

**JAL Selected as a “Noteworthy DX Companies 2025”**

Tokyo, JAPAN - Japan Airlines (JAL) has been selected as “Noteworthy DX Companies(*1) 2025” by the Ministry of Economy, Trade and Industry (METI), Tokyo Stock Exchange(TSE), and the Information-technology Promotion Agency (IPA).

This selection recognizes JAL's efforts in deepening existing business models in the operational field and creating new business models in the air mobility business.

(*1) The Ministry of Economy, Trade and Industry(METI), in collaboration with the Tokyo Stock Exchange(TSE) and the Information-technology Promotion Agency (IPA) since 2020, selects companies that continuously challenge business model transformation and management innovation based on digital technology, beyond merely introducing excellent information systems and utilizing data.



Noteworthy
DX Companies 2025
Digital Transformation

【Evaluation Comments】

- Services such as lightning avoidance support using AI prediction models contribute to safe operations and reduce aircraft maintenance time, thereby generating profits in existing businesses.
- The air mobility business involving drones and flying cars progresses annually, and through collaboration with other industries, it is expected to solve social issues and create new businesses.
- The deepening of business in the main business (cost reduction, productivity improvement, providing added value to customers) shows new initiatives and certain results every year. In terms of new business, the air mobility business is steadily progressing, and the balance between the two is very good.

【Initiatives leading to the selection】**1. "Deepening Existing Business Models": Realization of Lightning Avoidance Support Service during Flight Operations**

Since 2019, JAL has been conducting joint research with Mitsubishi Heavy Industries, Ltd. (Headquarters: Chiyoda-ku, Tokyo, President and CEO: Eisaku Ito) to develop an AI prediction model that can accurately predict positions with high lightning probability, aiming to protect aircraft from lightning and improve safety and operational efficiency(*2). By providing pilots with necessary and sufficient information in real-time through communication using existing systems (ACARS), safety and operational efficiency have improved, and economic losses (delays, cancellations/aircraft repairs) due to aircraft damage have been reduced.

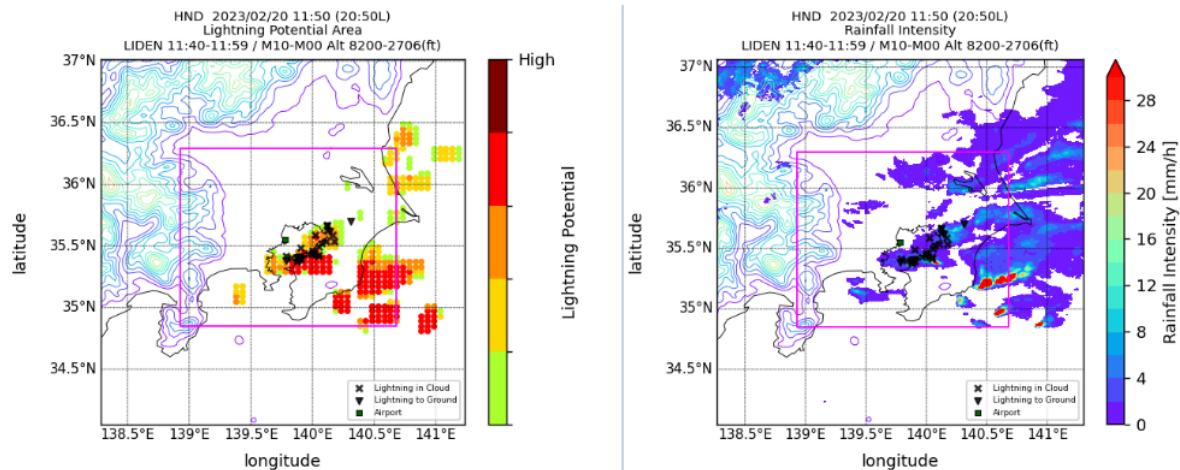


Image of Lightning Avoidance Decision Support Service "Lilac"

(*2)May 7, 2024 Release: JAL and Mitsubishi Heavy Industries Conclude Usage Agreement for Lightning Avoidance Decision Support Service "Lilac" during Flight (Japanese only)

<https://press.jal.co.jp/ja/release/202405/008058.html>

2."Creating New Business Models": JAL DRONE/JAL AIRTAXI (Flying Car) Project

Aiming to create new mobility value to solve social issues, JAL is promoting the next generation air mobility business (*3). In the drone business, JAL is advancing social implementation through the use of digital technology, such as phase-free model business (*4) and simultaneous operation of multiple drones by remote automation (*5)(*6). In the air taxi business, JAL aims to realize commercial operations by 2027. To ensure the safe and secure use of these mobilities, JAL is accelerating efforts to build an operation support platform (*7).



(*3)JAL Air Mobility Website http://www.jal.com/en/air_mobility/

(*4)A system that allows drone delivery operations during normal times to be used for situation assessment and emergency transport during disasters, enabling operation without distinguishing between normal and emergency times.

(*5)November 28, 2024 Release: Verification of a Drone Logistics Model for Pharmaceutical Delivery

<https://press.jal.co.jp/en/release/202411/008483.html>

(*6)November 15, 2024 Release: Japan Airlines Demonstrates Single Remote Pilot Simultaneously Operating Five Drones Nationwide

<https://press.jal.co.jp/en/release/202411/008458.html>

(*7)A concept to provide a package of management and support services for safe and secure business operations by air mobility operators, including not only the provision of operation management systems but also consulting for solving regional issues using air mobility, communication, insurance, introduction and provision of aircraft, and training of pilots.

JAL remains committed to leveraging digital technology to enhance safe and secure travel, create new customer experiences, and continually address social challenges while fostering digital transformation.