

Feature

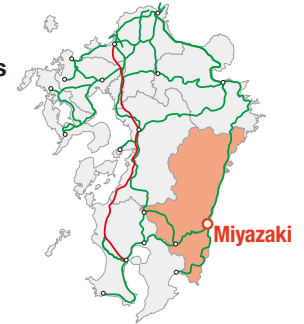
City-Building and Community Development Initiatives by the JR Kyushu Group

Development of Amu Plaza Miyazaki



Concept of City-Building and Community Development Initiatives by the JR Kyushu Group

Implementing city-building and community development initiatives to create communities where people want to live, work and visit



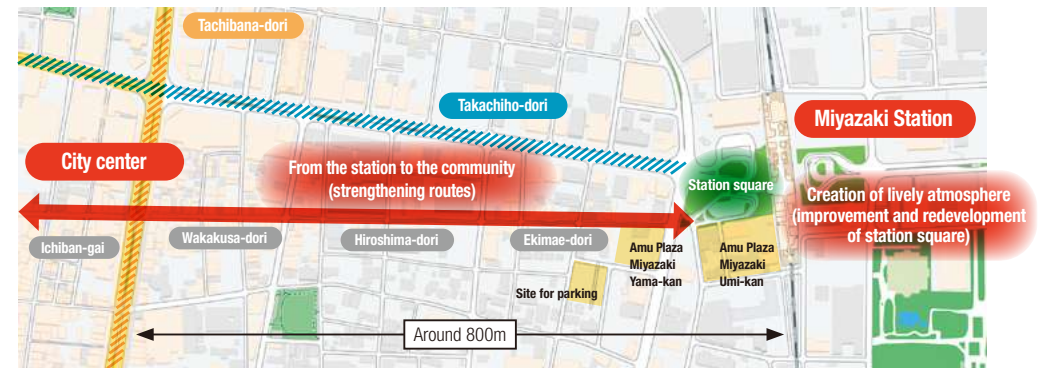
Development concept

Extend the lively atmosphere around the station to the greater community

This project is a comprehensive city-building initiative encompassing commercial facilities, homes, offices and more. Centering on station buildings and including development under railway bridges and the development of station squares, our work is a three-way effort between JR Kyushu, communities, and local governments.

This comprehensive city-building initiative is expected to boost our revenue through both our real estate operations and an increase in passengers traveling with us.

Through this project, we will extend the lively atmosphere around the new station to the greater community.



Joint development with the Miyakoh Group

We are teaming up with the Miyakoh Group for a joint development initiative that will maximize passenger traffic around Miyazaki Station in a way that brings greater prosperity to the community and strengthens ties between Miyazaki Station and the Miyazaki city center.

We have also attended discussions with the local government, Miyazaki Chamber of Commerce and Industry, and other members of the local community to further boost the appeal of the Miyazaki city center.



Introduction Digest	Financial and Non-Financial Highlights	History of Value Creation Initiatives Value Creation Process	Message from the President Message from the CFO	Progress on Our Medium-Term Business Plan Feature	Materiality	Corporate Governance	Safety and Service Development of Human Resources	Local Community Invigoration Dialog with Stakeholders	Environmental Initiatives	Information on Segments Overview Financial Information Investor Information
---------------------	--	---	--	---	-------------	----------------------	--	---	---------------------------	---

Community Development by the JR Kyushu Group: Development of Amu Plaza Miyazaki

Commercial Concept

Where people can find what they were looking for

Amu Plaza Miyazaki makes people's lives richer and more enjoyable by being a place where people can find all those things they wanted to buy, eat, drink, and do.

Stores opening in Miyazaki for the first time offer new ways of living, while famous local stores create an environment that is quintessentially Miyazaki.

The rooftop is a place to relax, recharge and enjoy what Miyazaki has to offer, with a garden, travelers' shrine and observation deck. The upper floors are dedicated to office space, providing an exceptionally convenient location that will appeal to companies and their employees.

Feature Amu Sora



Named after the Japanese word for "sky", this building offers a 360-degree sky view from a height of 56m

Feature Traveler's shrine



A place to pray for customers' safe travel and for the safe operation of JR Kyushu trains and Miyakoh group buses

Feature Amu Niwa



A facility where visitors can relax, recharge and enjoy the greenery and water feature. Amu Niwa is named after the Japanese word for "garden".

Creation of a lively atmosphere through effective use of the station square

We are working together with the governments of Miyazaki City and Miyazaki Prefecture to redevelop the station square by the west gate of Miyazaki Station, while also creating a large covered square for events that will vitalize the local community (Amu Square) and areas that are easy to walk through.

The lively atmosphere around the new station extends to the Miyazaki city center city, significantly invigorating the community as a whole.



Verification testing of MaaS

In the fiscal year ended March 2020, we established a committee with Miyazaki Kotsu, other transportation providers, and various public organizations for verification testing of MaaS. The project aims to use an MaaS app to make public transport more convenient and connect public transport services with other services passengers use in their daily lives.

Purpose	To use an MaaS app to improve convenience and encourage use of public transport networks; collaborate with commercial facilities to boost foot traffic in stores, on the streets, and in the city center in general; and improve conveniences for tourists by providing information for domestic and overseas tourists.
Period	Second half of FY2020 Our initiatives in Miyazaki have been selected by the Ministry of Land, Infrastructure, Transport and Tourism as an enterprise that advances and supports MaaS in Japan. We will commence verification testing from this fall.
Area	Miyazaki City, Nichinan City, and surrounds, Miyazaki Prefecture
App	my route*

*A service that allows users to search routes combining multiple modes of transport, including public transport, driving, cycling, and walking, while also providing support for reservations, payments and other travel requirements. This facilitates smoother travel around the city and promotes travel around the areas where the app is used.



Shinsuke Yamasaki

Managing Director
JR Miyazaki City, Inc.

Our development work is a three-way effort between JR Kyushu, communities, and local governments to extend the lively atmosphere around the new Miyazaki Station building to the greater community.

What sets this development apart from other projects is the way we are working together with the Miyakoh Group, a local corporate group. We are taking the time to listen to the perspectives of everyone connected to the project, reaching out to the local community, and providing the utmost transparency as we work on community development that incorporates what every party has to offer.

Amu Plaza Miyazaki offers a variety of things that people have been looking for in their daily lives, with stores opening in Miyazaki for the first time standing alongside famous local stores and a downtown cinema complex seeing a long-awaited restoration in 15 years. Various measures have been taken to boost customer traffic, including a redevelopment of the station square at the west gate and the introduction of green slow mobility in the form of electric minibuses.

We are building stronger relationships with affiliates and working toward the opening of more facilities to further increase visitors to Miyazaki Station and play a role in vitalizing the Miyazaki city center.

Feature

City-Building and Community Development by the JR Kyushu Group

Community Development in Yufuin

Concept: A highland resort express service

We kept the lines of communication open with the people of Yufuin and sought their feedback at various points as we carried out our plan for this train. We made sure to make this a service that reflected Yufuin's image as a greenery-rich city that is ideal for a relaxing hot spring vacation.

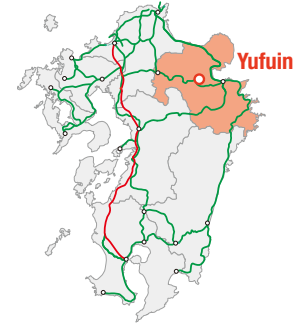


The connection between JR Kyushu and Yufuin

JR Kyushu has had ties with Yufuin ever since we were first established. At that time, tourism in Kyushu was stagnating due to factors such as expansions of the expressway network. We knew we needed to do something to address the decline in demand for railway services, and launched tourist trains to boost passenger numbers. Yufuin, meanwhile, had been working on community development since the 1970s through unique events such as film and music festivals.

Enter Yufuin no Mori. Launched in 1989, the service captures everything unique that Yufuin has to offer. The service was revolutionary in both its hard and soft elements, featuring a high-decker structure—rare at the time—along with a buffet and service by train attendants.

Yufuin no Mori has played a vital role in bringing more visitors to Yufuin to accompany its initiatives to invigorate the local community. We also worked together with Yufuin locals to build Yufuin Station and make it a place that brings people together.



Learning about the community, learning from the community

All of Yufuin no Mori's onboard staff visit Yufuin and see for themselves what the area has to offer. They also talk with Yufuin locals and bring what they have learned to the job so that they can provide a higher caliber of information and hospitality on board Yufuin no Mori.

We built on this initiative with the subsequent launch of our D&S (Design & Story) trains and Seven Stars in Kyushu.



Shin-Yufuin Station opened in December 1990

From a mode of transport to a tourist resource

Passengers' Yufuin experience begins the moment they board Yufuin no Mori. Onboard staff sell local specialties and provide commentary on the areas the train passes.

Yufuin no Mori is more than just a mode of transport; it's a tourist resource that gives passengers a glimpse into what the area has to offer and contributes to the development of the local community.



A train attendant provides commentary on nearby features

Introduction Digest	Financial and Non- Financial Highlights	History of Value Creation Initiatives Value Creation Process	Message from the President Message from the CFO	Progress on Our Medium- Term Business Plan Feature	Materiality	Corporate Governance	Safety and Service Development of Human Resources	Local Community Invigoration Dialog with Stakeholders	Environmental Initiatives	Information on Segments Overview Financial Information Investor Information
------------------------	--	--	---	---	-------------	-------------------------	---	---	------------------------------	---

Community Development by the JR Kyushu Group: Community Development in Yufuin

Developing the local community

The forerunner to our D&S trains, Yufuin no Mori captured the designs and stories of the local community. Yufuin no Mori is an example of how we have continuously worked together with a local community to spread the word about that community's unique features through our railway services and contribute to the development of the community. We draw on this experience today as we work to create new attractions in Kyushu, boost the value of the Kyushu "brand" and make Kyushu a place where people will want to live, work and visit. Our concept of focusing on the local community's story has been the cornerstone of the D&S train services we launched later, and is a common thread in our D&S train network and our phenomenal Seven Stars in Kyushu cruise train.



"Smile again: We'll meet again at a station with profusions of sunflowers"

Invigorating and being invigorated by local communities

Kyushu suffered several natural disasters in quick succession: heavy rains in northern Kyushu in July 2012, the Kumamoto earthquakes in 2016, and more heavy rain in the north in July 2017. We worked together with the local communities to overcome those trying times together.

After all, invigorating local communities and contributing to sustainable development is the JR Kyushu Group's mission. And it is local communities' trust in us and the results of their sustainable development that allows us to operate and grow as a business.

Feature "Smile Again: We'll meet again at a station with profusions of sunflowers"

With the resumption of Yufuin no Mori after the rains in northern Kyushu in July 2012, around 4,000 sunflowers were planted at Yufuin Station as a welcome message from the locals.

Feature Yufuin's message of encouragement to Kyushu

After the Kumamoto earthquakes in 2016, we operated a train painted with a message of encouragement for Kyushu, expressing our hope that Kyushu would be back on its feet as soon as possible. The Yufuin community actively expressed encouragement for the areas affected, with the staff of Yufuin's hot spring and tourism association and employees of Yufuin Station organizing events such as a walk around Yufuin from Yufuin Station.

Feature Reconnecting the Kyudai Main Line

The heavy rains experienced by northern Kyushu in July 2017 washed away a bridge on the Kyudai Main Line, leaving it impassable. Yufuin no Mori services were diverted through Kokura and Oita for around a year.

We launched the Tsunagaru (Connect) project to reconnect the Kyudai Main Line and celebrated with the local community when the line was restored and Yufuin no Mori could operate as normal again.

