



Social Responsibility Guidelines - Key Concepts

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1. What are the “Social Responsibility Guidelines” ?

The Social Responsibility Guidelines present what we should comply with for the practical implementation of the third principle of ANA’s Way: Social Responsibility —“We are committed to contributing to a better, more sustainable society with honesty and integrity.”

2. To whom do the Guidelines apply?

The Guidelines apply to all executive and regular employees of the ANA Group (including contract employees, loaned employees, part-time workers, temporary employees and dispatched employees).

3. How to use the Guidelines

The Guidelines are a tool to be used for reference whenever necessary. You can check your implementation status using the Self-Check List. Ask the CSR promotion leader at your company/workplace whether there are additional notes or supplementary items, which may be necessary depending on the characteristics of your company or the situation of your country/region.

1 Provide customers and society with safety and satisfaction

- We will increase peace of mind among customers and society at large by prioritizing safety in all our business processes.
- We will improve our services and products by listening to and responding to our customers' voices and the demands of society with sincerity.

1. Providing safety and satisfaction

► Explanation

The safety of services and products is an absolute requirement in providing them to customers. We must respond to the customers' requirement for safety and reliability in accordance with the ANA Group Safety Principles.

- We will correctly identify the changing needs of customers focusing not only on prices and the quality of services/products but also the impact on the environment, development of universal services, etc., and provide services/products that can satisfy customers and are also useful to society.
- To constantly respond to the requests and expectations of customers and society toward the ANA Group, we must listen sincerely to the voices of our customers and society and continue making improvements.
- As the term “universal” means “common to everyone,” “universal design” is recognized as an advanced form of barrier-free design, under the concept of “making design friendly to as many users as possible.” We believe that providing “universal services” means providing services that can be used comfortably by all customers regardless of disability, age, gender, race, nationality, etc.

2. Response to accidents and troubles

► Explanation

- It is necessary to identify the risks associated with accidents/troubles and take proper measures to prevent such risks from rising to the surface.
- It is necessary to constantly enhance the sharpness of our sensitivity to the risk of any accident/trouble.
- To make ourselves prepared to take proper action if an accident or trouble occurs, it is important to establish and organize a risk management system in advance by clarifying the risk response structures and procedures in manuals, etc.

1 Provide customers and society with safety and satisfaction

- In the event of an actual accident or trouble, taking prompt action in accordance with the risk management system above will help minimize the damage and losses caused by the accident/trouble.
- Especially in the event of a serious accident or trouble relating to any of our services or products, it is important to take action following decisions made by top management, and therefore, prompt reporting on any accident/trouble to top management is crucial.
- The sharpness of the sense capable of recognizing any risk.

2 Act in compliance with the laws and regulations of each country/region

- We will commit to accurately understand the laws and regulations relevant to our operations and act in accordance with them.
- In addition to following corporate policies and rules, we will seek to be fair and sincere in all our actions.
- All business transactions and relationships will be in accordance with laws and regulations, as well as social standards.

► Explanation

Compliance is, in addition to following laws and regulations, to understand and respect the aim and objective of the laws and regulations.

It is essential that we comply with the laws and regulations to engage in business.

This is because laws are the common rules in any country or region. If we infringe laws or regulations, not only do we lose trust from the public, but in some cases, our company may suffer serious damage from a violation, and officers and/or employees may possibly face criminal punishment personally. Therefore, compliance to laws and regulations is regarded as one of the most important aspect in corporate management.

Simply following the requirements of laws and regulations as written would not necessarily meet what are expected from us. We shall follow with the true understanding of the exact aim and objective of each rule.

Meanwhile, each company has its own rules and regulations. For efficient business operations, it is essential for each member of the workplace to comply not only with laws and regulations but also with company rules and regulations.

3 Carefully manage information and communication with integrity

- We will provide accurate information in a timely manner that is easy to understand from the perspective of our customers and other stakeholders.
- We will make continuous efforts to prevent the disclosure, leakage or loss of confidential information.
- We will refrain from speech and conduct that may damage the trust that customers and society has in the ANA Group.

► Explanation

- Each company bears social responsibility to a wide range of stakeholders, such as customers, shareholders/investors, suppliers, employees, local communities, and government authorities. Since these stakeholders have significant social influence, it is necessary to proactively promote communication activities targeting wider society to gain the understanding of stakeholders.
- In addition to the disclosure of management and financial information, it is also important to promptly and strategically disclose important information related to the maintenance and improvement of corporate value, such as environmental initiatives and relationships with stakeholders, and thereby increase management transparency.
- When disclosing information, negative matters, such as scandals involving our services/products or misconduct by our executives or regular employees in relation to their operations, should also be disclosed as necessary.
- Each employee should, as a representative of the ANA Group, provide trustworthy information by giving timely and appropriate explanations based on careful understanding of the situation regarding any person the employee has contact with.

4 Respect human rights and diversity

- We will commit to ensuring that human rights are always respected in the ANA Group's corporate activities.
- We will respect the culture, customs, history, values and social norms of each country and region, and act with consideration for the interests of all concerned parties.
- We will contribute to the creation of a healthy and comfortable environment without harassment, where all employees respect each other's individuality and diversity.

► Explanation

- We comply with the International Covenants on Human Rights and other international human rights standards, as well as relevant laws/regulations and social norms.
- We should understand the meaning of human rights and continuously support the promotion of human rights, and must not be involved in any act of discrimination based on nationality, race, ethnicity, religion, social status, social origin, gender, age, physical or mental disability, sexual orientation, etc.
- To help our executives and regular employees deepen their understanding about respect for human rights and acquire the awareness of human rights associated with human rights-conscious attitudes and behavior in daily life, we need to promote human rights education and enlightenment.
- The ANA Group will not allow child labor or forced labor within the Group and also will not transact with any company engaging in such labor.
- To facilitate smooth business activities in each local community, we are required to establish, maintain and enhance relations of mutual trust with the local community, and recognize that such relations of trust are the basis of our business activities.
- For the maintenance and enhancement of relationships of trust with the local community, we are required to actively cooperate with the local community while identifying the problems facing the local community, so as to contribute to activities and development of the community.
- In engaging in international business activities, it is natural to comply with international rules and local laws. In addition, it is also important to try and understand and respect local customs and culture, as this is essential for the maintenance/enhancement of relations of trust with local communities.
- At each workplace, it is necessary to establish a safe and pleasant working environment, as well as a comfortable communication environment that allows members to freely exchange opinions, while mutually respecting the other members' characteristics, personalities and diverse values.

4 Respect human rights and diversity

- It is important to foster a workplace culture that respects and accepts difference in gender, nationality and age, as well as diverse work-life styles and employee values, and to make effective use of such a culture.
- We promote work-life balance based on cooperation between the company and its employees, by establishing a working environment where executives and regular employees can work cheerfully, balancing their work with family life, community life and various personal development activities in each stage of their life, feeling a sense of fulfillment and achievement.
- We must eliminate all kinds of harassment, including sexual harassment and power harassment, that may undermine the employees' dignity and disturb the workplace order, and thereby establish a pleasant working environment. It is also necessary to secure the safety and health of our executive and regular employees, and establish a comfortable working environment that allows them to fully exercise their abilities.

5 Act with consideration for the environment

- We recognize that the ANA Group's business activities impact the environment, and that environmental initiatives are essential to our survival.
- We will act responsibly for the environment in all aspects of our operations (such as CO₂ reduction, saving resources, reducing electricity, paper usage and garbage.)

► Explanation

- The ANA Group, engaging mainly in air transportation, consumes a large amount of fossil fuels (petroleum) and energy (electricity, water) in its business activities, and at the same time emits CO₂, known as a major cause of global warming. While first keeping in mind that we are a corporate group that imposes a burden on the environment, we must reduce CO₂ emissions and waste and promote recycling and other activities for conservation of the environment, which are the obligations and essential activities of the ANA Group to respond to the trust and needs of society and to continue to be a company of choice.
- Escalating environmental problems, such as global warming, waste disposal, water contamination due to domestic wastewater, air pollution due to the spread of urban transportation, noise, and other urban or human life-related problems, as well as the destruction of the ozone layer, diminishing rainforests, desertification, acid rain, and elimination of biodiversity, require global-scale actions beyond national borders.
- We must take pride in being an “Eco-First” company and commit ourselves to voluntarily and proactively addressing environmental issues, by placing high management priority on environmental issues and establishing internal environmental management systems aiming at becoming an environmentally friendly leading airline group.
- “Eco-First” is a program set up by the Ministry of the Environment for the purpose of encouraging environmental commitments by top companies in industry so as to enhance overall environmental activities. The ANA Group was qualified as an Eco-First company in November 2008 for the first time in the transportation industry, as its corporate attitude placing high priority on environmental initiatives and social responsibilities, represented by the forward-looking targets set in the ANA Group Ecology Plan 2008-2011 and active introduction of new-generation, energy-saving aircrafts, was highly evaluated.

6 Contribute to creating an energetic society

- **Each member of the ANA Group will take an interest in the issues faced by our local and international communities and contribute to society.**

► Explanation

- Modern society faces various problems, such as global warming, poverty, terrorism, wars, natural disasters, limited energy supply, epidemics of infectious diseases, aging, declining birthrate, and regional disparity. As a member of society, we must pay attention to these problems and think how we can contribute to society through our business activities.
- Roles of a company, such as providing services/products, paying taxes, and offering jobs, can be fulfilled only when the healthy development of society is ensured. We must fully recognize our role as a good corporate citizen that works with society, and will conduct corporate activities that balance the interests of both ourselves and society.
- We comply with various laws and regulations and maintain high transparency in our activities. As a "good corporate citizen", we do not conduct any activities (such as donations and support of other group activities) that are misunderstood as bribery and collusive relationship.