

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