



## **JAL to Open the Skies of the Future in Harmony with Nature through GREEN× EXPO 2027**

- Small Steps Toward a Brighter Future -



Tokyo, JAPAN—The JAL Group is sponsoring the "Momentum Building Project" and the "Venue Operation Project" as a "Gold Partner" for the International Horticultural Expo 2027, Yokohama, Japan (hereinafter referred to as "GREEN×EXPO 2027"), which will be held in Yokohama City, Kanagawa Prefecture from March 19, 2027 .

### **"Small Steps Toward a Brighter Future"**

Since the 1990 Osaka Flower Expo, the significance of international horticultural expos has evolved substantially toward "coexistence with green spaces and nature to resolve global environmental challenges." Since its founding, the JAL Group has aimed to realize a prosperous society by connecting people, regions, and the world through air travel. At the same time, we recognize the impact that our operations in the skies bring to the global environment, and we believe we have a responsibility to pass down a rich, vibrant Earth—essential for a sustainable society—to the next generation.

Under our new slogan "Soaring Together," established in March this year, we have systematized our environmental initiatives, expressing this commitment through the words: *"Small Steps Toward a Brighter Future."*

We view our participation in GREEN×EXPO 2027 as a crucial step toward connecting a rich Earth to future generations, serving as a catalyst for action and change toward the future while contributing to the realization of a sustainable future society.



**Japan Airlines Co., Ltd.**

President & Group CEO

Mitsuko Tottori

### **Two Goals Set by JAL**

To realize the ideal future envisioned in "JAL Vision 2035" (\*1)—a "Sustainable Well-being Future where heart-fluttering connections spread across society"—the JAL Group is working to resolve social issues and promote sustainability management. As steps toward achieving "JAL Vision 2035" and creating a "sustainable society in harmony with nature" as targeted by GREEN×EXPO 2027, JAL has set two main goals and will co-create "small actions" together with all stakeholders:

- To foster momentum for GREEN×EXPO 2027 toward coexistence with nature
- To promote and contribute to initiatives for environmental issues in Japan

(\*1) "JAL Group Management Vision 2035"

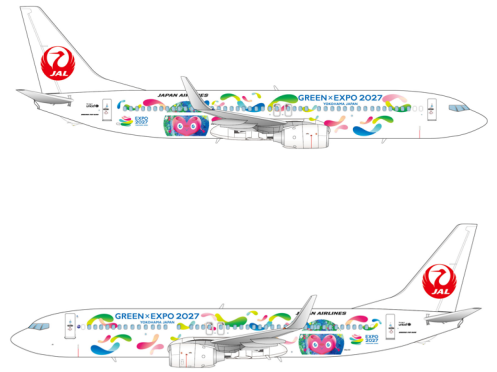


URL: <https://www.jal.com/en-jp/about/strategy/>

### ■ Initiatives for GREEN×EXPO 2027 Momentum Building

#### (1) Operation of Specially Painted Aircraft

JAL plans to introduce a specially painted aircraft starting in November 2026 in preparation for GREEN×EXPO 2027. The aircraft features a design depicting the vibrant vitality of Earth, adorned with colorful flowers and greenery. Specific launch dates and flight schedules will be announced on the JAL special website.



#### (2) Introducing GREEN×EXPO 2027 Onboard JAL Flights and Special Website

The attractions of the venue and the sustainable future envisioned by GREEN×EXPO 2027 will be introduced to passengers on JAL Group flights through JAL's inflight magazine "SKYWARD," personal inflight screens, and forward screens (\*2). Additionally, a dedicated GREEN×EXPO 2027 website has been launched within the official JAL website. The page offers information on GREEN×EXPO 2027 admission tickets, features highlighting the host city of Yokohama to inspire visits, and a variety of other engaging content.

<Special Website "Fly to GREEN×EXPO 2027 with JAL">

URL: <https://www.jal.co.jp/jp/ja/promotions/greenexpo2027/> (Japanese only)



#### (3) Providing GREEN×EXPO 2027 Admission Tickets

Through "Experience via Miles," a service allowing members to redeem miles for special experiences and extraordinary events curated by JAL, admission tickets for GREEN×EXPO 2027 will become available.

"Experience via Miles" Exchange Details:

- Exchange Period: From Monday, August 31, 2026
- Required Miles: Exchanges up to March 18, 2027: 2,500 miles per ticket

Exchanges from March 19, 2027 onward: 3,000 miles per ticket

- URL: <https://use-jal-experience-program.jal.co.jp/shop/g/gGREENEXP/> (Japanese only)



### ■ Initiatives for GREEN×EXPO 2027 Venue Operation

Implementation of JAL Original Training for Venue Operating Staff

JAL will provide "Customer Hospitality Training" and "Accessibility Training" (\*3) for GREEN×EXPO 2027 staff, volunteers, and other stakeholders, leveraging cabin crew hospitality and expertise.

JAL instructors and venue staff will join forces to create an environment where all visitors, including those from overseas, can enjoy GREEN×EXPO 2027 with peace of mind.

(\*2) Commercials on personal screens will be displayed on both domestic and international flights. Forward screens apply to domestic flights only.

(\*3) Hospitality training is provided via "JAL Business Career Support."

URL: <https://www.jal.com/ja/jbs/> (Japanese only)

Introductory Video: <https://jbs.jal.co.jp/ja/courses/jbs-movie-manner> (Japanese only)





### ■ JAL Group's Initiatives for Environmental Issues

In holding GREEN×EXPO 2027, various events themed around nature, the environment, and the future sky will be conducted. Details of each program will be announced sequentially on the special website.

#### (1) Hosting Events and Campaigns on Domestically Produced SAF —Small Drops Toward a Brighter Future—

In 2024, the "Let's Fly with Used Cooking Oil®" project was launched to collect household used cooking oil and utilize it as raw material for Sustainable Aviation Fuel (SAF). Celebrating the project's two-year anniversary, collection box locations have expanded nationwide, currently supported by 111 local governments and 235 stores (\*4).



During GREEN×EXPO 2027, under the slogan "Small Drops Toward a Brighter Future," a participatory campaign will be held where participants who bring household used cooking oil to designated collection hubs will receive perks such as miles or lottery entries.

#### (2) Approach to Future Generations —Small Chances Toward a Brighter Future—

Opportunities will be provided for children, who represent the next generation, to enjoy thinking about the skies of the future. By engaging with and reflecting on environmental issues through various entry points, the JAL Group aims to contribute to building a social foundation capable of taking action on environmental challenges in the future.



Specifically, JAL sponsors the elementary school idea contest "Mirai Action STATIONS" (\*5), challenging students to think about actions for future skies centered around SAF. Visiting classes are also planned for target elementary schools.

The JAL Group will contribute to the success of GREEN×EXPO 2027 through its sponsorship while continuing to take on challenges toward a sustainable and well-being future.

(\*4) Cumulative collection volume as of end of December 2025; collaborating store count as of March 2, 2026.  
"Let's Fly with Used Cooking Oil®"

URL: <https://www.jal.com/ja/sustainability/environment/climate-action/saf/uco/> (Japanese only)

(\*5) A contest organized by SWITCH Association of Sustainability and co-hosted by Tokyo Corporation. Applications scheduled to open in October 2026. URL: <https://switch.bio/kidsaward-stations-second/> (Japanese only)  
(Scheduled to launch on Tuesday, September 1 at 12:00 PM)