

JR-West Group Medium-Term Management Plan 2017



March 18, 2013 West Japan Railway Company

1. Highlights



- The JR-West Group's Medium-Term Management Plan 2017 calls on the Group to heighten corporate value over the medium-to-long term by creating stable cash flows even amid the increasingly uncertain business conditions stemming from a declining population, growing disparity among areas, and diversifying values.
- Regarding its relationship with shareholders, through dividends, etc. the Group will provide stable shareholder returns over the long term based on the value it creates.
- Railway operations are unlikely to see significant revenue growth because they belong to a mature industry. In addition, we expect high operating expenses and capital expenditures. However, by growing non-railway operations steadily, we aim to increase consolidated revenues and earnings for the final fiscal year of the medium-term management plan versus the projections for fiscal 2013, the year ending March 31, 2013.
- During the five-year period from fiscal 2014 through fiscal 2018, in railway operations we will invest management resources in areas that are growing or stable while discussing the future of regional transport.
- Further, viewing this period as a period for contributing to the establishment of a foundation for decisive management, we will grow the existing businesses of non-railway operations steadily and develop and nurture new fields of business for the future.
- As a result, by 2030 we will have enhanced medium-to-long-term corporate value by enhancing the value and the network of the Shinkansen network, increasing the value of the railway belts in the Kansai urban area, advancing area management that invigorates the strengths of the other West Japan area, and establishing new pillars in non-railway operations.

2. Review of the "Revision of JR-West Group's Medium-Term Management Plan 2008-2012"





- Reduced risk by risk assessment, enhanced safety by strengthening operational equipment and facilities of railways and enhancing safety foundations
- Began operations of two major projects
 - Direct service with the Kyushu Shinkansen Line (started in March 2011: increased revenues by approx. ¥15 billion for FY2012)
 - Osaka Station City (opened in May 2011: increased revenues by approx. ¥47 billion for FY2012)
- Strengthened cooperation with local communities (concluded comprehensive collaboration agreement with Shiga Prefecture)
- Increased value of railway belts mainly in the Kansai urban area (discussions about new station establishment, improvement of station facilities and access, invitation of day-care facilities for children)
- ✓ Helped contribution to invigoration of the West Japan area (success of Sanin Destination Campaign)
- ✓ Took measures to optimize regional transport to reflect usage (implemented pilot program on the Sanko Line)
- Upgrade efforts with view to becoming corporate group excelling in safety management
- Entrench and expand benefits of beginning two major projects
- Fundamentally reevaluate North Gate Building of Osaka Station City
- Deepen coexistence with communities

Shift to business management aimed at further sustainable growth

3. Review of the "Revision of JR-West Group's Medium-Term Management Plan 2008-2012" (financial benchmarks)





3

4. Backdrop to Preparation of New Medium-Term Management Plan

[Future Business Conditions]





Projections for total population and working-age population of

Need to step up efforts in preparation for future

Tasks to further ensure long-term sustainable growth

- (1) Continued operation of railways
- (2) Establish earnings foundations for each business area

Need to clarify direction going forward:

"Our Future Direction—The Ideal Form for JR-West"

5. Summary of Medium-Term Management Plan 2017, "Our Future Direction—The Ideal Form for JR-West"



In addition to clarifying direction going forward, to realize this direction, we viewed the coming five-years as a "period for contributing to the establishment of a foundation for decisive management" and established priority strategies accordingly.

2013-2017

Priority Strategies

Three Basic Strategies

Safety: Safety Think-and-Act Plan 2017 Customer satisfaction: Customer-based management Technologies: Continuous innovation

Four Business Strategies

Shinkansen: "Enhance"

Kansai Urban Area: "Improve"

Other West Japan Area: "Invigorate"

Business Development: "Develop"

Foundation Building

- Enhance technological capabilities
- Improve communications
- Understand and utilize the human factor
- Improve front-line capabilities
- Recruit and nurture employees and enhance their motivation
- Foster Group unity
- Cooperate with customers and society

Responsibilities as a Member of Society

• Crisis management

• Global environment

Current

Situation

Compliance
 Disclosure

Disclosure

The "Form of the New JR-West Group" for the next era.

Management Vision

The JR-West Group will strive to contribute to the invigoration of the West Japan area through its business activities, and to that end we will strive to be a corporate group that excels in safety management and earns the trust of customers, communities, and society.

Our Future Direction – The Ideal Form for JR-West We will fulfill Our Mission.

The JR-West Group will focus on "safety" and "customer satisfaction," as well as on the "technology" that supports safety and customer satisfaction. In this way, we will fulfill our mission of continued operation of railway services as social infrastructure.

As we work to fulfill our mission, we will strive to contribute to the creation of a safe, comfortable society.

We will become a "company that coexists with communities."

We will contribute to the invigoration of communities by increasing the quality of railway operations, expanding the scale of non-railway operations, and promoting the creation of new businesses. To that end, we will deepen exchange and cooperation with members of communities, and the entire JR-West Group will work together to develop operations that are aligned with the characteristics of specific areas.

5



| Three basic | Three basic strategies for continued operation of railways | | | | |
|-------------------------|--|---|--|--|--|
| "Safety | \rightarrow | Establish safety management of the JR-West Group | | | |
| "Customer satisfaction" | \rightarrow | Advance initiatives targeting customer based manageme | | | |
| "Technologies" | \rightarrow | Change systems for railway operations | | | |

| Four business s | strate | gies for business management based on close ties to areas |
|--|---------------|--|
| Shinkansen | \rightarrow | Enhance the potential of the Shinkansen and promote exchange |
| "Enhance" | | Focus deployment of management resources on Shinkansen as pillar of business management going forward |
| | | Provide transportation services that are even safer, more reliable, and more competitive, expand and improve network |
| Kansai urban area | \rightarrow | Improve the value of the Kansai urban area |
| "Improve" | e" | Deploy management resources efficiently to secure stable transportation revenues and grow non-railway operations |
| | | Provide safe, stable transportation, maintain and increase revenues by enhancing value of railway belts |
| Other West Japan | \rightarrow | Invigorate the strengths of other West Japan areas |
| areas | | Focus on sustainable business management |
| "Invigorate" | | Explore optimal regional transport while undertaking integrated development of railway and non-railway operations that is based on close ties to areas by strengthening cooperation with local communities |
| Businesses development "Develop" | \rightarrow | Develop new businesses |
| | | Develop lifestyle-related services as another pillar of management |
| | | Expand existing fields, establish new pillars by taking on the challenge of new business fields |

7. Safety Think-and-Act Plan 2017



Safety Think-and-Act Plan 2017



- Objectives for the five-year period through FY2018: "No railway accidents that result in casualties among our customers," "No labor accidents that result in fatalities among our employees"
- Objectives for FY2018: 30% reduction in railway accidents with casualties on platforms, 40% reduction in accidents at level crossings, 50% reduction in transport disruptions due to internal factors

8. Shinkansen—Enhance 1) Sanyo Shinkansen Line



- 1) Further increase the safety and reliability
- 2) Maintain and increase market share versus competing transportation modes (LCC, opening of Iwakuni Kintaikyo Airport, increase in arrival and departure slots at Haneda Airport)
- 3) Expand business area as population declines in earnest
- 1) Promote measures to sustain sound facilities and services into the future, enhance ability to respond to natural disasters
 - i. Maintain and manage tunnels, elevated railway tracks, and other structures appropriately, introduce new ATC
 - ii. Advance earthquake and tsunami countermeasures and derailment prevention measures
- 2) Increase market share by heightening competitiveness
 - Enhance and publicize competitive advantages
 - Enhance and publicize frequency, on-board communications environment, Internet reservations, punctuality, and comfort
 - Introduce N700A
 - Expand the variety of special tickets and products
- 3) Expand business area by creating new demand
 - i. Capture seniors' demand
 - Strengthen membership organization initiatives (Club DISCOVER WEST, Zipangu Club), roll out new products in line with needs
 - ii. Capture inbound demand
 - Develop West Japan tourism routes, increase and improve products, and enhance at stations, etc. reception systems for visitors to Japan
- 4) Entrench and expand benefits of direct service with the Kyushu Shinkansen Line
 - o Continue campaigns and product development in cooperation with local communities

Enhance profitability of Sanyo Shinkansen Line further as pillar of operations going forward

2) Hokuriku Shinkansen Line





*1 Line usage fees are determined at a level (fixed amount) that does not exceed the earnings received and which balances JR-West's revenues and expenses over the 30-year period after beginning operations.

We have not included the increase in revenues and line usage fees in this medium-term management plan because at the present juncture we have not determined the timetables and fare structures that form the basis of their calculation, making objective and rational calculation difficult.

*2 Travel time: This is based on a comparison with the fastest train service to Tokyo using conventional lines as of March 2012 and assumes an average Shinkansen speed of 190km/h.

1) Promote Usage

- . Increase travel between Hokuriku and Tokyo metropolitan area
- Development tourism routes in cooperation with communities and travel companies and conduct Hokuriku destination campaigns
 Average travel volume per day between Ishikawa/Toyama
- Introduce highly convenient Internet reservations
- ii. Maintain and increase travel between Hokuriku and Kansai
- iii. Develop and publicize Hokuriku route for travel between Kansai and Joetsu
- 2) Prepare for beginning of operations to Tsuruga
 - Develop technology for gauge change trains

 Average travel volume per day between Ishikawa/Toyama and Kanto area (FY2012)
 (People)

| | Railway | Aircraft | Total | Market share |
|----------------|---------|----------|--------|--------------|
| Ishikawa–Kanto | 2,823 | 4,448 | 7,271 | 38.8% |
| Toyama–Kanto | 2,895 | 1,954 | 4,849 | 59.7% |
| Total | 5,718 | 6,402 | 12,120 | 47.2% |

* Estimates based on "Air Transportation Statistics" of Ministry of Land, Infrastructure, Transport and Tourism, etc.

Advance preparation for beginning operations on the Hokuriku Shinkansen Line and maximize benefits of beginning operations

10. Kansai Urban Area—Improve 1)

- 1) Increase and maintain market scale and JR West's share as population declines in earnest while city-center population increases again
- 2) Increase appeal of railway belts by developing terminal stations and effectively exploiting underutilized assets
- 3) Maintain and increase market share by enhancing transportation quality (reduce transport disruptions even further and minimize train delays when transport disruptions occur)

Increase the value of railway belts

- 1) Make Kansai urban area appealing
 - i. Create convenient railway lines that people want to reside in railway belts and are easy to use
 - Integrate development of stations, such as conversion to over-track stations and building of new stations, with community development
 - Develop terminal stations (enhance Osaka Station City's customer drawing power, Sannomiya Station, Tennoji Station, etc.)
 - Enhance and expand lifestyle-related services (develop Eki Naka (in-station) and station buildings, lifestyle-support facilities for child-rearing, etc.)
 - ii. Enhance the Osaka Loop Line
 - Upgrade stations, enhance appeal of areas under elevated railway tracks and around stations (Morinomiya Station, etc.)
 - iii. Build more convenient railway network
 - Advance creation of seamless railway network (from March 23, 2013, start of nationwide reciprocal use of transport IC cards)
 - Promote new underground station facilities in step with development of Umekita and Osaka Higashi Line (northern part)
- 2) Increase quality of transportation
 - Pursue safe, reliable transport service
 - Replace rolling stock, introduce new safety system, increase safety at level crossings, increase facilities for turn back operation, take natural disaster countermeasures
 - · Increase and improve guidance for customers during transport disruptions







11. Kansai Urban Area—Improve 2) Make Kansai urban area appealing





Encourage usage inside and outside Kansai urban area through integrated efforts of railway and non-railway operations to increase Osaka Loop Line's customer drawing power and the value of railway belts



Pursue sustainability as population declines and disparities among areas grow

- 1. Undertake development of operations that is based on close ties to areas
- 1) Encourage usage
 - i. Undertake integrated Group efforts contributing to station-centered community development
 - · Build relationships with local authorities and collaborate with local companies
 - ii. Encourage usage by working together with local communities to promote tourism
 - Destination campaigns (July–September 2013: Hiroshima, September–December 2014: Wakayama)
 - Introduce new luxury trains
 - iii. Enhance Hiroshima and Okayama metropolitan areas
 - Enhance and expand railway network

(Extend Kabe Line, establish new station (provisional name: Hakushima), renew safety systems and rolling stock)

· Enhance station's functions as terminal

(Convert Hiroshima station into over-track station, develop stores)

- 2) Build efficient operational system
 - Set train schedules that meet customer needs
- 2. Aim for sustainable regional transportation
 - Seek appropriate form for regional transport through exploration with areas of optimal transportation modes



New Shimonoseki Station Building March 2014 (plan)

Undertake development of operations that is based on close ties to areas and seek appropriate form for regional transport

13. Other West Japan Areas—Invigorate

2) Enhance Hiroshima metropolitan area



Enhance functions as terminal : Invigorate area around Hiroshima Station by redeveloping areas north and south of Hiroshima Station

Expand and improve city network: Renew rolling stock, introduce new safety systems, establish new stations, etc. in Hiroshima metropolitan area



Encourage railway usage and expand non-railway operations through integrated efforts of railway and non-railway operations to enhance Hiroshima metropolitan area 13



Take on the challenge of expanding lifestyle-related service businesses and developing/nurturing new fields of business

1) Strengthen and expand existing businesses

- i. Achieve qualitative improvements by strengthening products and service capabilities (sales of goods and food services, shopping center businesses)
- ii. Implement aggressive development in new regions (regions other than those alongside tracks and those in our service area)
 - Expand business hotel openings in major urban areas. Strengthen real estate development/leasing businesses in Tokyo metropolitan area, Fukuoka area, etc.
- iii. Consider participating in businesses around main stations
- 2) Use Group's management resources optimally
 - i. Optimize overall use of Group assets
 - Promote terminal station development (Sannomiya Station, etc.)
 - Create business spaces and exploit underutilized assets effectively
 - ii. Increase appeal through combined initiatives with existing businesses
 - Implement a thorough reevaluation of OSAKA STATION CITY North Gate Building
 - Strengthen collaboration between railway and non-railway operations (card businesses, etc.), optimize overall business management by reorganizing subsidiaries, etc., advance area management
- 3) Develop and pioneer new business formats and business fields
 - . Develop new business formats for lifestyle services business
 - ii. Move into new business fields through such means as the effective use of assets and technologies
 - · Step up development of rehabilitation services business
 - Enter renewable energy business, consider agriculture-related businesses (indoor hydroponic cultivation business)
 - iii. Establish new business-matching capabilities promote business development
- 4) Consider business development with sights set on global market

Establish earnings foundations for JR-West Group aimed at long-term sustainable growth as population declines in earnest



"Piole" shopping center, new Himeji Station building April 2013 (plan)



Photovoltaic power generation business in Asa

15. Business Development—Develop

2) Encourage use of Osaka Station City





16. Forecasts for Transportation Revenues



Transportation revenues



Kansai urban area



Shinkansen



Other conventional lines

150

* We have not included the reduction in revenues due to the separation of the management of conventional lines running parallel to the Hokuriku Shinkansen Line, which will result from the beginning of operations on the Hokuriku Shinkansen Line to Kanazawa (End of FY2015, plan).



16

17. Forecasts of Nonconsolidated Operating Expenses





* Non personnel costs: Energy costs, maintenance costs, miscellaneous costs, taxes, rental payments, etc. However, we have not included rental payments (line usage fees) accompanying the beginning of operations on the Hokuriku Shinkansen Line due to the difficulty of objective and rational calculation.

Rebuild methods for appropriate maintenance and management of railway infrastructure that reflect increases in equipment and facilities, diversification of equipment and facilities, and decrease in working-age population, etc.

- \circ Increase maintenance efficiency \rightarrow Reform and automate maintenance methods
- $\circ~$ Curb rise in equipment and facilities requiring maintenance \rightarrow Standardize functions and specifications, optimize transportation capabilities, streamline or remove equipment and facilities
- \circ Increase work efficiency and enhance construction capabilities \rightarrow Mechanize work and strengthen maintenance bases

Advance vigorously by promoting horizontal, cross-sectional cooperation

Based on assured safety, build sustainable maintenance system and aim to keep maintenance costs at current level over medium-to-long term

18. Business Results Forecast for FY2018 (consolidated)



(¥billion)

| Result FY2012/3 | Forecast FY2013/3 (As of 1/30) | | Forecast FY2018/3 | Change versus FY2013/3 |
|--------------------|---|--|---|--|
| 1,287.6 | 1,289.0 | | 1,306.0 | 17.0 |
| 839.0 | 840.4 | | 836.0 | (4.4) |
| 233.5 | 235.8 | | 241.0 | 5.2 |
| 93.5 | 89.5 | | 101.0 | 11.5 |
| 121.4 | 123.3 | | 128.0 | 4.7 |
| 109.7 | 121.0 | | 127.5 | 6.5 |
| 76.7 | 86.5 | | 80.5 | (6.0) |
| (2.9) | (1.6) | | 5.5 | 7.1 |
| 25.9 | 26.2 | | 33.0 | 6.8 |
| 10.3 | 10.2 | | 9.0 | (1.2) |
| 82.4 | 96.0 | | 106.5 | 10.5 |
| 29.4 | 56.0 | | 66.0 | 10.0 |
| 758.7 | 765.0 | | 764.0 | (1.0) |
| 4.1% | 4.6% | | 4.7% | + 0.1% |
| 4.2% | 7.8% | | 7.3% | ▲ 0.5% |
| 279.1 | 282.5 | | 292.5 | 10.0 |
| | FY2012/3 1,287.6 839.0 233.5 93.5 121.4 109.7 76.7 (2.9) 25.9 10.3 82.4 29.4 29.4 758.7 4.1% 4.2% | ResultFY2013/3 (As of 1/30)1,287.61,289.0839.0840.4233.5235.893.589.5121.4123.3109.7121.076.786.5(2.9)(1.6)25.926.210.310.282.496.029.456.0758.7765.04.1%4.6%4.2%7.8% | Result FY2012/3 FY2013/3 (As of 1/30) 1,287.6 1,289.0 839.0 840.4 233.5 235.8 93.5 89.5 121.4 123.3 109.7 121.0 76.7 86.5 (2.9) (1.6) 25.9 26.2 10.3 10.2 82.4 96.0 29.4 56.0 758.7 765.0 4.1% 4.6% 4.2% 7.8% | Result FY2012/3FY2013/3 (As of 1/30)Forecast FY2018/31,287.61,289.01,306.0839.0840.4836.0233.5235.8241.093.589.5101.0121.4123.3128.0109.7121.0127.576.786.580.5(2.9)(1.6)5.525.926.233.010.310.29.082.496.0106.529.456.066.0758.7765.0764.04.1%4.6%4.7%4.2%7.8%7.3% |

Notes:

Operating revenues are the revenues from third parties (= customers)

Operating income by segment is before eliminating internal transactions.

For transportation revenues, "Transportation" comprises JR-West's railway revenues in transportation operations.

Figures in brancket () are negative values.

19. Capital Expenditure Plan (consolidated)





FY2014-FY2018 plan

Cash earmarking and prioritization (unchanged from previous medium-term management plan)



Returns to shareholders

Reflecting our emphasis on providing stable shareholder returns over the long term, we will continue providing returns to shareholders based on consideration of total shareholders' equity.

Cash flows from operating activities

Specifically, in light of the usage situation following the commencement of operations to Kanazawa on the Hokuriku Shinkansen Line and progress toward achievement of the targets set out in Medium-Term Management Plan 2017, we will aim for a rate of total distribution on net assets* of around 3% for FY2018.

* Rate of total distribution on net assets (%) = (total dividends + acquisitions of treasury stock) \div consolidated net assets × 100



21. Financial Benchmarks





Consolidated ROA

(%)



Note: Because this plan does not include the increases in revenues and line usage fees accompanying the beginning of operations on the Hokuriku Shinkansen Line to Kanazawa (End of FY2015, plan), it will be revised as required.

FY2013 forecast

FY2018 forecast

22. Toward Realization of "Our Future Direction"



| ¥1,289 billi | ed operating revenues on | Consolidated o ¥1,306 billion (forecast) | operating revenues | Consolidated operating revenues Toward ¥1,400 billion |
|---|--|--|---|---|
| (forecast) Period for aiming to restore trust and business results • 2 major projects | "Medium-Term Management Plan 2017" Period for contributing to the establishment of a foundation management (Shinkansen)—Strengthen potential— Enhance safety and trust further Conduct appropriate maintenance management for structure ATC, countermeasures for disasters Increase market share (enhance competitiveness) Develop on-board communications environment, enhance reservations, introduce N700A Expand business area: Initiatives to capture seniors' dematidemand Maximize benefits of beginning operations on Hokuriku SF (Kansai Urban Area)—Improve the area value— Pursue safe, reliable transport service (renew rolling stock safety assurance systems, etc.) Establish new stations and prepare for beginning of operations (Maya (provisional name), Sojiji (provisional name), Umek underground station, Osaka Higashi Line (northern part)) Increase the value of railway belts through integrated effort non-railway operations: Enhance Osaka Loop Line (Other West Japan Areas)—Invigorate the strength— Enhance Hiroshima metropolitan area (improve Hiroshima new stations, renew rolling stock, etc.) Seek appropriate form for regional transportation (Business Development)—Develop New Business— Develop areas beyond railway belts and JR-West's service aggressively (Tokyo metropolitan area, Fukuoka, etc.) Advance development of terminal stations (Sannomiya Station, Terminal stations (Sannomiya Station, Terminal stations) | ation for decisive | Period for stepping up efforts (Shinkansen) Enhance safety and realize highers ATC Enhance passenger services by de communications environment Expand and improve Shinkansen n operations to Tsuruga on Hokuriku Realize usage by widening custome (Kansai Urban Area) Enhance transportation quality Expand and enhance next-generatinew stations and beginning operations Realize appealing railway belts (Other West Japan Areas) Enrich metropolitan areas and contubuilding Realize optimal regional transportation etc.) (Business Development) Strengthen, expand existing busine Expand businesses by developing I buildings, etc. Develop new business formats and areas | speeds by introducing new veloping on-board etwork by beginning Shinkansen Line er base on network by establishing ons on new lines ribute to community tion (realize modal transfer, sses arge-scale station |

Cautionary Statement Regarding Forward-Looking Statements

- This presentation contains forward-looking statements that are based on the current expectations, assumptions, estimates, and projections of JR-West about its business, industry, and capital markets around the world.
- These forward-looking statements are subject to various risks and uncertainties. Generally, forward-looking statements can be identified by the use of forward-looking terminology such as "may," "will," "expect," "anticipate," "estimate," "plan," or similar words. These statements discuss future expectations, identify strategies, contain projections of results of operations or of JR-West's financial condition, or state other forward-looking information.
- Known or unknown risks, uncertainties, and other factors could cause actual results to differ significantly from matters as expressed in any forward-looking statements. JR-West cannot promise that the expectations expressed in these forward-looking statements will be correct. JR-West's actual results could be markedly different from or worse than expectations.
- Important risks and factors that could cause actual results to be significantly different from expectations include, but are not limited to:
 - Expenses, liability, loss of revenue, or adverse publicity associated with property damage or casualties;
 - Economic downturn, deflation, and population decline;
 - Adverse changes in laws, regulations, and government policies in Japan;
 - Service improvements, price reductions, and other strategies undertaken by competitors such as passenger railway companies and airlines;
 - Earthquake and other natural disaster risks; and
 - Failure of computer telecommunications systems disrupting railway or other operations
- All forward-looking statements in this presentation are made as of March 18, 2013, based on information available to JR-West as of March 18, 2013. JR-West does not undertake to update or revise any of its forward-looking statements or reflect future events or circumstances.
- Furthermore, future compensation and other expenses for damages related to the train accident that occurred on the Fukuchiyama Line on April 25, 2005, have not been included in the forecasts of this presentation due to the difficulty of rationally estimating amounts at this juncture.

This document can be viewed at the JR-West Web site. Investor Relations, JR-West Web site http://www.westjr.co.jp/company/ir/