

## Japan Airlines Wins New Diversity Management Selection 100 Award & Nadeshiko Brand Award for the Fourth Consecutive Year

**Tokyo, March 22, 2018** - Japan Airlines (JAL) today was recognized by the Ministry of Economy, Trade and Industry (METI) with the company's first New Diversity Management Selection 100 award (1), and also won the Nadeshiko Brand award (2) for the fourth consecutive year. The Nadeshiko Brand awards are co-selected on an annual basis by the Ministry of Economy, Trade and Industry (METI) and Tokyo Stock Exchange (TSE).

### Initiatives recognized by the METI - New Diversity Management Selection 100 Award

- Prioritize "Diversity & Inclusion" (D&I) as a core management strategy and pursuing the JAL Vision; as highlighted in the company's 2017-2020 Medium Term Management Plan to "Transform JAL into a truly global airline" and "Creating new values one step ahead of competitors."
- Nurturing human resources on a global scale, resulting in an increase of sales outside of Japan.
- Create new values by implementing workstyle innovation policies, while promoting D&I.

### Initiatives recognized by the METI and TSE - Nadeshiko Brand Award

- Vigorously promoting "Diversity & Inclusion" (D&I) by transmitting annual messages from top management
- Continuously hold seminars to raise awareness for management to support career development programs for female employees.
- Cultivating awareness on career formation through "JAL Nadeshiko Lab" - a JAL Group cross-section project to promote active participation by employees.



JAL promotes diversity by harnessing the values of each employee, regardless of any external attributes such as gender, nationality, age, sexual orientation, or gender identification. JAL will remain committed to pursuing Diversity & Inclusion on a global scale.

(1) The New Diversity Management Selection 100 selects companies that are promoting the values of all employees with an emphasis on female staff, foreigners, senior citizens, and staff with disabilities to create innovation and produce results to increase labor productivity.

(2) The Nadeshiko Brand award is implemented every fiscal year as a joint effort by the METI and TSE to select and announce companies that are promoting active participation by female employees.