

## BTM Service Alliance between JR East and JTB

8 April 2005

East Japan Railway Company

JTB Corporation

East Japan Railway Company (JR East) will join forces with JTB Business Travel Solutions, Inc (JTB-BTS) of the JTB Group to provide a comprehensive business travel management service (BTM Service) from April 2006.

The alliance of JR East, Japan's largest railway company, and JTB-BTS, the country's leading provider of BTM services, will not only increase the efficiency with which JR tickets can be arranged and paid for under the BTM service, but will also provide for establishment of a total business travel service that includes airline tickets and hotel vouchers.

### 1. Details of the alliance

- (1) JR East is currently planning to upgrade its existing 'home delivery' ticket sales system (*Takuhai System*) for corporate customers by developing an additional system that will give corporate customers the convenience of purchasing their tickets online. By combining the functions of this new system with JTB-BTS's B+PLUS business travel management system for corporate customers, the alliance will enable customers to order JR tickets using the B+PLUS system.
- (2) Under JTB-BTS's current system, JR ticketing operations for corporate customers, such as the purchasing, changing and refunding of tickets, require physical delivery. The alliance will enable customers to order JR tickets by connecting to JR East's new system for corporate customers through B+PLUS making it possible to issue, change and refund tickets in real time as is currently possible for airline tickets and hotel vouchers.

(3) In addition to enabling corporate customers to make arrangements for domestic or overseas business travel through B+PLUS, including arranging JR tickets, airline tickets and hotel vouchers, all in real time, it will also be possible to make payments at the same time, thus greatly enhancing the business travel management service. Moreover, customers will be able to choose whether to print their tickets on a ticket printer installed in their office or picking them up at a JR East station, whichever is most convenient for their travel plans.

2. Alliance start date

Scheduled for April 2006

#### Notes

1. **What is BTM?**

BTM is an acronym for Business Travel Management, a concept which originated and developed in Europe and the United States. BTM is a service for the comprehensive management and provision of domestic and overseas business travel solutions tailored to the needs of individual corporate customers, including JR and airline travel arrangements and accommodation. It provides solutions with high added value, including optimization of purchasing, cost reduction from improved administration, risk management, 24-hour service and system construction.

2. **An outline of JTB Business Travel Solutions, Inc.**

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|------------------------|--|
| 1. Business activities | BTM (Business Travel Management) services<br>(Consulting on domestic and overseas business travel, sales of domestic and overseas airline and railway tickets, planning and arrangement of corporate group travel and incentive tours, etc.) |
| 2. Capital             | ¥490 million   |
| 3. Shareholders        | JTB Corporation (70%)<br>Carlson Wagonlit Travel (CWT) (30%)   |
| 4. Representative      | Ken Hibino, Representative Director & President  |

5. Location of head office Tokyo Park Side Building, 5-8-40 Kiba, Koto-ku,  
Tokyo
6. Number of employees 510 (as of March 2005)
7. Sales volume ¥58,000 million
8. Website <http://www.jtb-cwt.com>

#### Enquiries

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