

Dialog with Stakeholders

Discussions with Customers

We hold discussions with customers to find out their thoughts on the JR Kyushu Group. We hold two to three local meetings in eight regions around Kyushu, where customer advocates who are appointed for a year at a time share a variety of opinions. We also hold two central Discussions with Customers each year, where representatives from each region talk with our management. These activities allow us to gather valuable feedback that we can use to improve the JR Kyushu Group's services and products, as well as allowing us to give customers a more in-depth understanding of the JR Kyushu Group.



Number of discussions with customers **20**

Hakata City-Building Promotion Council

The Hakata Station area is a gateway to Kyushu and to Asia as a whole. The Hakata City-Building Promotion Council works on community development where those who live, work and visit the area are front and center, with the aim of making this an area that people love and are proud of and that has an appeal for this new age. In the fiscal year ended March 2020, the final year of our Action Plan (2017-2019), we worked on activities related to our basic concept of making the area an enjoyable place to walk and building a beautiful, stress-free community. JR Kyushu is the office of the Hakata City-Building Promotion Council. We are also a member of the committee, and carry out ongoing initiatives to promote community development in Hakata.



Number participants
in cleanup days **3,730**

Opinion Exchange Meetings between Management and Employees

JR Kyushu holds regular opinion exchange meetings between management and employees to promote a transparent organizational culture. Our management visits workplaces throughout Kyushu, where they provide updates on the company and its policies and encourage employees to share their impressions of their daily work along with questions and suggestions. This fosters a closer relationship between management and employees and sparks active discussion.



Number of feedback sessions **24**

Shinkansen Festa

In October 2019, we held the Shinkansen Festa 2019 in Kumamoto, a public event at the Kumamoto General Rolling Stock Center on the Kyushu Shinkansen line. Held for the 9th time since the full opening of the Kyushu Shinkansen, the event offered tours of the inside of a Shinkansen train, rides on a train used for inspections of the tracks, and opportunities to try using electrical and communication equipment, along with a stamp rally and goods, food, and drinks for sale.



Number of visitors Around **15,600**

Dialog with Business Partners

In September 2019, we revised the JR Kyushu Group's procurement policy to promote ESG in material procurement together with our business partners. Points such as compliance with laws and social norms, fair operations, and prevention of corruption are more clearly indicated. We appreciate our business partners' understanding and cooperation with our policies. In the fiscal year ended March 2020, we asked an external expert to speak about the environment around the JR Kyushu Group from an ESG perspective and the group's future initiatives in this area. We also actively promote communication with business partners through questionnaires and direct visits for discussions.



Workshops **1**

Visits **8** companies

Questionnaires Around **205** companies

Dialog with Shareholders and Investors

JR Kyushu actively creates opportunities for dialog with shareholders and investors through venues such as the General Meeting of Shareholders, presentations of financial results, individual meetings between management and institutional investors, facility tours, and presentations for individual investors. These activities allow us to provide information on the JR Kyushu Group's businesses and growth strategies and hear various feedback. The feedback we receive is shared at meetings of our management team and Board of Directors and used to improve our management. Our first opinion exchange meeting with investors by one of our outside directors and analysts was held after our presentation of our financial results for the second quarter of the fiscal year ended March 2020, sparking active discussion.



Number of discussions between
management and institutional investors **108**

Number of discussions between
management and individual investors **7**