

1. What we aim to do ~ Expansion of our Business Domain ~

Medium Term Management Plan 2017-2020

I-3 Positioning and Direction

MEDIUM TERM MANAGEMENT PLAN
2017-2020



To realize JAL Vision,
the theme of the New Medium Term Management Plan is
"Challenge, Leading to Growth"

1 × 2 = 3
Global Airline Values one step ahead Continuous growth

Refine Our Full Service Carrier Business



Cater to the diversifying customer needs and values towards travel

Make active use of Narita Airport expansion

Increase the number of tourists and visitors to and from Japan
Contribute to achieve the Government's target of 60 million visitors to Japan in 2030

Drive our future growth in both Full Service and Low Cost business jointly by providing new values to our customers through the launch of a Mid to Long Haul Low Cost business

2. Our Challenge ~ Targeted Area and Concept ~



**International
Mid to Long Haul**
New Company's Target
(787 Range)
~Potential Demand Growth~

**International Short
Haul and Domestic**
Narrow Body Area
Jetstar Japan

Jetstar★

787 Range : Approx.13,000km

New Business Model

Self Customization according to
Value sought by the customer

New Brand Concept

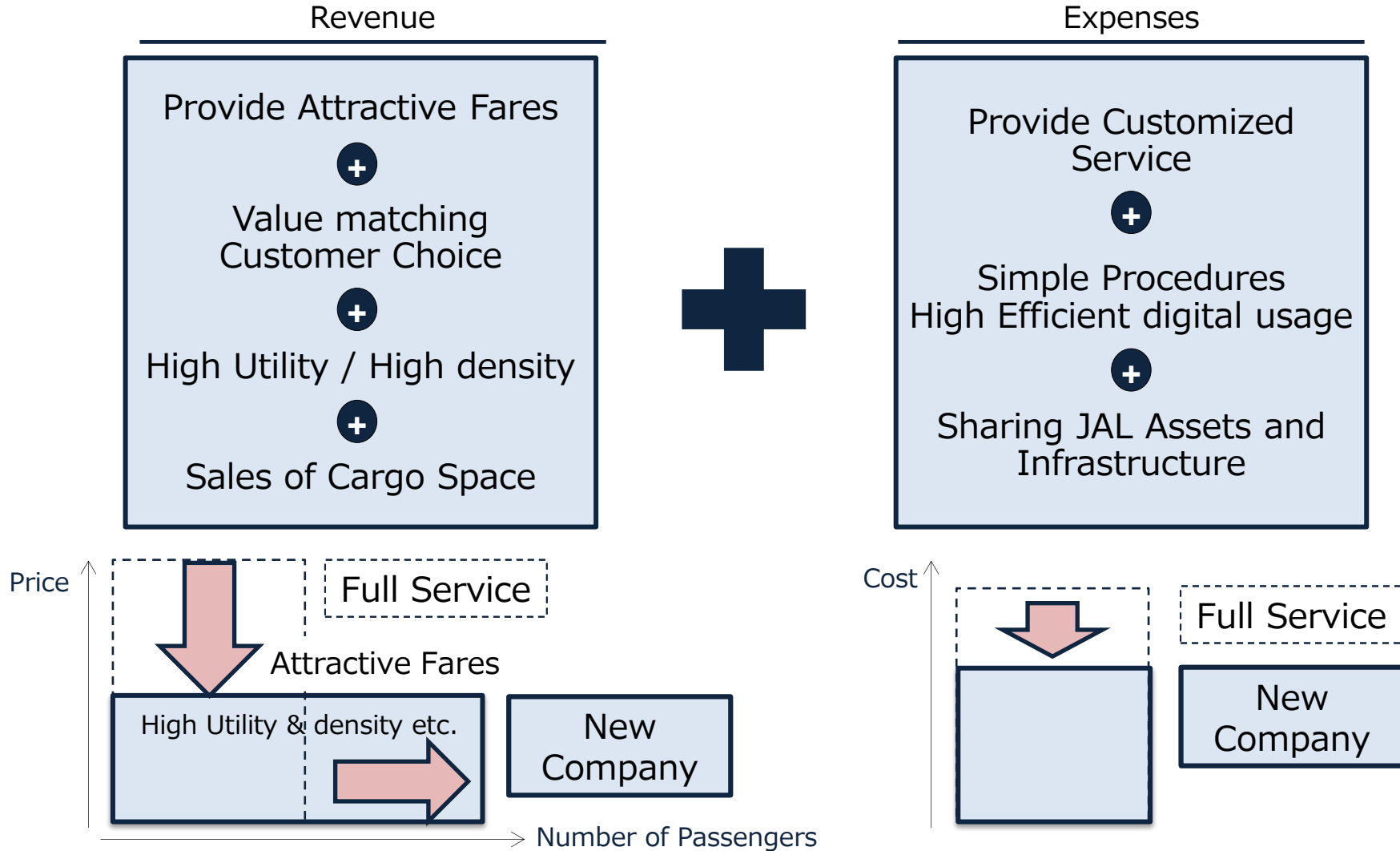
"Safe" and "Secure" based for
"Simple" and "Advanced"

New Product and Service

Introducing New Service using
New Technology

**Provide a new alternative through a Mid to Long Haul Low Cost
LCC model from Japan**

3. Business Structure



Attractive fares from high productivity and providing services one step ahead, we aim to be the choice of a wide range of customers

4. Our Challenge ~ Image of What we aim to achieve~

Full Service Carrier

Premium

Full Package

Formal

Luxury



New Company

- ✓ Deliver the value sought by each diversified customer
- ✓ Suitable cabin configuration for Mid to Long Haul flight

Reasonable

Value

Conscious

Personal

**Safe, Secure,
Japan Value**

We aim to provide value sought from our customers.