

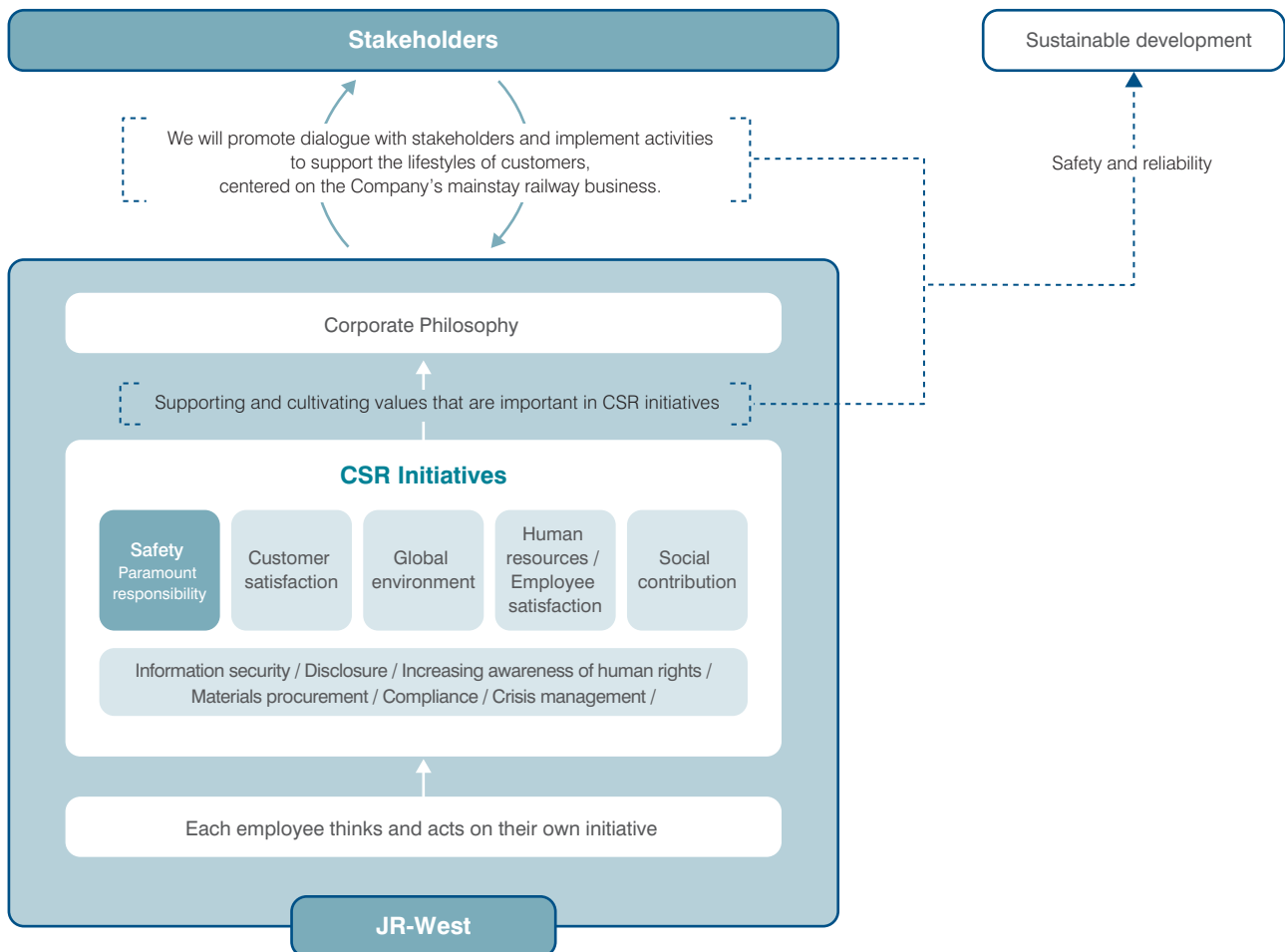
Corporate Social Responsibility

OUR BASIC APPROACH TO CSR

JR-West's corporate social responsibility (CSR) is to realize its Corporate Philosophy. In order to underpin and foster the key values set out in its overriding Corporate Philosophy, and in light of society's expectations, JR-West has established priority areas relating to CSR. The Company's paramount responsibility is to ensure safety. Other priority areas include customer satisfaction, the global environment, human resources / employee satisfaction, and social contribution. JR-West recognizes these five areas where it can make unique contributions. JR-West also

prioritizes compliance, crisis management, information security, disclosure, increasing awareness of human rights, and materials procurement. JR-West recognizes these six areas as the foundations of its operations. JR-West intends to communicate sincerely with society and actively promote dialogue with stakeholders. At the same time, the Company will heighten the quality of its business activities from the standpoint of CSR. Through those efforts, JR-West hopes to meet society's expectations and to enhance its level of safety and reliability while achieving sustainable development.

CSR PROMOTION FRAMEWORK



SYSTEM TO PROMOTE CSR

To enhance our ability to promote CSR as one of management's core tasks, we established the CSR Promotion Committee in June 2006. The president serves as chair of the committee and its membership comprises full-time directors, full-time corporate auditors, and general managers of headquarter divisions. We also established the CSR Office—within the Corporate Planning Headquarters—as the executive office of the CSR Promotion Committee. With the exception of safety issues—which are covered by a separate system—the CSR Promotion Committee is mandated to comprehensively examine 10 fields from a CSR perspective and implement improvements when necessary.

Specifically, in the first two years since its establishment—fiscal 2007 and fiscal 2008—the CSR Promotion Committee undertook a range of tasks that focused on organizing and

sharing information on JR-West's CSR philosophy, basic policies concerning each field, medium-term goals, and key tasks to be accomplished in each fiscal year. In fiscal 2009, the CSR Promotion Committee convened three times. After clarifying the current status of measures and issues to be addressed, the committee presented its first Corporate Philosophy and Action Report (CSR report). In each half-year period, the committee also confirmed the status of progress of key tasks being implemented during the fiscal year in each field.

At present, as JR-West strives for corporate revitalization with total commitment, it is essential that the Company undertakes appropriate CSR measures in each field. Going forward, the Company will also work to highlight issues from a CSR perspective and thereby enhance the quality of its business operations.

THE COMPANY'S CSR ACTIVITIES



* (): The entity with primary responsibility for implementation

The priority issues in each key field are summarized as follows.

SAFETY

- We will establish a safety management system based on the comprehensive risk assessments that form one of the main pillars of the Basic Safety Plan. Also, we will continue to focus on such areas as upgrading the technology that underpins safety as well as improving communication between workplaces and employees. In addition, we are vigorously implementing measures to upgrade the hardware infrastructure, including the installation of ATS systems to prevent excessive speed.
- With regard to the matters identified in the report on the investigation into the train accident concerning the Fukuchiyama Line train accident, we are steadily implementing measures in relation to all the matters identified.

CUSTOMER SATISFACTION

- As a key priority, we are implementing measures to enhance customer's sense of safety and comfort. Specifically, we are focusing on building facilities and systems to ensure reliable train services as well as measures to enhance the provision of timely and appropriate information to customers during train timetable disruptions.
- Looking ahead to the completion of the Osaka Station Development Project and the commencement of mutual through-services between the Sanyo Shinkansen and Kyushu Shinkansen, we intend to provide user-friendly stations and trains that offer a higher level of passenger comfort.
- We will strive to cultivate a heightened awareness of customer satisfaction issues among all employees in the JR-West Group regardless of their job type or department.

GLOBAL ENVIRONMENT

- We are steadily reducing CO₂ emissions through the development of new technology and other efforts, and we aim to realize a railway system that is more environment friendly.
- To create a railway system that conserves energy and resources, we are pursuing the realization of ideas that are born from environment-friendly actions based on employees' own thinking and initiative.
- By reinforcing our environmental management systems, we are striving to prevent environmental accidents, ensure compliance, and conserve energy and resources.

- We are implementing measures to develop a system that aims to provide tangible recognition to customers that by using trains they are acting in an environmentally conscious way. In particular, through the Eco Life Point service, we are promoting the use of the JR-West Group's environment-friendly products and services.

HUMAN RESOURCES / EMPLOYEE SATISFACTION

- As large numbers of our long-serving employees reach retirement age, we are working to ensure that technical skills are passed onto the younger generation to maintain and enhance safety. To achieve these goals, we are implementing training programs that develop employee awareness from a range of perspectives, including that of a member of society, corporate staff and a railway professional. At the same time, we are striving to reinforce training programs that aim to improve practical work skills. We are also utilizing a diverse array of recruitment methods and channels to secure and nurture human resources.
- We aim to develop employees who can act based on their own thinking and initiative. Such employees will have a strong understanding of the direction in which the Company must move and society's needs. They will think with initiative, express their ideas to peers and contribute opinions, and put their ideas into practice. By nurturing these qualities in our employees, we aim to increase motivation and pride in their work.

PARTNERSHIP WITH LOCAL COMMUNITIES

- We will strive to reinforce our partnerships and cooperative relationships with local governments and other railway companies. We are proactively working to fulfill our role in local communities through such initiatives as improving the safety and comfort of stations, trains, and facilities along railway tracks; contributing to the revitalization of regions through tourism; and enhancing the value of our railway belts.
- As a member of local communities, we proactively participate in various local activities and strive to maintain good communication with people in the communities we serve.

COMPLIANCE

- In February 2010, the Company established the Corporate Ethics Committee, which sets basic policy and promotion plans on compliance issues, deliberates on individual day-to-day matters, and makes recommendations to the Board of Directors. The committee is also working to ensure that systems are implemented effectively Group-wide at branches and subsidiaries.
- We carry out training programs tailored to each layer of the organization as well as invite outside lecturers and conduct group discussions on specific case studies to enhance effective understanding of issues among employees.
- By reinforcing our whistle-blowing system through expansion of outside hotlines and consultation services, we are working to foster a corporate culture that is self-correcting.

CRISIS MANAGEMENT

- We have established a system that monitors day-to-day crisis events and promptly reports serious events to management, and we conduct an overview of the system at the end of each fiscal year. We intend to increase the Company-wide sensitivity to crisis events through such measures as regular reporting to the Board of Directors about crisis event numbers and trends.
- We will strengthen our risk prevention and symptom control activities by bolstering organizational systems for responding to crisis events.

INFORMATION SECURITY

- Against a backdrop of increasing needs in the area of IT-driven operational reform and information sharing, we aim to realize a higher level of information security through the use of shared networks covering Group companies.
- In response to such threats as computer viruses, we are reinforcing employee training programs and implementing technical countermeasures, such as the strengthening of personal computer security.

DISCLOSURE

- By promoting greater information visibility and proactively communicating our management policies and the status of operational performance, we are striving to enhance

management transparency. Furthermore, by showing JR-West employees carrying out their duties with a high level of professionalism and vitality and acting on their own thinking and initiative, we aim to communicate to the public our efforts to restore society's confidence in JR-West.

- Reflecting society's increasingly high expectations in recent years, we are striving to improve the accessibility of our corporate web site by utilizing photographs, charts, video, and other media as a means of realizing user-friendly information disclosure.

INCREASING AWARENESS OF HUMAN RIGHTS

- To raise awareness of human rights issues among employees, we believe that it is important for employees to directly address human rights issues personally. Based on this philosophy, at each workplace employees select a range of human rights issues for discussion (for example, discrimination against minority groups, people with disabilities, or people with mental illnesses), which is the basis for designing more-effective measures to address such human rights issues.
- We designate human rights promotion leaders in workplaces who play a central role in human rights education programs and encourage them to participate in experience-based training as part of our efforts to enhance the Group's level of human rights education. In addition, by expanding our human rights training materials, we are working to ensure that human rights issues are dealt with appropriately within the Group.

MATERIALS PROCUREMENT

- To increase the effectiveness of safety measures, the Group continually monitors, based on our basic criteria for quality management, the establishment and maintenance status of the quality management system at suppliers, and the implementation status of measures to prevent the recurrence of defects in relation to suppliers that have previously supplied defective products.
- In the selection of suppliers, we particularly focus on cooperative relationships with suppliers. Specifically, we expect suppliers to fully understand and comply with our basic purchasing policy.