



## JOINT MEDIA RELEASE

### **FINNAIR SEEKS APPROVAL TO JOIN CURRENT BRITISH AIRWAYS AND JAPAN AIRLINES JOINT BUSINESS AGREEMENT ON FLIGHTS BETWEEN JAPAN AND EUROPE**

**TOKYO JULY 1, 2013:** The first step has been taken to enable Finnair to join British Airways and Japan Airlines (JAL) in their successful joint business on flights between Europe and Japan. The three airlines intend to cooperate commercially by sharing revenue and by coordinating flight schedules and fares in order to offer greater benefits to customers travelling between Europe and Japan.

The new joint business arrangement is subject to regulatory approvals.

Bringing Finnair into the agreement will not only strengthen the joint business, it will also enable the **oneworld®** alliance to compete more effectively around the world with other global alliances. British Airways and JAL entered into a joint business arrangement in October 2012 providing their customers with better links between the EU and Japan, with more flight choices and enhanced frequent flyer benefits. The addition of Finnair to the joint business will further enhance these customer benefits and allow the three airlines to cooperate on expanding their presence within and to and from this important market.

"We are pleased to have taken one giant leap to include our **oneworld** partner Finnair in our joint business with British Airways," said Yoshiharu Ueki, President of Japan Airlines. "With the strengthened partnership, we can improve our efficiencies to provide the travelling public between Europe and Japan with a more comprehensive network."

Keith Williams, chief executive of British Airways said, "The inclusion of Finnair in the joint business will strengthen the ties between East and West in this vital and growing market."

Pekka Vauramo, CEO of Finnair, conveyed, "We are delighted to deepen our cooperation with our **oneworld** partners JAL and British Airways, which are both leading carriers in their home markets. Japan is one of Finnair's core markets and we look forward to the benefits this strategic joint business agreement will bring to our customers and other stakeholders."

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Notes to editor

- Finnair flies daily from Helsinki to Tokyo, Osaka and Nagoya
- British Airways operates from Heathrow to Tokyo's Narita and Haneda airports
- Japan Airlines daily operates from Tokyo's Narita and Haneda airports to London and Paris as well as from Tokyo's Narita to Frankfurt. Japan Airlines will launch new daily non-stop service between Tokyo's Narita and Helsinki from July 1, 2013.

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