



Joint Press Release

JAL Flies The Flag For Responsible Sourcing

Tokyo April 16, 2015: Sedex is delighted to welcome Japan Airlines (JAL) to its global membership. JAL is the first airline in Asia to join Sedex to further its responsible procurement strategy.

JAL will use Sedex's global platform and industry leading tools and resources to drive transparency and gain visibility of its global supply chain, monitor and manage risk and engage with its suppliers to improve standards.

The airline joins a growing number of global brands that are working with Sedex to extend their Corporate Social Responsibility (CSR) approach beyond their direct sustainability impacts to also consider impacts arising from their global supply chain.

The JAL's Group CSR strategy aims to meet the expectations of society, address social issues, and pass on a better society to future generations through its core air transport business as the 'Wings of Japan'. JAL have recognised the need to demonstrate leadership on responsible sourcing, choosing to work with Sedex to further their goals.

Dan Murray, Head of Business Development at Sedex, said "We applaud JAL for their leadership on sustainability issues and are delighted that such a well-respected brand has chosen to work with Sedex to implement its responsible sourcing programme".

Toshiki Oka, Executive Officer of JAL Purchasing, said "Japan Airlines is committed to improving the relationships with our business associates and to ensuring the sustainability of our supply chains. Sedex's tools to help drive improvements in responsible and ethical business practices in global supply chains are indispensable as we continue to develop our supply chains to meet our corporate policy, which is to increase corporate value and contribute to the betterment of society".

Hiroshi Ishida, Executive Director of Caux Round Table and Sedex Global Representative in Japan, said "In joining Sedex JAL gains access to the world's largest collaborative platform for driving improvements in responsible sourcing. We look forward to supporting JAL to help them get the most out of their Sedex membership".

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Notes to editors

About Japan Airlines (JAL)

Japan Airlines (JAL) was founded in 1951 and became the first international airline in Japan. A member of the **oneworld** alliance, the airline now reaches more than 254 airports in 41 countries and regions together with its codeshare partners with a modern fleet of more than 220 aircraft. JAL Mileage Bank (JMB), the airline's loyalty program, has reached over 28 million members worldwide. Awarded the most punctual major international airlines in 2009, 2010, 2012 and 2013, JAL is committed to providing customers the highest levels of flight safety and supreme quality in every aspect of its service, and aims to become its customers' most favored airline in the world. For more information, please visit <http://www.jal.com/en/outline/>

About Sedex

Sedex (www.sedexglobal.com) works with buyers and suppliers around the world to deliver improvements in responsible and ethical business practices in global supply chains. Our mission is to drive collaboration, increase transparency and build the capacity that's needed to raise standards across all tiers of the supply chain. We offer the world's largest collaborative platform for managing and sharing ethical supply chain data, along with leading-edge services which multi-national companies use to understand, monitor and manage supply chains risks and improve standards. Our global membership totals over 38,000 buyers, suppliers and audit firms, including key sustainability thought leaders.