

ANA – supporting UNESCO



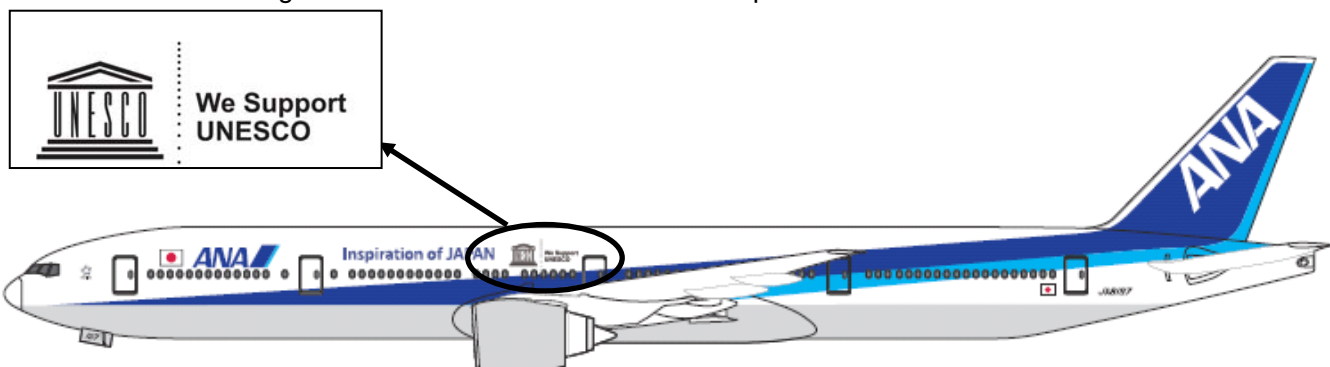
In September 2013, it was announced that ANA would become the world's first Supporter of The United Nations Educational, Scientific, and Cultural Organization (UNESCO). In providing this support, ANA has made a commitment to raise awareness of [and funding for] UNESCO's international educational, cultural and scientific programs worldwide across its international passenger network.

ANA is pleased to announce today three new initiatives which will continue to support UNESCO's ambitions:

(1) Promoting UNESCO across ANA's international flight network

In order to raise further awareness of UNESCO's brand, ANA will display the UNESCO logo on aircraft flying on international routes across its network, in addition to the commitment: 'We Support UNESCO'. The symbol and commitment will be applied to aircraft from October 30 onwards, in order to be displayed on flights operating on European and North American routes from November.

- One Boeing 777-300 ER (JA 734), will display a large symbol and slogan in the center of the fuselage
- Nineteen Boeing 777-300ERs and two Boeing 787-8 aircraft with a small symbol and slogan close to the door nearest the cockpit.



(2) Donations from in-flight sales on international flights

ANA has introduced special addition UNESCO products for passengers to purchase in-flight. From September 2014, ANA introduced unique *inden* purses, which use a traditional Japanese method of crafting sheepskin, with donations to UNESCO from the sale of this item. For further details please see the ANA website.



(3) Donating air miles to UNESCO

Since October 2013, ANA passengers have generously donated more than 120,000 air miles to the National Federation of UNESCO Associations in Japan. Building on the success of this initiative, ANA is delighted to have launched a second wave of donations from October 1, 2014 through to March 31, 2015. ANA passengers can donate their air miles by visiting the ANA website: <http://www.ana.co.jp>

“UNESCO is delighted to join forces with ANA, Japan’s major airline,” said UNESCO Director-General Irina Bokova. “We are confident that this new partnership will contribute significantly to sharing our Organization’s values and ideals with the world. “

ANA President and CEO Osamu Shinobe commented "We hope that ANA's continued support of UNESCO will help to promote their work internationally and enable them to continue their educational, scientific and cultural programs which are having a significant impact across the world. We firmly believe in UNESCO's values and vision and we look forward to continuing to support them as an Official UNESCO Supporter".

About ANA:

All Nippon Airways (ANA) is the 13th largest airline in the world by revenues (2013) and the largest airline in Japan by revenues and passenger numbers. Founded in 1952, ANA flies today on 72 international routes and 115 domestic routes with a fleet of about 240 aircraft. ANA Group has 33,000 employees. In 2013, it carried 46 million passengers and generated revenues of 1.6 trillion Japanese yen. ANA has been a member of Star Alliance since 1999 and has joint-ventures with United Airlines on trans-Pacific and Asia routes and with Lufthansa, Swiss International Airlines and Austrian Airlines on Japan-Europe routes. Its Frequent Flyer Program, ANA Mileage Club, has more than 26 million members. ANA was voted Airline of the Year for 2013 by Air Transport World Magazine, and was awarded five stars in 2013 and 2014 by the world's leading Airline and Airport review site, SKYTRAX. ANA is the launch customer and biggest operator of the Boeing 787 Dreamliner.