Discount Pass for Foreign Tourists  
**JR TOKYO Wide Pass**  
Can now be collected on dedicated terminals  

~ Second Verification Test by the JR East Group and WAmazing ~

The East Japan Railway Company (President: Yuji Fukasawa; hereinafter “JR East”) and JR East Start UP Co., Ltd. (President and CEO: Hiroshi Shibata; hereinafter “JR East Start UP”) are going to conduct a second verification test with WAmazing, Inc. (President and CEO: Fumiko Kato; hereinafter “WAmazing”), creator of a tourism platform service directed to foreign nationals visiting Japan.

In the first verification test, which was held over the months January – March 2019, JR East sold the JR TOKYO Wide Pass outside Japan for the first time using an app operated by WAmazing. This pass allows foreign nationals unlimited rides on JR East trains for three days, covering popular tourist destinations such as Mount Fuji, Nikko, and GALA Yuzawa. For the second verification test, we have developed a dedicated terminal (collection machine) with which the pass can now be collected.

In 2018, the yearly number of foreign nationals who visited Japan topped 30 million for the first time. The demand associated with these inbound tourists is steadily rising. With the approach of 2020, there is also projected to be an increase in the number of visitors from abroad who use discount transportation passes. We are going to continue making efforts toward the provision of services enabling the purchase and collection of tickets without waiting in queues, so that even more visitors can use our products and services.

1. **How to Purchase and Collect JR TOKYO Wide Pass**

   **Purchase**
   
   Reserve and pay online on the WAmazing website ⇒ QR code will be issued upon payment

   **Collection**
   
   The purchaser can collect their own pass, using the dedicated terminal ⇒ QR code and passport will be checked upon collection at the dedicated terminal (collection machine)

   **Transportation**
   
   You are now ready to use the JR TOKYO Wide Pass and head to your destination!

WAmazing website: https://www.wamazing.comticket/tickets/twp
3. Campaign Implementation

Along with the launch of sales of the JR TOKYO Wide Pass through WAmazing, we are implementing a sales promotion campaign in combination with GALA Yuzawa products.

(1) Campaign Title: WAmazing SNOW × shinkansenSKI with GALA (tentative)
(2) Campaign Period: From December 23 (Mon.), 2019 onward – until stock lasts on a first-come, first-served basis
(3) Campaign Outline:
   (i) Giving away a free SIM with purchase of the GALA Yuzawa Product + JR TOKYO Wide Pass package
   (ii) Discount on purchase of the GALA Yuzawa Product + JR TOKYO Wide Pass package
        First 100 customers..................Discount of 2,000 yen
        Next 1,000 customers...............Discount of 1,000 yen
   (iii) Giving away a discount coupon for use at stores in GALA Yuzawa, with purchase of the GALA Yuzawa Product + JR TOKYO Wide Pass package

< Reference >

1. What is the JR TOKYO Wide Pass?

A discount pass sold by JR East, for foreign tourists. Pass holders get unlimited rides for three days using reserved seats on Shinkansen and limited express trains in and around the Kanto area.

(1) Sale Price: Adult (12 years old or older): 10,180 yen, Child (6-11 years old): 5,090 yen
(2) Active Period: 3 consecutive days
(3) Sale Locations: JR East Travel Service Centers and other outlets at airports and terminal stations in the Tokyo Metropolitan Area
(4) Purchase/Usage Conditions: Customers of foreign nationality with passports from a country other than Japan
(5) URL for additional information: http://www.jreast.co.jp/multi/pass/tokyowidepass.html

2. What is WAmazing?

WAmazing is a start-up company established in July 2016 that offers a tourism platform service aimed at foreign tourists. Users of their service can make reservations for lodging facilities, leisure facilities, etc. through the Internet, apps, and WeChat. They have grown their user base by providing free SIM cards at 22 airports in Japan regularly serviced by international flights and are currently expanding their business to the ASEAN countries, in addition to Taiwan, Hong Kong, and China.

WAmazing was also one of the companies chosen in the 2017 JR East Startup Program.
3. What is the JR East Startup Program?

The program asks venture companies and various idea makers to submit business/service proposals that utilize JR East’s stations and railways, as well as the managerial resources and informational assets of its group businesses, and works towards the implementation of these proposals by refining them. It was first held in fiscal 2017, and has led to the adoption of 42 proposals so far. It was selected for the Minister of Economy, Trade and Industry Award in the First Japan Open Innovation Prize hosted by the Cabinet Office in fiscal 2018. Verification tests have been conducted in a wide range of fields including railways and IT business, and some of the projects have reached the level of practical utilization.

<table>
<thead>
<tr>
<th>Location</th>
<th>Shimbashi Kikuei Building 9F, 5-13-1 Shimbashi Minato-ku, Tokyo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Representative</td>
<td>Fumiko Kato, President and CEO</td>
</tr>
<tr>
<td>Date Established</td>
<td>July 2016</td>
</tr>
<tr>
<td>Capital Fund</td>
<td>100 million yen (including legal capital surplus)</td>
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<td>Business Area</td>
<td>Planning and operation of WAmazing, a tourism service for foreign tourists</td>
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<tr>
<td>Company URL</td>
<td><a href="https://corp.wamazing.com/">https://corp.wamazing.com/</a></td>
</tr>
</tbody>
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What is JR East Start UP Co., Ltd.?

JR East Start UP Co., Ltd. is a corporate venture capital company that drives joint development between start-up companies and the JR East Group.

Location: 12 SHINJUKU 1201, 1-1-6 Nishi-Shinjuku, Shinjuku-ku, Tokyo
Representative: Hiroshi Shibata, President and CEO
Stockholder: East Japan Railway Company (100%)
Date Established: February 20, 2018
Amount of Investment: 5 billion yen
Contact Information: E-mail [info@jrestartup.co.jp](mailto:info@jrestartup.co.jp)