



JAL Selected as DX Stocks 2023

This is the fifth time JAL has been selected, following its predecessor, Competitive IT Strategy Company Stock Selection.

The following initiatives were recognized in the selection;

- JAL has built and operated a system infrastructure that can meet the needs of each customer, and has deepened existing services, including a complete reform of the domestic fare structure and the introduction of new transfer fares.
- Including the commercialization of drone operations in fiscal 2023, JAL is steadily promoting drone projects. JAL is also challenging on a new business model by establishing an operating platform to manage safe drone operations.



Award Ceremony for Selected Companies



DX銘柄2023
Digital Transformation

JAL was selected as one of the DX Stocks (*1) 2023 by the Ministry of Economy, Trade and Industry, the Tokyo Stock Exchange, and the Information-technology Promotion Agency.

In addition to JAL's DX promotion system, the selection was based on recognition of the deepening of existing airline services and the full launch of initiatives in new business areas.

JAL will continue to accelerate its ESG strategy through the promotion of DX to realize new social and economic value, leading to medium- and long-term growth.

【JAL's DX Initiatives】

① Complete domestic fare reform project (*2)

JAL has built a system infrastructure that is compatible with digital technology, with the aim of establishing a business model to provide services that meet the needs of each customer in the



future. In this fare reform project, JAL has taken advantage of this new platform to fundamentally revise the complicated and confusing previous fare system to one that is simple and easy for customers to understand. In addition, JAL worked to deepen existing services, such as the introduction of a new transfer fare.

JAL will continue to strive for customer-centric retail digital transformation, creating new value by providing additional services that meet customers' preferences.

② JAL Drone Project

With the goal of “Realize seamless transportation in all regions,” JAL is promoting the air mobility business of drones and flying vehicles by combining JAL’s accumulated expertise in safe operations with advanced technology, in collaboration with various industries and companies, as well as national policies. As the first step toward achieving this goal, we aim to commercialize drone operations in Amami Setouchi-cho in fiscal 2023. (*4)

In the future, JAL aims to establish an operational platform to support operators who utilize drones through safe operation management mechanisms such as remote operation management, efficient operation of multiple aircraft, and airspace adjustment. JAL will lead the expansion of the drone industry and the monetization of the business.



(*1) Since 2020, DX Stocks are selected jointly by Ministry of Economy, Trade and Industry, and the Tokyo Stock Exchange. Companies that engage in “DX (Digital Transformation)” that will utilize digital technology to radically transform their business models, etc. and lead to new growth and stronger competitiveness will be selected.

(*2) Press Release dated February 10, 2022

“JAL Group Announces Renewal of Domestic Flight Fares As of April 12, 2023”

<https://press.jal.co.jp/en/release/202202/006521.html>

(*3) Information on new domestic fares : <https://www.jal.co.jp/jp/en/dom/fare-change-2023/index.html>

(*4) Press Release dated November 28, 2022

“JAL conducts demonstration of drone implementation model to support island life”

<https://press.jal.co.jp/en/release/202211/007077.html>

●Reference

JAL Air Mobility website : https://www.jal.com/ja/air_mobility/