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# History of Value Creation Initiatives



### Yufuin no Mori

This limited express service began as a high-decker train offering an expansive view from the windows. The service catapulted Yufuin Hot Springs into the public eve.



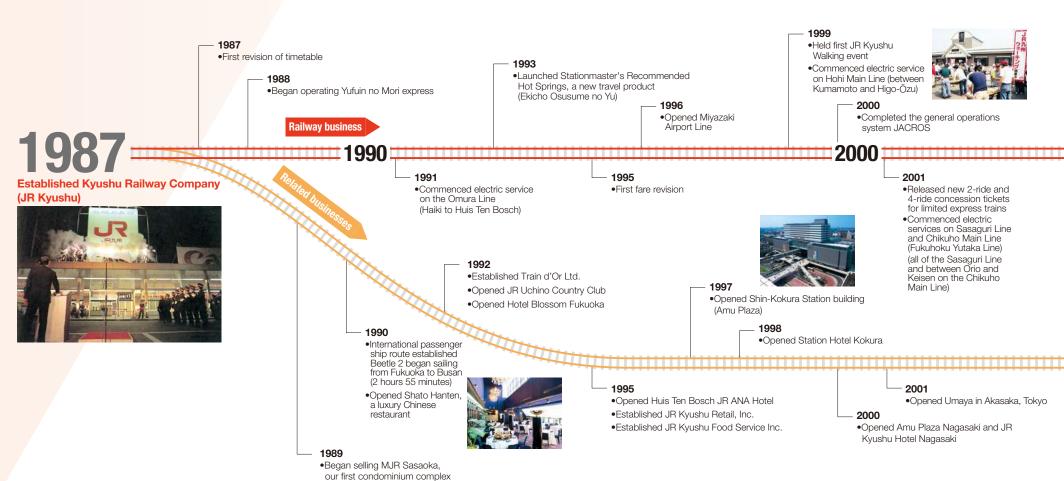
## Sonic Express

Our first tilting rain. The train runs between Hakata and Oita, reaching a maximum speed of 130km/h.



## Amu Plaza Nagasaki

This new station building was opened in 2000, the 400th anniversary of diplomatic relations between Japan and the Netherlands. It brought lots of new things to Nagasaki, and was notable for its scale.



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•Established JR Kyushu Fast Foods Inc.

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#### Opened JR Hakata City and Kyushu Shinkansen

These were our two largest projects, and the whole of the JR Kyushu Group worked together to make it a success

These new facilities saw greater exchange across a wider area and attracted vast numbers of customers.



#### Ropponmatsu 421

"Connections and resonation between people" was the concept for this development project, where we worked together with the local community to vitalize the Ropponmatsu area.



#### 2008

·Launched IC card ticketing service SUGOCA

#### 2010

2010

- Opened Safety Creation Center
- •Fully opened Kyushu Shinkansen line
- •Began operating Ibusuki no Tamatebako limited express service

#### 2013

•Began operating the cruise train Seven Stars in Kyushu

#### 2015

•Began operating JRKYUSHU SWEET TRAIN Aru Ressha

#### 2018

 Strategic alliance with Alibaba Group in China

#### 2019

•Finished renovation of Mojiko Station

Railway **Business** 

## 2003

- Opened Kyushu Shinkansen line (between Shin-Yatsushiro and Kagoshima-Chuo)
- •Began operating Hayato no Kaze, Kyushu Odan Tokkyu, and Yufu DX limited express services and Nanohana DX and Isaburo/Shinpei special rapid services

#### 2011

- •Began operating Aso Boy! limited express service
- •Began operating Let's Take the A-Train limited express service

#### 2009

Acquired stock in Drug Eleven Holdings Co., Ltd.

2009

- •Began operating SL Hitoyoshi service
- •Began operating Umisachi-Yamasachi limited express service

•Opened the hot spring inn Hana Beppu

#### 2014

Opened JR Kyushu Hotel Blossom Shiniuku

## 2016

- Began operating DENCHA wire type battery-powered train
- Began operating Kawasemi Yamasemi limited express service
- •Listed in the First Section of the Tokyo Stock Exchange and in the Fukuoka Stock Exchange



### 2017

- Opened Ropponmatsu 421
- •Acquired all stock in Caterpillar Kyushu Ltd.
- Opened Okuhita Onsen UMEHIBIKI

•Entered hotel industry in Thailand

## Related **Businesses**

# 2006

 Opened private nursing home SJR Betsuin

2007

#### 2004

 Opened Amu Plaza Kagoshima



#### 2011

- •Entered poultry farming industry and established JR Kyushu Tamago Farm, Inc.
- •Opened Akasaka Umaya (Jing'an Temple) Shanghai

#### 2010

•Began signing up members for JQ CARD, the JR Kyushu

Group's credit card

- •Established JR Kyushu Farm Co., Ltd., an agricultural production company
- Opened JR Hakata City

### 2016

 Opened the JRJP Hakata building

#### 2015

Opened JR Oita City and JR Kyushu Hotel Blossom Oita

### 2019

- Opened THE BLOSSOM HIBIYA and THE BLOSSOM HAKATA Premier
- •Acquired stocks in the restaurant Manbou Corp.

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## Kyushu Railway Company