

The JAL Group will strive to achieve corporate rationale and follow it as a universal business purpose and fundamental goal by practicing the JAL Philosophy.

JAL GROUP CORPORATE POLICY

The JAL Group will:
Pursue the material and intellectual growth of all our employees;
Deliver unparalleled service to our customers; and
Increase corporate value and contribute to the betterment of society.

JAL PHILOSOPHY

PART 1 In Order to Lead a Wonderful Life

CHAPTER 1 The Formula for Success (The Formula for Life and Work)
The Result of Life and Work = Attitude x Effort x Ability

CHAPTER 2 Have the Right Attitude
Base Criteria for Decision-Making on
"Doing What Is Right as a Human Being"
Have a Beautiful Mind
Be Humble and Honest
Always Be Cheerful and Positive
A Small Good Is Like a Great Evil, While a Great Good May Appear Merciless
Wrestle in the Center of the Ring
Grasp Matters Simply
Possess Opposing Extremes

CHAPTER 3 Accumulate Tedious Efforts with Passion
Work Earnestly
Accumulate Tedious Efforts
Work with Voluntary Attention
Fire Yourself Up
Strive for Perfection

CHAPTER 4 Ability Will Improve
Ability Will Improve

PART 2 To Become a Wonderful JAL

CHAPTER 1 Each of Us Makes JAL What It Is
Each of Us Makes JAL What It Is
Discuss Frankly
Lead by Example
Be the Center of the Vortex
Valuable Lives Are Entrusted to Us in Our Work
Be Thankful
Put Yourself in the Customer's Position

CHAPTER 2 Have a Keen Sense of Profitability
Maximize Revenues and Minimize Expenses
Elevate Our Cost-Consciousness
Pursue Profit Fairly
Manage the Company Based on Accurate Figures

CHAPTER 3 Unite Our Hearts
Make the Best Baton Pass
Align Mental Vectors
"Workfloor" Management
Follow the Merit System

CHAPTER 4 Possess a Fighting Spirit
Maintain an Ardent Desire
Never Give Up Until We Succeed
Boast and Make It Come True
Possess True Courage

CHAPTER 5 Be Creative in Our Work
Today Should Be Better Than Yesterday,
Tomorrow Better Than Today
Conceive Optimistically, Plan Pessimistically,
and Execute Optimistically
Think Through to Visualize the Results
Decide and Act with Speed
Face Challenges with Courage
Aim High