JAL's efforts were evaluated and selected as DX Stocks 2021

~Promote digital transformation integrating human resources and technology to maximize both customer experience and employee experience ~

28.JUNE 2021

The JAL Group was selected as one of the DX Stocks 2021※1 to be jointly conducted by Ministry of Economy, Trade and Industry and the Tokyo Stock Exchange.
The JAL Group will promote DX (Digital Transformation) by leveraging its strengths in human resources and technology through open innovation. Through these efforts, management strategy aims to create new customer experiences and continuously improve employee experiences. The JAL Group's unique DX promotion system, enhancement of existing airline services, and new business initiatives were highly evaluated. This is the fourth selection following the Competitive IT Strategy Company Stock Selection, the predecessor of the DX Stocks.

※1 DX Stocks are selected jointly by Ministry of Economy, Trade and Industry and the Tokyo Stock Exchange. Companies that engage in "DX" that will utilize digital technology to radically transform their business models, etc. and lead to new growth and stronger competitiveness will be selected. Beginning in 2020, in fiscal 2021 a survey was conducted of approximately 3,700 companies listed on the Tokyo Stock Exchange. 464 companies responded and 28 companies were selected as DX brand 2021. (Competitive IT Strategy Company Stock Selection is a system that runs from 2015 to 2019.)

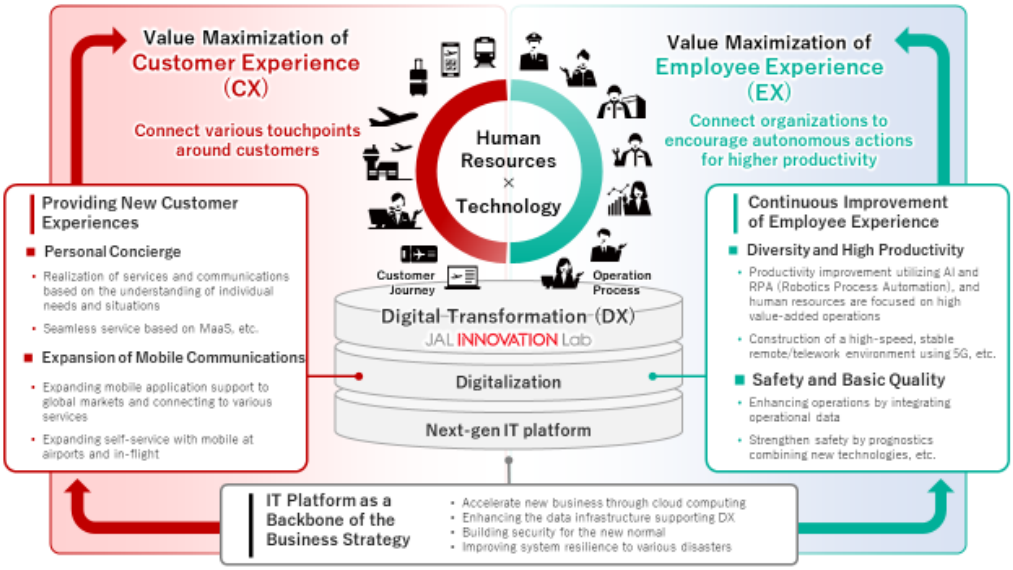

fig. From JAL Group Medium Term Management Plan 2021 – 2025

【JAL's DX Initiatives】

① "JAL Innovation Platform" to support ongoing DX promotion

Based at JAL Innovation Lab※2, we have gathered knowledge from internal human resources and external partnerships that are active in various departments. We have accelerated DX through open innovation, and have established a system that enables all companies to promote new value creation beyond the efforts of the IT department.

（※2） Press Release 18024 " Establishment of JAL Innovation Lab as a Base of Open Innovation " dated May 29, 2018

URL: https://press.jal.co.jp/ja/release/201805/004736.html

② Construction and utilization of a customer data base that enables personalized service,

JAL was recognized for building a customer data base that enables the real-time transfer of all customer information under strong security, providing personalized travel experiences at all touch points, and promoting a new way of working for employees.

③ MaaS, Flying Cars and Drones for New Businesses

Combining JAL's operational know-how and advanced technology, we are promoting air mobility businesses such as MaaS, flying cars and drones, while collaborating with other companies and cooperating with national policies. JAL is currently developing a drone operation training business and verifying services for commercialization, and was highly evaluated for its integrated approach to operator training and potential for future business development.

（※3）Press Release 20040 dated September 1, 2020 "Japan's first human resource development program for Unmanned Aerial Vehicle (UAV) operators started in October."

https://press.jal.co.jp/ja/release/202009/005750.html

④ Touchless and non-face-to-face services to prevent the spread of COVID-19.

In order to provide our customers with reliable safety and comfortable peace of mind, we are implementing a variety of non-face-to-face services using technology, such as touchless panels on check -in terminals, avatar-type remote customer service, and the use of mobile apps.

The JAL Group will continue to take on the challenge of creating new value by promoting DX.

JAL INNOVATION Lab

DX銘柄2021
Digital Transformation