

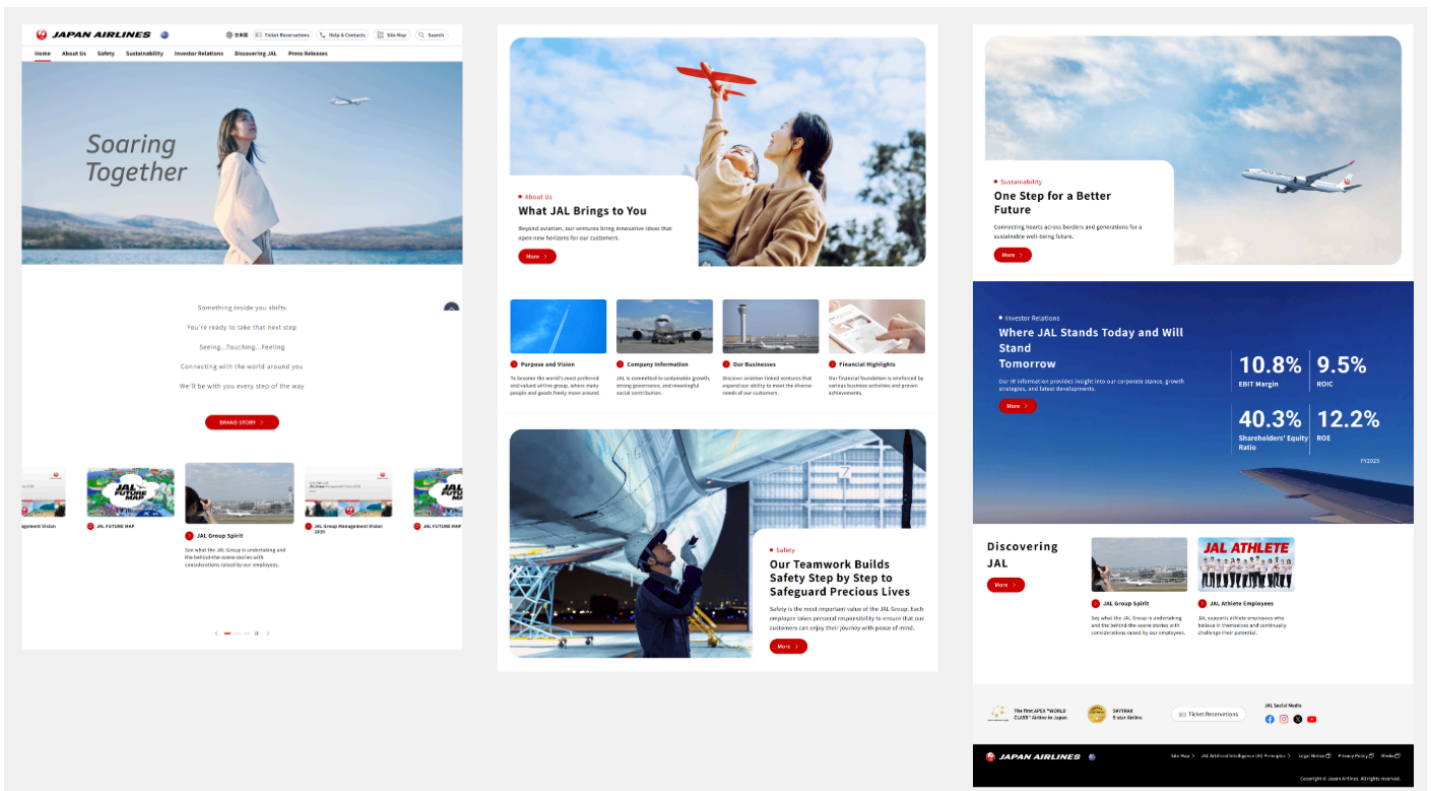


JAL Group Corporate Website Renewal

— UX Improvements including More Intuitive Navigation and New Content Highlighting the New Brand Direction "Soaring Together" —

Tokyo, JAPAN - Japan Airlines (JAL) announced the release of its renewed JAL Group Corporate Website (<https://www.jal.com/en-jp/>) on June 19, 2026.

This renewal is a core initiative of the "New JAL Digital Experience" project, which has been underway since November 2025 to update the digital experience connecting customers' daily lives and travel. Designed to reflect the company's updated slogan "Soaring Together" and new brand direction, this update evolves the site into a platform where stakeholders can closely engage with JAL's future vision and aspirations, fostering deep empathy across its digital touchpoints.



Renewed JAL Corporate Website Top Page

■ Objectives and Background of the Renewal

The brand slogan (*1) "Soaring Together," established in March 2026 alongside the "JAL Group Management Vision 2035," embodies the strong determination of JAL Group employees to unite and be partners who gently lift the spirits and support the aspirations of its customers.

This website renewal reflects JAL's commitment to pursuing those values not only during the travel experience, but also in everyday digital touchpoints. Aiming to create a more impactful digital experience beyond a conventional information portal, JAL designed the site to visually and emotionally convey its corporate stance and the future society that the JAL Group strives to create—a vision to be shared by and resonate with all stakeholders.

(*1) Press Release dated March 2, 2026 | New Brand Slogan "Soaring Together"
<https://press.jal.co.jp/en/release/202603/009409.html>



■Key Points of the Renewal

1. A Refreshed Design for Intuitive Engagement with "JAL's Aspirations"

Reflecting the "Soaring Together" brand direction, the design has been refreshed to encourage more intuitive engagement with JAL's desired future and aspirations through appealing imagery and messages. A step forward from the predominantly text-driven layout previously used, the new design focuses on visual and emotional storytelling to evoke deeper empathy.

2. A Smooth, Stress-Free UI/UX for Easy Access to Desired Information

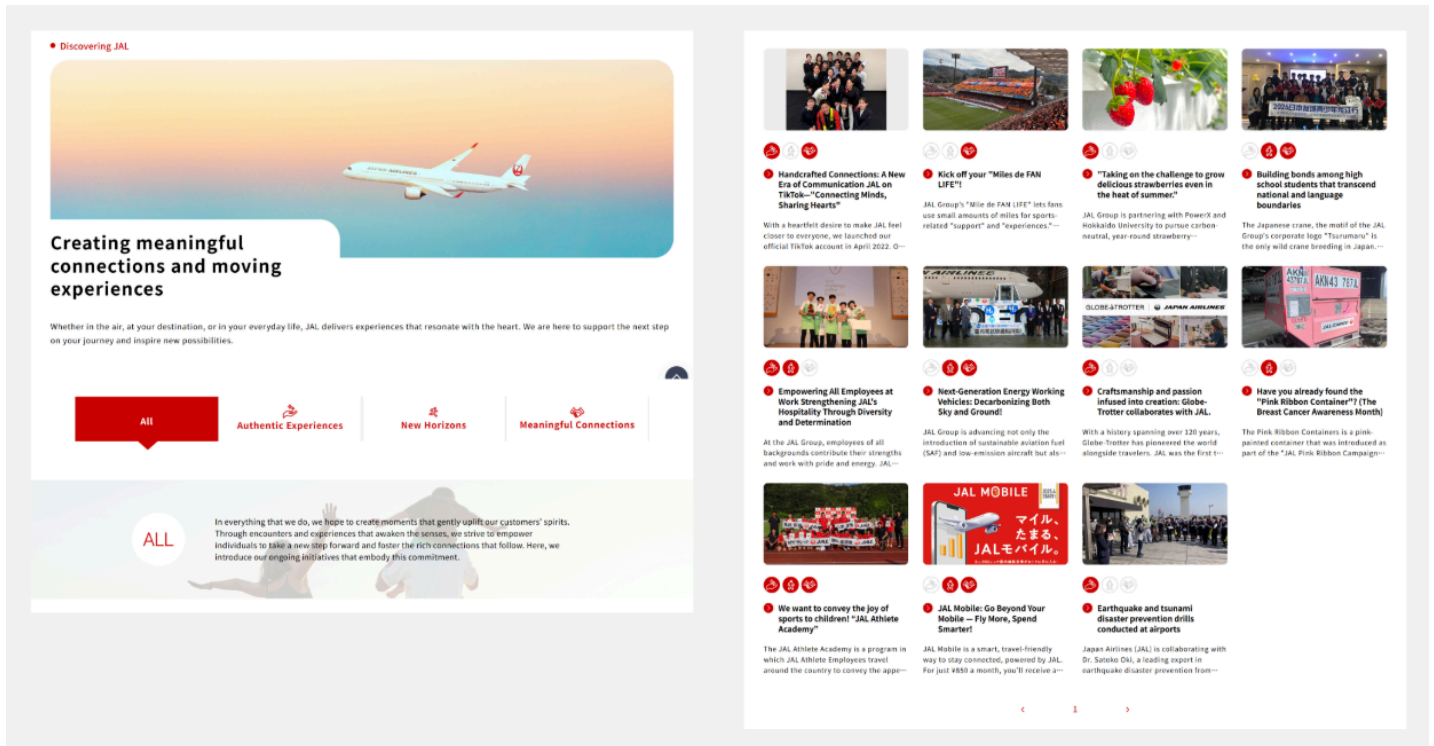
The menu structure has been fully revamped to allow smooth and intuitive access to essential information. The layout on the homepage and major category top pages has been reorganized and enhanced with an improved design. Creative visual measures have been taken to make it clear where information is located at a glance.

3. Ensuring an Equally Comfortable and Easy-to-Use Experience for All Users

With improved accessibility, pages have been updated to be clearer and easier to use for all users.

4. Launch of "Discovering JAL" — Bringing JAL Closer to You

A new page has been created to bridge the gap between JAL and its stakeholders, contributing to closer bonds and deeper understanding. This page will showcase JAL's wide range of initiatives, raising awareness of efforts toward making meaningful connections, providing sensory-rich experiences, and uplifting all stakeholders, inspiring them to take the next step on their own unique journeys.



"Discovering JAL" Top Page

The JAL Group remains committed to improving the accessibility and convenience of its website, continuously striving to deliver clear, meaningful, and easily understandable information to all stakeholders.