

Non-financial Highlights



Manufactured Capital

➔ See page 16 for more about the Hokuriku Shinkansen.

Launch of the Hokuriku Shinkansen

Passenger traffic on the Hokuriku Shinkansen (Joetsu Myoko to Itoigawa) roughly tripled compared to the limited express trains on the conventional Hokuriku Main Line (from April to June). Passenger traffic between Kansai and Hokuriku also exceeded that of last year. The launch of the Hokuriku Shinkansen has had a great impact. It has greatly shortened travel times between Hokuriku and the Tokyo Metropolitan Area, generated greater passenger traffic between Kansai and Hokuriku/Shinetsu, expanded exchange between cities, invigorated local economies, and contributed to both industrial and tourism promotion.

Passenger traffic (from April to June)

231% increase ↗

(compared with limited express trains on the conventional Hokuriku Main Line from April to June last year)



Hokuriku Shinkansen



Intellectual Capital

➔ See page 13 for more about our intellectual capital.

Rolling Stock Information System for Improving Safety

With rapid developments taking place in IT in recent years, there have been growing opportunities to support frontline employees with new systems that capitalize on the spread of smart devices and advancements in ICT, which has had significantly positive effects on our operations. The rolling stock information system integrates maintenance work unique to railway rolling stock using a combination of various technological elements and devices. In particular, the use of specially designed handy terminals for frontlines inspection work has greatly improved our inspection system by enabling instantaneous checks of missed inspections and inspection results.



Handy terminal (Display of required inspection items and instant analysis of input results)



Human Capital

➔ See pages 38-39 for more about our human capital.

Increase in the Number of Female Employees

Female employees are working in all aspects of our operations, including as train crew members, and as of 2015, female employees accounted for about 10% of our workforce. JR-West will continue with efforts to make the workplace one where female employees can play more active roles by enabling more employees to achieve a work-life balance.

Number of female employees (As of July, JR-West only)

3.4% increase ↗

(Persons)

2011	2,658
2012	2,854
2013	3,018
2014	3,138
2015	3,246





Social and Relationship Capital

➔ See pages 36-37 for more about our social and relationship capital.

Major Destination Campaign* for Wakayama

JR-West held the Wakayama Destination Campaign for a three-month period between September 14 and December 13, 2014 in which we helped develop local tourism resources and drive visitor traffic. As a result, we saw a 9% increase from the same three-month period in the previous year in ridership on the Limited Express Kuroshio between Wakayama and Minoshima and 21% between Shirahama and Kushimoto. Additionally there was a 27% increase year on year in customers who purchased discount tickets, one-day travel products, or personalized travel products bound for Wakayama.

*Destination Campaign: A major tourism promotion campaign where the six JR Group companies work together with local governments and local tourism businesses to drive traffic from across Japan to a specific area.

Number of tourists visiting Wakayama

27% increase ↗



Wakayama Destination Campaign

Osaka Loop Line Renovation Project

JR-West is implementing the Osaka Loop Line Renovation Project to make the Osaka Loop Line more attractive and appealing for customers, local communities and people visiting Osaka. In May 2015, the renovated Morinomiya Station re-opened, as a model station, for the first time after undergoing major renovation. The renovated station establishes a forest concept in honor of the nearby Osaka Castle Park, embodying a proposal from vocational college students.



Morinomiya Station

Finding and Sharing Information on Hidden Gems in the San-in Area

In July 2014, we formed a team together with local community members of the San-in area in order to rediscover and re-recognize particularly attractive resources in the area and share these with others inside and outside the area for regional invigoration.



An event promoting the San-in area as a destination



Natural Capital

➔ See pages 40-41 for more about our natural capital.

Promoting Resource Conservation and Energy Saving

JR-West is constantly striving to reduce the amount of energy it uses in its transportation operations. In particular, we are working to reduce the amount of energy used to operate our trains by introducing energy-saving rolling stock, carrying out energy saving train driving, and developing new technologies. Furthermore, we carefully sort the large amounts of garbage from stations and trains, which is then recycled into toilet paper and other products.

Energy consumption rate*

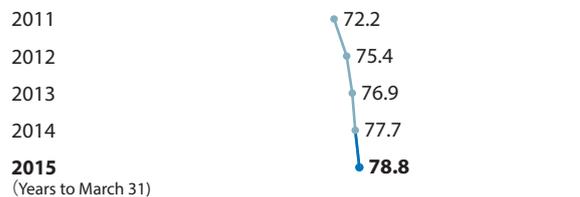
0.2 point decrease ↘ (MJ / Rolling stock-km)



* The energy consumption rate is the amount of energy consumed per rolling-stock kilometer (MJ / Rolling-stock km).

Energy-saving rolling stock as a percentage of total rolling stock

1.1 point increase ↗ (%)



Recycling rate of recyclable garbage from stations and trains

0.4 point increase ↗ (%)

