

ANA awarded SKYTRAX's highest, 5-Star rating



TOKYO March 29, 2013 – ANA Group has been awarded 5-Stars by the world's leading Airline and Airport review site, SKYTRAX (*1). The exclusive, 5-Star rating is the highest classification awarded by SKYTRAX and recognizes airlines at the forefront of product and service delivery. Only six other companies (*2), have earned a 5-Star rating from SKYTRAX, and ANA is the first Japanese airline in history to achieve this award.

Having previously obtained a 4-Star rating, ANA Group has been working hard to achieve a 5-Star SKYTRAX ranking in recognition of its unrelenting focus on quality customer service and product delivery. As an international measure of quality and customer satisfaction levels, this award is an important part of ANA's business strategy to ensure it is recognized as a leading airline across the globe.

The official SKYTRAX 5-Star Airline Rating honors those airline's which are delivering consistent and inspired 5-Star service to their customers across a range of more than 800 categories of airport and onboard services. The rankings place importance on not only the quality of each airline's latest products but also on the service provided by the airline's frontline staff. As such, this 5-Star award is testament to the consistent high level of service quality provided by ANA Group's frontline staff from the airport to the cabin.

This recognition comes after efforts by ANA to improve its reception in the global market and become Asia's number 1 brand by investigating and improving quality standards based on the needs of non-Japanese passengers, in addition to those of its domestic customers.

This year, ANA was also voted 2013 Airline of the Year by the US magazine Air Transport World. In addition, we were recognized by FlightStats as world number one for On-Time Performance Service in the Network-Global Airlines category and Lowest Global Cancellations category. As a result of these awards, ANA has now been recognized as global number one in a comprehensive evaluation covering financial performance and management capability, number one for on-time performance, and now number one for service quality.

ANA's President & CEO, Shinichiro Ito comments:

"ANA Group aims to become Asia's number 1 airline for customer satisfaction under our mid-term business strategy, and achieving 5-Star status by fiscal year 2012 was an important target for us. Only six other airlines have achieved 5-Star status and, as the first Japanese airline to achieve this stature, we are extremely proud of this accomplishment. As an airline providing an extensive range of services, we are continuously thinking about ways in which we can improve our customer offer and build the value of the ANA brand. We have worked hard to improve the quality of our products and services, both on the ground and in the air, and I'm delighted that SKYTRAX has recognized this accomplishment. SKYTRAX has an extremely high opinion of not only our products, including our aircraft and our in-flight comfort, but also of the impeccable service levels provided by our frontline staff. "

NOTES TO EDITORS

(*1) SKYTRAX, established in 1989, is an airline consulting and rating company based in London, UK. In addition to the Airline Star Ratings, which ranks airlines between 1-Star and 5-Star, the company also organizes the World Airline Awards, which are based on an evaluation of more than 200 airlines assessed each year using SKYTRAX's own online questionnaire and various other customer surveys. The World Airline Awards first recognized ANA in 2011 through the World's Best Airport Services and Staff Service Excellence, Asia Award. ANA collected another World Airline Award in 2012 as Best Transpacific Airline. <http://www.airlinequality.com/>

(*2) Singapore Airlines, Asiana Airlines, Malaysia Airlines, Cathay Pacific Airways, Qatar Airways, Hainan Airlines.

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About ANA Group

All Nippon Airways (ANA) is the eighth largest airline in the world by revenues (2011) and the largest in Japan by passenger numbers (2011). Founded in 1952, it flies today to 80 domestic and international cities in a fleet of 233 aircraft serving a network of 171 routes. ANA has 33,000 employees and operates about 1,000 flights a day. In 2011, it carried 43 million passengers and generated revenues of \$17.1 bn. ANA has been a core member of Star Alliance since 1999 and launched a joint-venture with United Airlines on trans-Pacific and Asia routes in April 2011; ANA launched a joint-venture with Lufthansa on Japan-Europe routes in October 2011. ANA has more than 24 million members belong to its Frequent Flyer Program (ANA Mileage Club). ANA is the launch customer for the world's newest and most advanced passenger aircraft, the Boeing 787 Dreamliner.