

# ANA Group CSR Message

The ANA Group is fulfilling its corporate social responsibility in every sphere of its business with the slogan “Anshin, Attaka, Akaruku-Genki! (Reliable, Warm, Enthusiastic!).”



**Anshin**  
(Reliable)

What is the greatest value that ANA can offer its customers? —Reliability, our promise. It is the reason customers choose ANA, and ANA will never let them down.

- Adherence to **safety**
- Solid **management**
- Environment-friendly **airline**
- Steady **financial performance**
- Relationship of trust with **business partners**



**Attaka**  
(Warm)

Flying with ANA is a “warm” experience from the time you choose your itinerary to the time you get home. The time spent with ANA is not just about moving from one place to next. It’s the warmth of the reception and hospitality.

- Friendliness and warm **hospitality**
- Focus on **customer feedback**
- Consideration for **diversified customers**
- Contributions for **communities and society**



**Akaruku-Genki!**  
(Enthusiastic!)

ANA is the most enthusiastic airline group in the world. The smiles of hard-working staff, always coming up with new ideas, and their energy are contagious. Everybody becomes enthusiastic when in contact with ANA.

- Health and safety of **employees**
- Fostering **innovative personnel**
- New ideas for **customers**