

## Values held by the JR-West Group

### Unchanging determination—Ensuring that we will never again cause an accident such as that on the Fukuchiyama Line

With railways being our core business, safety is the basis of every JR-West Group service and product. We are acutely aware of the magnitude of our responsibility for causing and not foreseeing the risk of the extremely serious April 25, 2005 derailment accident on the Fukuchiyama Line.

The total mindset of the JR-West Group and the central focus of our actions is an unchanging determination to ensure that we

will never again cause an accident such as that on the Fukuchiyama Line. We have reflected deeply on the accident and its consequences and take the lessons learned from the accident extremely seriously. As such, we will continue to position our three pillars of management—measures to have ourselves accepted as acting with sincerity by the victims of the train accident, measures to enhance safety, and furthering of reform—as top priorities.

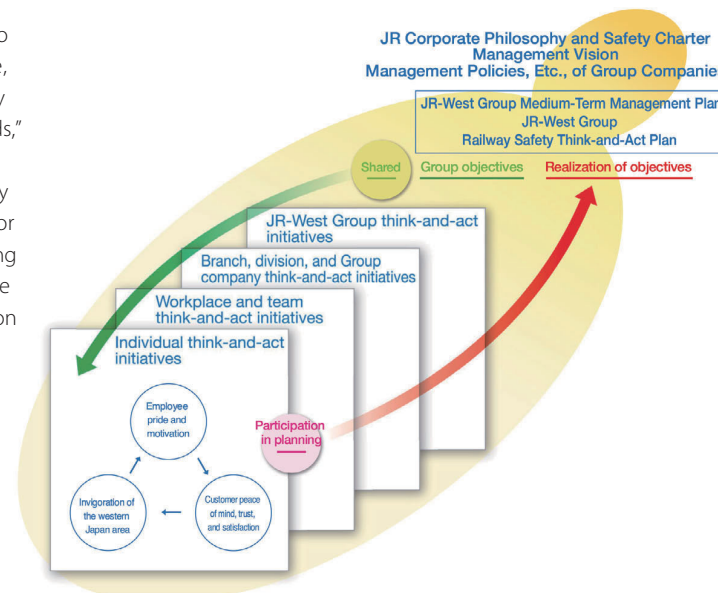


### The objectives of JR-West CSR efforts

The core objectives of the JR-West Group's CSR efforts are to reflect on the derailment accident on the Fukuchiyama Line, deliberate on the "significance of our existence," "what society demands of us," and "what we must do to answer those demands," while also making our Corporate Philosophy a reality.

This realization of our Corporate Philosophy is achieved by each and every employee recognizing the significance of his or her job (what is it for and what does it achieve), incessantly pursuing the concept of "think-and-act," and boosting the value that we deliver to stakeholders and society. This, in turn, lead to motivation and pride for each employee.

Achieving this virtuous cycle is the aim of the JR-West Group's CSR.



### The determination and pledges contained in our Corporate Philosophy and Safety Charter

In order to establish a corporate culture that places top priority on safety, and also prompted by the derailment accident on the Fukuchiyama Line, our Corporate Philosophy was enacted through deliberation by all of our employees examining the direction in which we would like to progress, the values that we hold dear, and similar concepts.

At the same time, we also reassessed our Safety Charter, which

addresses conduct guidelines related to safety, in order to ensure that each employee is able to instinctively take concrete action in day-to-day tasks on the basis of valuing safety as the highest priority.

The JR-West Corporate Philosophy and Safety Charter embody our determination and pledge to all of society to be a company that makes safety the highest priority and that vows to never again cause a critical accident.

#### JR-West Corporate Philosophy

- 1 We, being conscious of our responsibility for protecting the truly precious lives of our customers, and incessantly acting on the basis of safety first, will build a railway that assures our customers of its safety and reliability.
- 2 We, with a central focus on railway business, will fulfill the expectations of our customers, shareholders, employees and their families by supporting the lifestyles of our customers, and achieving sustainable growth into the future.
- 3 We, valuing interaction with customers, and considering our business from our customers' perspective, will provide comfortable services that satisfy our customers.
- 4 We, together with our Group companies, will consistently improve our service quality by enhancing technology and expertise through daily efforts and practices.
- 5 We, deepening mutual understanding and respecting each individual, will strive to create a company at which employees find job satisfaction and in which they take pride.
- 6 We, acting in a sincere and fair manner in compliance with the spirit of legal imperatives, and working to enhance corporate ethics, will seek to be a company trusted by communities and society.

#### Safety Charter

We, ever mindful of the railway accident that occurred on April 25, 2005, conscious of our responsibility for protecting the truly precious lives of our customers, and based on the conviction that ensuring safety is our foremost mission, establish this Safety Charter.

- 1 Safety is ensured primarily through understanding and complying with rules and regulations, a strict execution of each individual's duty, and improvements in technology and expertise, and built up through ceaseless efforts.
- 2 The most important actions for ensuring safety are to execute basic motions, to rigorously enforce safety checks, and to implement flawless communication.
- 3 To ensure safety, we must make a concerted effort, irrespective of our organizational affiliation, rank, or assignment.
- 4 When uncertain about a decision, we must choose the most assuredly safe action.
- 5 Should an accident occur, our top priorities are to prevent concomitant accidents, and to aid passengers.

### Our relationship with stakeholders

When JR-West employees deliver high-quality services with motivation and pride, it leads to safe, reliable, and satisfying smiles for customers, as well as energetic, invigorating smiles for residents of the western Japan area. With the benefits received from this, we will continue to ensure business sustainability and growth,

co-creation with shareholders and business partners, and more smiles into the future.

At the same time, we will deliver lasting happiness and smiles to all of our stakeholders by increasing the value we deliver to all of those with whom we work.

