

# A Philosophy Inherited from Our Founder



"Trust and love are the threads that weave a beautiful world"

和協

"Wakyo"  
(Close Cooperation)

信はたていと  
愛はよこ糸  
織り成す人の世さ美し

将現在  
未来有  
窮乏  
望之

"Hardship Now,  
Yet Hope for the Future"



高潔な企業  
権威に屈することのない、主体性を持つ企業  
独立独歩できる企業

A Business with Integrity  
A Resolute and Independent Business  
A Self-Reliant Business

## Mission Statement

Built on a foundation of security and trust, "the wings within ourselves" help to fulfill the hopes and dreams of an interconnected world.

## ANA Group Safety Principles

Safety is our promise to the public and is the foundation of our business. Safety is assured by an integrated management system and mutual respect. Safety is enhanced through individual performance and dedication.

## Management Vision

It is our goal to be the world's leading airline group in customer satisfaction and value creation.

## ANA's Way

To live up to our motto of "Anshin, Attaka, Akaruku-genki!" (Trustworthy, Heartwarming, Energetic!), we work with:

### 1. Safety

We always hold safety as our utmost priority, because it is the foundation of our business.

### 2. Customer Orientation

We create the highest possible value for our customers by viewing our actions from their perspective.

### 3. Social Responsibility

We are committed to contributing to a better, more sustainable society with honesty and integrity.

### 4. Team Spirit

We respect the diversity of our colleagues and come together as one team by engaging in direct, sincere and honest dialogue.

### 5. Endeavor

We endeavor to take on any challenge in the global market through bold initiative and innovative spirit.