents.

- This shows the reactions of local residents.
- At Ōsumi-Ōkawara Station, as shown here, we have heard reactions such as the following.
  - “The area around the station, which has been somewhat deserted lately, has become lively due to the operation of the tourist trains.”
  - “I am glad that we have the opportunity to communicate about our own community.”
- Next, at Shigeoka Station, comments included the following.
  - “As a result of the hospitality initiatives by the local communities, cooperation among local organizations and residents has grown stronger.”
  - “A lively atmosphere has returned because the 36+3 train is stopping here.”
- In these ways, we believe that the operation of the 36+3 train is linked to the invigoration of local communities.
- Please turn to the next slide.

# Initiatives to Invigorate Local Communities (D&S Trains)

## Collaboration with local residents (event collaboration)

- In commemoration of the 39th trip since the start of operations, we implemented a special “Thank You” tour. At each hospitality station and other locations, we collaborated with local residents, and events in each area created a lively atmosphere.



## Building new connections with local communities

- As a positive secondary effect of the 36+3 limited express, there was an increase in organizations considering hospitality initiatives, and there were many opportunities to participate in discussions. There were also examples of how we were included in meetings related to tourism.



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- We have deepened connections with local communities through various events, such as a special “Thank You” tour to commemorate the 39th trip since the start of operations and a one-year anniversary commemorative event.
- In addition to events, we have been able to forge stronger, deeper connections with local communities, such as regularly participating in discussions about local hospitality initiatives.
- Going forward, we will enhance the appeal of the 36+3 train and other D&S trains. We will continually grow as we work to appeal not only to customers in Kyushu but also to customers throughout Japan and overseas, so that they think, “I want to go to Kyushu.”
- Please turn to the next slide.



## Initiatives to Invigorate Local Communities (D&S Trains)

### Operation of a new D&S train

- A new D&S train that highlights the appeal of the western Kyushu area -

# TWO STARS 4047

## Operation starting fall 2022!

In conjunction with the fall 2022 opening of the Nishi-Kyushu Shinkansen, a new D&S train will debut. The concept is a “western Kyushu sea tour train.” This tour visits sea-related locations in western Kyushu with difference scenery. These include the Ariake Sea, which has the greatest difference between high and low tides in Japan, and Ōmura Bay, which has quiet waves and is also known as the Koto Sea. (A koto is a traditional Japanese stringed musical instrument.) In this way, customers can enjoy a trip that is different each time.

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- This slide is about the operation of a new D&S train.
- In conjunction with the fall 2022 opening of the Nishi-Kyushu Shinkansen, a new D&S train, the TWO STARS 4047, will debut.
- This train will enable customers to enjoy a tour in western Kyushu, which has abundant marine resources. These include the Ariake Sea, which has the greatest difference between high and low tides in Japan, and Ōmura Bay, which has quiet waves and is also known as the Koto Sea. (A koto is a traditional Japanese stringed musical instrument.)
- Please turn to the next slide.



# TWO STARS 4047 D&S Train

## Concept

### Western Kyushu sea tour train

Customers can board the train and through the train windows they can enjoy the sea scenery in the areas around the railway line, such as the changes in the Ariake Sea and Ōmura Bay. They can also enjoy delicious local foods from the sea. In addition, if customers use this tour in combination with the Nishi-Kyushu Shinkansen, they will be able to create their own free travel plans. In this way, we are offering tours that provide an infinite variety of enjoyment, with a unique experience each hour of each day.

## Route

With two routes, the train makes a circuit around western Kyushu.

**[Morning departure]**

**Takeo Onsen → Nagasaki (via Nagasaki Main Line)**

**[Afternoon departure]**

**Nagasaki → Takeo Onsen (via Ōmura Line)**

In contrast to the Nishi-Kyushu Shinkansen, which runs alongside inland mountains, the new D&S train runs along routes that look out onto the sea. Customers can select the route by destination, and, from the train window, enjoy the appearance of two seas, which change with the seasons and the time.



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- The concept of the TWO STARS 4047 is a train that tours sea-related locations in western Kyushu. Through the train windows, customers can enjoy the sea scenery in the areas around the railway line, such as the changes in the Ariake Sea and Ōmura Bay. They can also enjoy delicious local foods from the sea.
- In addition, if customers use this tour in combination with the Nishi-Kyushu Shinkansen, they will be able to create their own free travel plans. In this way, we are offering tours that provide an infinite variety of enjoyment, with a unique experience each hour of each day.
- The two routes between Takeo Onsen and Nagasaki enable customers to make a circuit around western Kyushu, with the Nagasaki Main Line indicated in blue and the Ōmura Line indicated in red.
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# TWO STARS 4047 D&S Train

## Railcar design



- As with previous D&S trains, in cooperation with local communities, the TWO STARS 4047 will communicate the appeal of the areas around our railway lines. In this way, we will work to make a contribution to enhancing the value of the western Kyushu brand.

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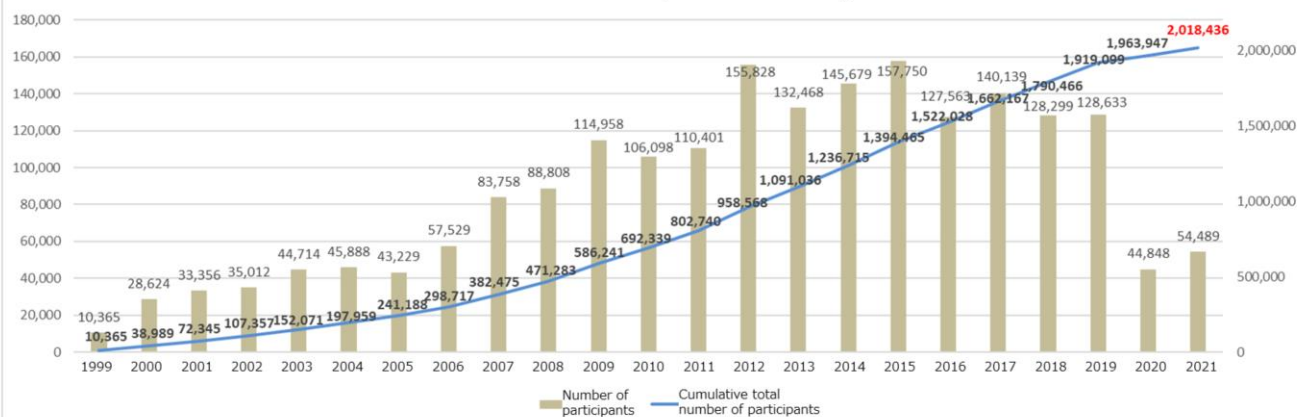
- This shows the external design of the train.
- As this train tours sea-related locations in western Kyushu, the design is based on a pearl-metallic color that complements the surface of the Ariake Sea and Ōmura Bay. The gold-colored logo and lines everywhere on the train body are designed to naturally complement the beauty of western Kyushu.
- In addition, the second car of the three-car train is a buffet-lounge car on which customers can comfortably enjoy the TWO STARS 4047. There will be a sales counter in this car, and we plan to sell local specialties from the areas around the train lines.
- As with the 36+3 limited-express train and previous D&S trains, in cooperation with local communities, the TWO STARS 4047 will communicate the appeal of the areas around the train lines. In this way, we will work to make a contribution to enhancing the value of the western Kyushu brand.
- Please turn to the next slide.

# Initiatives to Invigorate Local Communities (JR Kyushu Walking)

## About JR Kyushu Walking

- To invigorate communities and address the growing focus on health, in May 1999 we launched JR Kyushu Walking. Through this initiative, we are helping people to rediscover the appeal of Kyushu's various regions through walking. In November 2021, the cumulative total number of participants reached two million. JR Kyushu Walking has become an initiative that is representative of JR Kyushu Group, and even today, more than 20 years after it started, there are large numbers of participants.
- Currently, a single year is divided into the two seasons of spring and fall, and we establish courses at each station. The themes of the walks include nature, places of interest, food, and festivals.

Results of JR Kyushu Walking



- This slide covers JR Kyushu Walking.
- The themes of the JR Kyushu Walking initiative, which was launched in May 1999, include nature, places of interest, food, and festivals. Through this initiative, we are helping people to rediscover the appeal of Kyushu's various regions through walking.
- In November 2021, the cumulative total number of participants reached two million. JR Kyushu Walking has become an initiative that is representative of the JR Kyushu Group, and even today, more than 20 years after it started, there are large numbers of participants.
- Please turn to the next slide.

# Initiatives to Invigorate Local Communities (JR Kyushu Walking)

## About JR Kyushu Walking

- We believe that tie-ups with local communities are the biggest source of this initiative's popularity. Each station works together with local shopping districts and tourism associations to create courses that demonstrate the special features and appeal of each region. In addition, on the day of a walk, we work together with people from the local community to implement measures that create a lively atmosphere, such as providing local specialties from the community, dispatching volunteer guides, and holding events.
- This strong, ongoing communication with local communities has enabled JR Kyushu Walking to grow into long-term, well-received initiative that is also linked to the creation of fans of the JR Kyushu Group.



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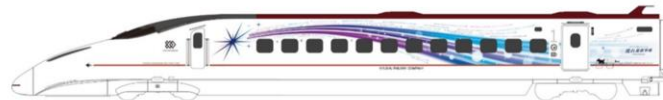
- We believe that tie-ups with local communities are the biggest source of JR Kyushu Walking's popularity.
- Each station works together with related parties in the local area to plan the implementation of events aligned with walking, the provision of local specialties, etc. In this way, stations are working to create courses that demonstrate the appeal of the regions.
- This strong, ongoing communication with local communities has enabled JR Kyushu Walking to grow into long-term, well-received initiative that is also linked to the creation of fans of the JR Kyushu Group.
- Please turn to the next slide.



# Initiatives to Invigorate Local Communities

## Invigorating Kyushu, and Japan...

- The Waves Across Kyushu initiative was implemented when the Kyushu Shinkansen was fully opened. With the participation of many people in the areas around the Shinkansen line, this initiative became a major topic of conservation and helped to invigorate not only Kyushu but all of Japan.
- In March of this year, in commemoration of the 10th anniversary of the full opening of the Kyushu Shinkansen, we implemented another Shinkansen-based project: the special one-night-only operation of the Shooting Star Shinkansen.



▶ Shooting Star Shinkansen special video

<https://youtu.be/2002jGlh7yU>



- This slide shows initiatives related to the invigoration of Kyushu.
- The Waves Across Kyushu initiative was implemented when the Kyushu Shinkansen was fully opened. With the participation of many people in the areas around the Shinkansen line, this initiative helped to invigorate not only Kyushu but all of Japan.
- In March of this year, in commemoration of the 10th anniversary of the full opening of the Kyushu Shinkansen, we implemented another Kyushu Shinkansen-based project: the one-night-only Shooting Star Shinkansen.
- These types of plans are initiatives to invigorate Kyushu by leveraging railway operations, our strength, and have become a means of broadly communicating information about the Kyushu region.
- Please turn to the next slide.

# Initiatives to Invigorate Local Communities

## Invigorating Kyushu

However, there are also areas of concern. Due to such factors as earthquakes and natural disasters of increased severity, the railway network has been interrupted on multiple occasions. In these challenging circumstances, we have been invigorated by the encouragement and support of people in local communities, and we have been able to advance initiatives to invigorate Kyushu.

JR Kyushu is cooperating with people in local communities to support recovery and reopening. Through these efforts, we have experienced the importance of day-to-day collaboration with local communities.



- In contrast to these cheerful topics, in Kyushu, where we conduct our businesses, the railway network has been interrupted on multiple occasions due to such factors as earthquakes and natural disasters of increased severity.
- In these challenging circumstances, we have been invigorated by the encouragement and support of people in local communities, and we have been able to once again advance initiatives to invigorate Kyushu.
- JR Kyushu is cooperating with people in local communities to support recovery and reopening. Through these efforts, we have experienced the importance of day-to-day collaboration with local communities.
- Please turn to the next slide.

# Initiatives to Invigorate Local Communities

## Supporting Each Other Until It's Over (April 2020)

- Kyushu and the other regions of Japan have been adversely affected by the influence of the spread of COVID-19. In order to restore safe and secure daily life and to invigorate Kyushu until the day the state of emergency is lifted, when everyone can smile together, we created a video about the wish expressed in the phrase "let's stay strong together." This video features people from a wide range of ages, occupations, and regions of Kyushu.
- This video has been viewed approximately 590,000 times, and we have been able to communicate this wish to a large number of people.



▶ "Until the day the state of emergency is lifted, let's stay strong together."

<https://youtu.be/x8rBv4hSHGk>



- This slide shows one of our projects — "Supporting Each Other Until It's Over"
- Kyushu and the other regions of Japan have been adversely affected by the influence of the spread of COVID-19. Under this project, in order to restore safe and secure daily life and to invigorate Kyushu until the day the state of emergency is lifted, when everyone can smile together, in April 2020 we created a video about the wish expressed in the phrase "let's stay strong together." This video, which features people from a wide range of ages, occupations, and regions of Kyushu, has been viewed approximately 590,000 times.
- Please turn to the next slide.

# Initiatives to Invigorate Local Communities

## **Come On, Let's Invigorate Kyushu. (Started in July 2021)**

- There are signs that we might be moving toward the end of the COVID-19 crisis. At this point, JR Kyushu will work together with the various stores, restaurants, and organizations that have been adversely affected by COVID-19, including businesses in the fields of eating and drinking, tourism, and accommodations, in order to create a lively atmosphere in local communities and invigorate Kyushu. With that wish in mind, we started the "Come On, Let's Invigorate Kyushu" project.
- Through this project, we spoke with more than 800 stores, restaurants, and organizations in areas surrounding stations and created posters. In addition, to broadly communicate everyone's cooperation in the project, we created a "Come On, Let's Invigorate Kyushu" project video.



▶ "Come On, Let's Invigorate Kyushu."  
<https://youtu.be/3r5EwJ1m1Z4>



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- In July 2021, we started the "Come On, Let's Invigorate Kyushu" project.
- There are signs that we might be moving toward the end of the COVID-19 crisis. At this point, JR Kyushu decided to once again work together with the various stores, restaurants, and organizations that have been adversely affected by COVID-19 in order to create a lively atmosphere in local communities and communicate the vitality of Kyushu. We incorporated this wish into our plans and started the project.
- We spoke with more than 800 stores, restaurants, and organizations and created posters. In addition, to broadly communicate everyone's cooperation in the project, we also created a project video.
- In this way, we have worked together with people in local communities, implemented a range of initiatives, and invigorated the region. Going forward, we will strive to implement a variety of measures with a strong sense of purpose as a corporate group that is working to invigorate Kyushu.
- This concludes my presentation. Thank you for your attention.