# JAL Group Medium Term Management Plan Rolling Plan 2016

To the Next Growth Stage upon establishing a High Profitability Structure





**P.1** 



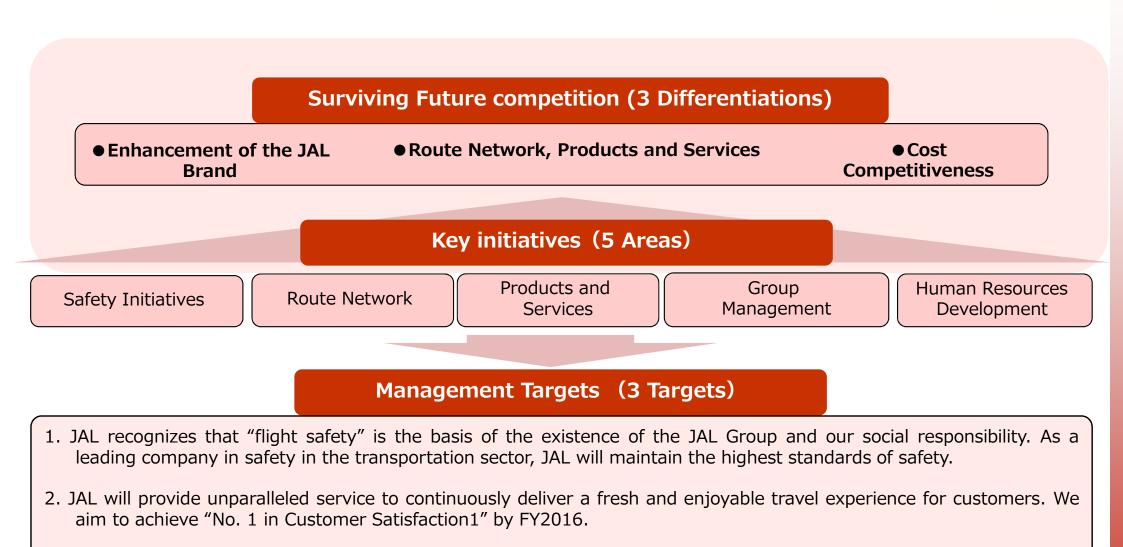
Towards FY2017 Onwards

Reference



P.6



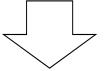


3. JAL aims to establish sufficient profitability and financial stability levels capable of absorbing the impact of economic fluctuations and risk events by achieving "10%+ operating profit margin for 5 consecutive years and 50%+ equity ratio in FY2016".

<sup>1.</sup> Customer Loyalty rate, Word by Mouth rate: JCSI values (Japanese Customer Satisfaction Index) announced by Japan Productivity Center, Service Productivity and Innovation for Growth

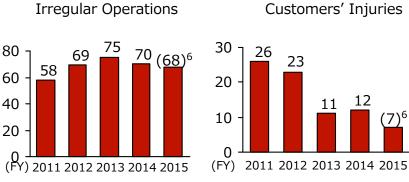


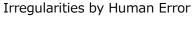
Despite zero "Aircraft Accident<sup>1</sup>" in FY2015, 3 "Serious Incidents<sup>2</sup>" were occurred
 The number of customers' injuries<sup>3</sup> continued to decrease, but the number of "irregular operations<sup>4</sup>" and "irregularities by human error<sup>5</sup>" remains at the same level. We will also deal with underlying factors in the background in addition to direct causal factors.

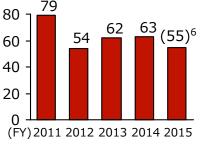


Achieve Zero Aircraft Accidents<sup>1</sup> and Serious Incidents<sup>2</sup>

Indicator	FY2014	FY2015 <sup>6</sup>
Aircraft Accidents	2	0
Serious Incidents	0	3







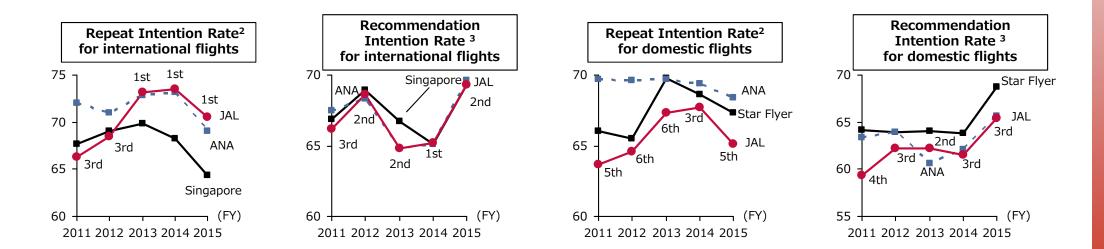
- 1. Fatal or serious human injury as a result of aircraft operations, aircraft crash, collision or fire, damage which needs major repair works, etc.
- 2. An incident involving circumstances that there was a high probability of an accident, such as overrunning and emergency evacuation.
- 3. Counted when a customer is injured in the aircraft or at the airport, and receives a medical examination at a medical facility. These were verified through an internal report.
- 4. Diversion, air turn back, etc. which pilots have responded for safety reasons in accordance with the manual. These event does not immediately raise safety issues.
- 5. Typical troubles caused by human errors involving Flight Operations, Cabin Attendants, Maintenance, Airports, Cargo and Security Divisions, which repeatedly occur and must be eliminated with priority. These were verified through an internal report.
- 6. As of 5 FEB, 2016. Two cases (JL455 on 5 APR, Haneda-Tokushima and JL651 on 10 OCT, Haneda-Kagoshima) are delisted because problems of our operations were not pointed.

## Progress of Management Targets (2) Customer Satisfaction



- > Awarded the Best On-time Arrival Performance<sup>3</sup> in all 3 applicable categories
- Became the 1st in the Repeat Intention Rate of international for the 3rd consecutive year, but fell to 2nd in the Recommendation Intention Rate.
- The Repeat Intention Rate of domestic fell from the previous year to 5th place, while the Recommendation Intention Rate remained in 3rd place.

Achieve "No. 1 in Customer Satisfaction" by FY2016



1. Flight Stats: "On-time Performance Service Awards"

2. Customer Loyalty: The customer's intention to receive the service next time

3. Word of Mouth: The customer's intention to share the experience with family, friends or other people through blogs, etc.

# Progress of Management Targets (3) Finance



137

94

FY2015

We have strengthened our business foundation by accumulating positive results steadily and acquired the credit rating of Single-A-minus<sup>1</sup> Increase in air operation Achieved 10%+ operating profit margin and Growth of ASK revenue per ASK<sup>3</sup> exceeds 50%+ shareholder's equity ratio each year (FY2011=100)increase in Unit Cost<sup>4</sup> **FY2015** FY2013 FY2014 (JPY Bn) FY2012 ----- Air Operation Revenue estimate -Total per ASK 1,238.8 1,309.3 1,344.7 1,337.0 **Operating revenue** -Unit Costs -Int'l 115 195.2 166.7 179.6 204.0 **Operating profit** 112 16.0 -DOM 111 15.8% 12.7% 13.4% 15.3% Ope. profit margin (%) 110 14.0 12.7 12.9 107 185.8 157.6 175.2 202.0 12.5 **Ordinary Income** 12.0 171.6 166.2 149.0 172.0 Net Income<sup>2</sup> 107 106 105 275.7 249.4 266.1 294.0 **EBITDA** 102 10.0 101 8.5 104 Air operation revenue 12.512.712.9 13.78.0 100 per ASK(JPY) 8.5 8.8 8.9 9.4 **Unit Cost(JPY)**<sup>4</sup> 6.0 95 FY2012 FY2013 Shareholder's Equity 46.4% 51.5% 52.7% 53.0% FY2011 FY2012 FY2013 FY2014 FY2015 Ratio(%)

#### Strengthen and improve corporate control system

- Autonomous cost management by penetrating and expanding the amoeba management system
- Appropriate capital investments based on rigorous investment discipline
- appropriate hedging
- > Minimize fuel and foreign exchange risks through

FY2014 FY2015 is an estimate FY2015 is an estimate

#### **Enhance Products and Services, Expand Network**

- Expand JAL SKY SUITE (international flights)
- > Open new international routes (Haneda Shanghai(Pudong), Guangzhou and Narita - Dallas/Fort Worth.)
- > Enhance inflight meals, airport lounges
- > Expand JAL SKY NEXT (domestic flights)
- Credit rating by Rating and Investment Information, Inc., Japan Credit Rating Agency, Ltd. 1.
- 2. In FY2015; net income attributable to owners of the parent
- Air operation revenue per ASK = (Air operation revenue Fuel surcharge Revenue from fuel resale to a related company) /ASK 3.
- Unit Cost 4.

= (Air operation expenses - Fuel Costs - Fuel costs for resale to a related company ) /ASK

## FY2016 Objectives



operating

15%

10%

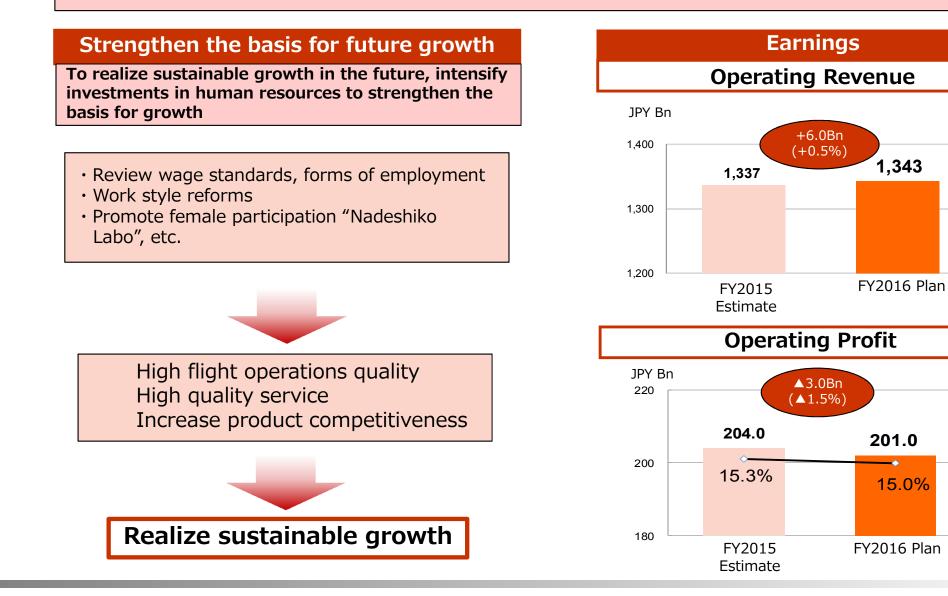
profit

margin

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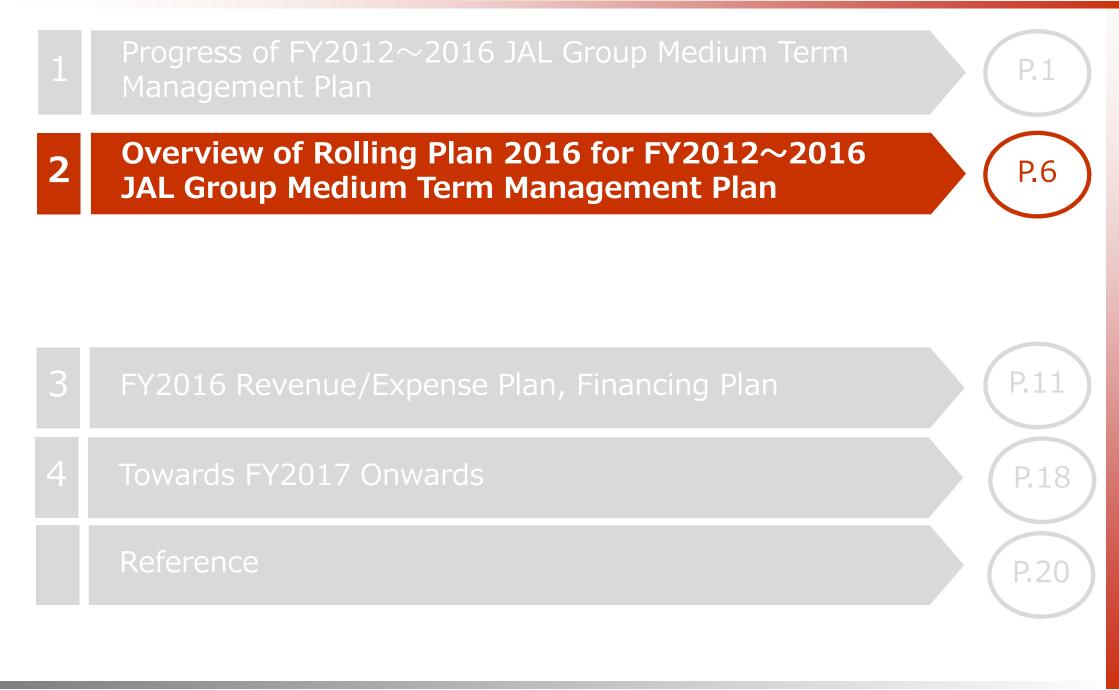
### FY2016 Objectives

- To accomplish the Medium Term Management Plan, we will achieve our Management Targets perfectly.
- Though we expect lower earnings on higher revenues, we aim for higher earnings on higher revenues.

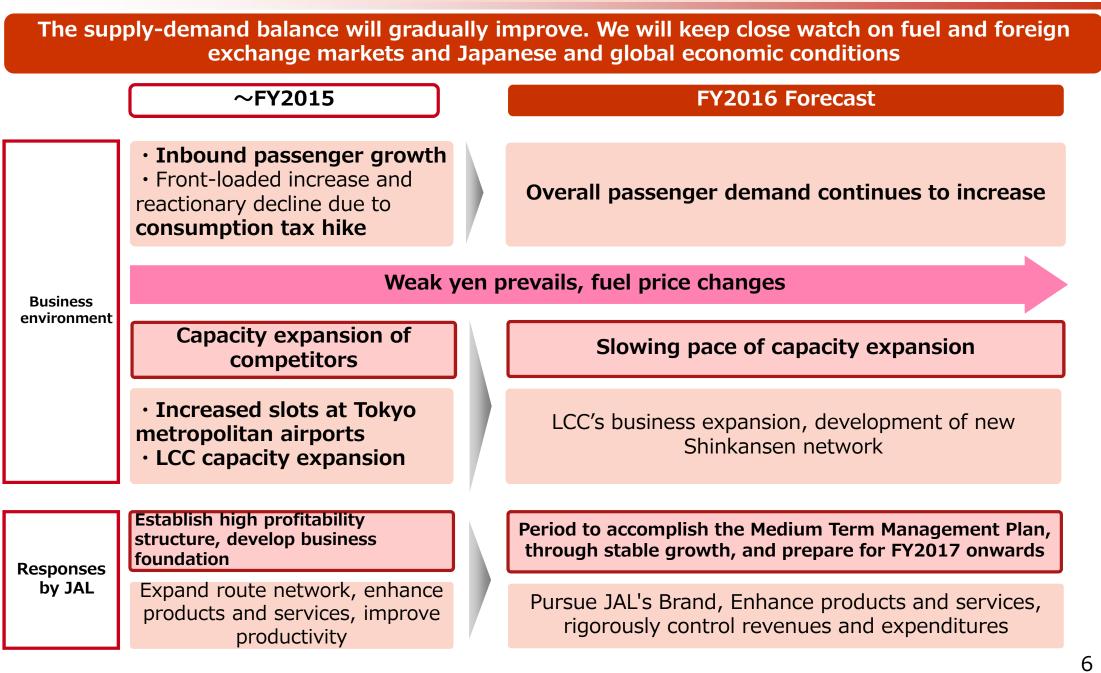


**Today's Topics** 



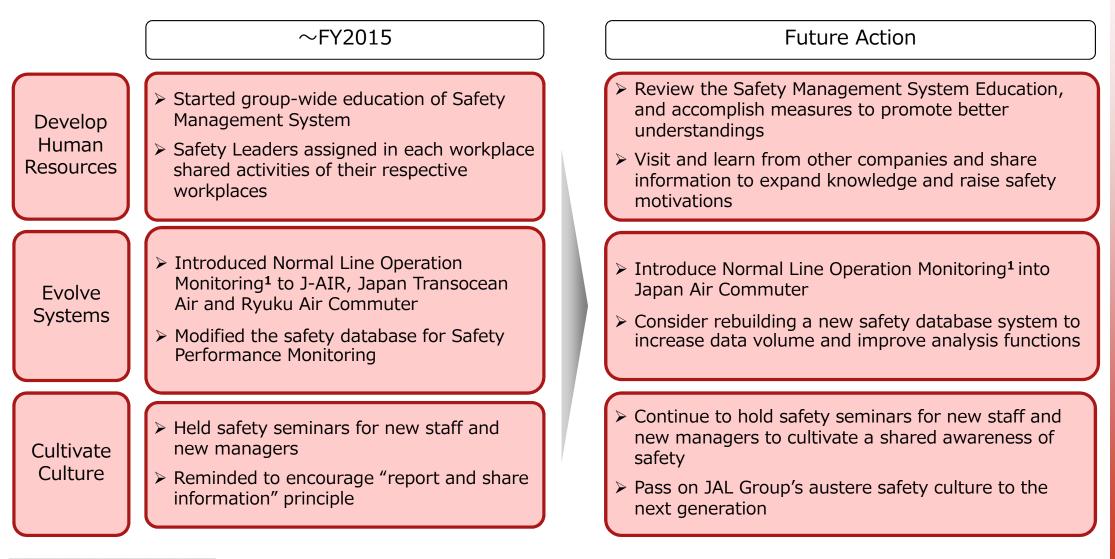








### We will build a Safety Management System with the highest standards and ensure that every JAL Group staff acts with adequate knowledge and a high awareness for safety.





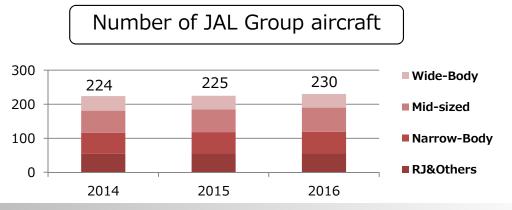
We will expan	We will expand our network taking profitability and passenger convenience into account, without merely seeking to expand scale.				
And we will provid	And we will provide products and services that deliver a refreshing and inspiring travel experience.				
	International flights	Domestic flights			
Route Network	Focus our resources to mid/long haul routes	<ul> <li>Assign aircraft to suit demand, increase customer convenience and profitability</li> <li>Promote aircraft renewal in Group airlines to increase comfort for customers</li> <li>Maintain Haneda - Yamagata route, with increased flight frequency using Policy Contest slot</li> <li>In FY2016 continue summer services on 6 routes as last year</li> </ul>			
<text><text><list-item><list-item>         Products and Services, etc.        <ul> <li> <ul> <li> <ul> <li> <ul> <li></li></ul></li></ul></li></ul></li></ul></list-item></list-item></text></text>		<ul> <li>Complete introduction of JAL SKY NEXT aircraft in FY2016 (all 77 aircraft)</li> <li>Provide Class J services on the E190 (J-AIR operated)</li> <li>Open top tier lounge for domestic flights in Shin-chitose Airport, improve lounges at Itami, Fukuoka and Naha airports</li> <li>Image: Complete the set of the set</li></ul>			
Mileage	<ul> <li>Improve user-friendliness of award tickets (introduce online discounts to international upgrade awards, etc.)</li> <li>Expand new partnerships and services</li> </ul>				



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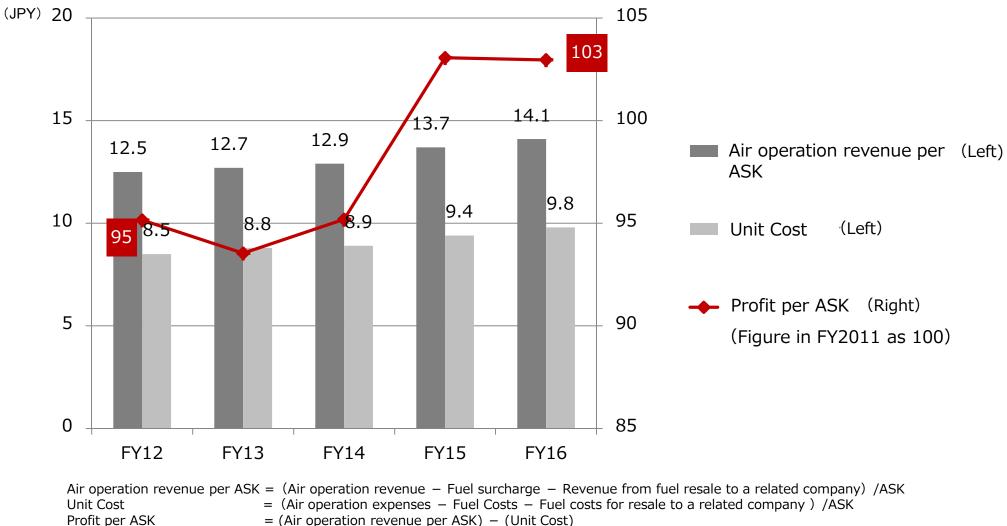
We	We will introduce new, fuel-efficient aircraft and steadily retire older aircraft.				
New aircraft	aircraft Introduction of 787 progressing as planned, progressively introducing 787-9 (stretched) model) from FY2015				
787	FY2015 : six 787s were deliveredTotal 787s at end of FY2016 : 33				
737-800	FY2015 $\sim$ started to introduce (Japan Transocean Air)				
E170/E190	FY2015 : introduced two E170s (J-AIR) FY2016 $\sim$ start to introduce E190 (J-AIR)				
Commuter	FY2015 : started to introduce DHC-8 Q400CC (Ryuku Air Commuter ) FY2016 : start to introduce ATR42 (Japan Air Commuter)				
A350	FY2019 $\sim$ start to introduce				
MRJ	FY2021 $\sim$ start to introduce (J-AIR)				
Retired aircraft	Retire older 777 and 767				

Plan of JAL Group aircraft investment FY2016 : JPY191Bn (FOREX : JPY123.0/USD)





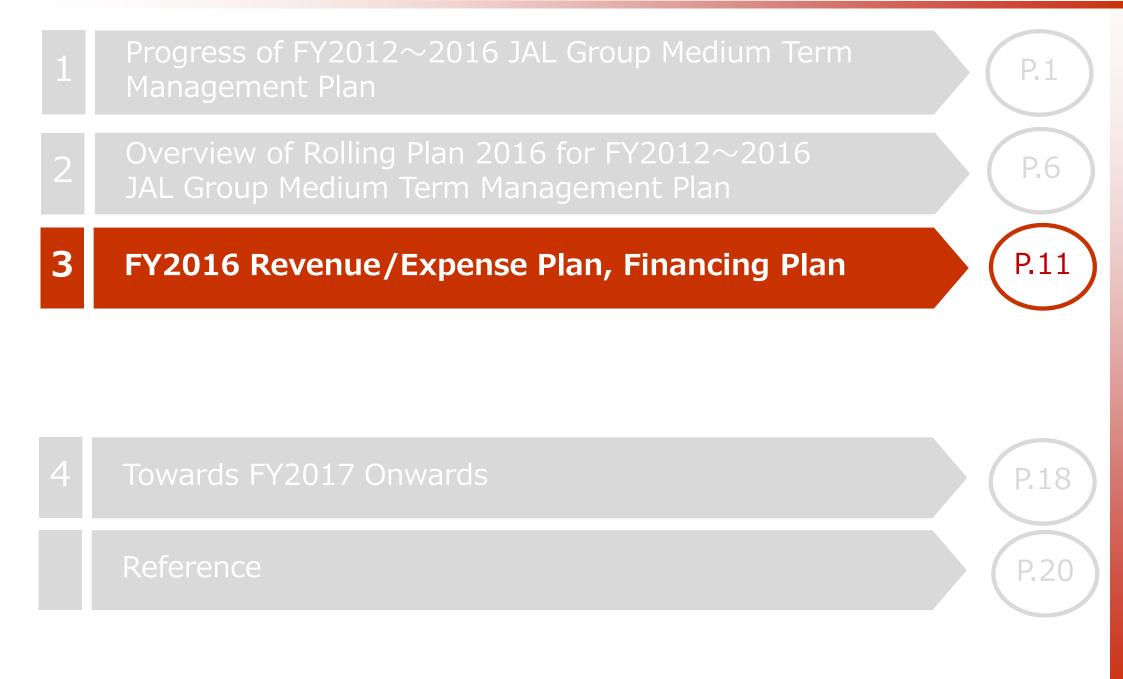
To build the foundation for stable business operations in the medium and long term and enhance services and products, we will proactively assign resources to human resources and products and services to maximize profit per ASK



<sup>10</sup> 

Today's Topics







Make prior investments to enhance products and services and address management issues for future growth, and aim for operating profit of over 200 billion yen, as in FY2015.

vs FY2015 Estimate	FY2016 Plan	
ASK Int'l flights	<b>▲0.6%</b>	
Dom. flights	<b>▲0.2%</b>	
Total	<b>▲0.</b> 4%	

**Operational Preconditions** 

Market Conditions	FY2015 Estimate	FY2016 Plan	y/y Ratio
Singapore Kerosene (USD/bbl)	60.6	50.0	<b>▲</b> 17.5%
Dubai Crude Oil (USD/bbl)	47.8	36.0	▲24.7%
FX (JPY/USD)	121.3	123.0	+1.4%

	FY2016 Revenue and Expense Plan					
JPY	Bn	FY2015 Estimate	FY2016 Plan	Diff.	y/y ratio	
Оре	rating Revenue	1,337.0	1,343.0	+6.0	+0.4%	
	Int'l Passenger	451.0	450.0	▲1.0	<b>▲</b> 0.2%	
	DOM Passenger	501.0	503.0	+2.0	+0.4%	
	Cargo/Mail	92.0	85.0	<b>▲</b> 7.0 <sup>2</sup>	<b>▲</b> 7.6%	
	Other	293.0	305.0	+12.0	+4.1%	
Оре	rating Expense	1,133.0	1,142.0	+9.0	+0.8%	
	Fuel	229.0	202.0	▲27.0	<b>▲</b> 11.8%	
	Excluding Fuel	904.0	940.0	+36.0	+4.0%	
Оре	rating Profit	204.0	201.0	▲3.0	<b>▲</b> 1.5%	
Ope. Profit margin		15.3%	15.0%	▲0.3pt	-	
Ordinary Income		202.0	193.0	▲9.0	<b>▲</b> 4.5%	
Net	Income <sup>1</sup>	172.0	192.0	+20.0 <sup>3</sup>	+11.6%	

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1. Net income attributable to owners of the parent

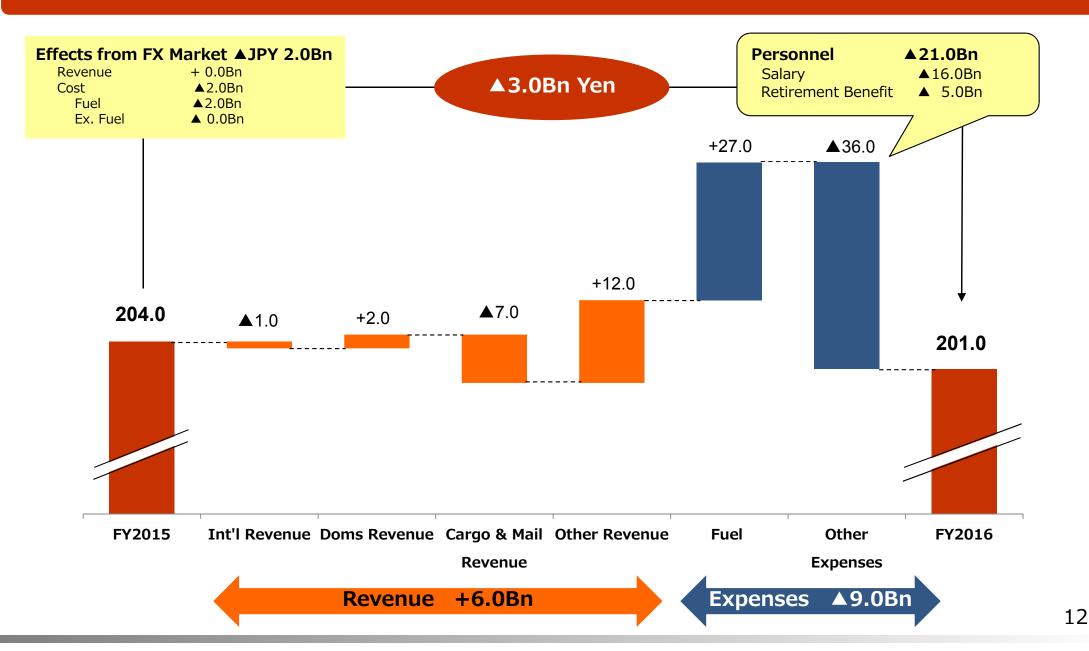
2. Includes the 8.0 billion yen decrease by offsetting international cargo sales commissions

3. Due to application of new tax effect accounting guideline, we expect to report about 30.0 billion yen of income tax deferred at the end of FY2016. However, income tax deferred to be 11 deducted from the calculation of dividends.

# Operating Profit for FY2016



### **Operating Profit to decrease by 3 billion yen from FY2015 Estimate**



# **International Passenger Operations**



International	FY2015 Estimate	FY2016 Plan	y/y	▲1.0Bn
Passenger Revenue (JPY Bn)	451.0	450.0	<b>▲</b> 0.2%	(▲0.2%)
ASK (MN seat km)	48,349	48,045	▲0.6%	451.0 ¥50.0
RPK (MN Passenger km)	38,335	38,517	+0.5%	▲3.0 +2.0
Passengers ('000)	8,093	8,053	▲0.5%	
L/F (%)	79.3%	80.2%	+0.9pt	
Yield <sup>1</sup> (JPY)	11.8	11.7	▲0.6%	FY2015 Number of Revenue per FY2016 Passengers Passenger
Unit Revenue <sup>2</sup> (JPY)	9.3	9.4	+0.5%	Less Supply     Fuel Surcharge (-)     FX (+)
Revenue per Passenger <sup>3</sup> (JPY)	55,716	55,915	+0.4%	• Net Unit Price, etc. (+)

1. Yield=Passenger Revenue / RPK

2. Unit Revenue=Passenger Revenue / ASK

3. Revenue per Passenger=Passenger Revenue / Passengers

# **Domestic Passenger Operations**



Domestic	FY2015 Estimate	FY2016 Plan	y/y	+2.0Bn
Passenger Revenue (JPY Bn)	501.0	503.0	+0.4%	(+0.4%)
ASK (MN seat km)	35,925	35,860	▲0.2%	<b>503.0</b>
RPK (MN Passenger km)	24,245	24,193	▲0.2%	<b>501.0</b> +4.0
Passengers ('000)	32,133	31,962	▲0.5%	
L/F (%)	67.5%	67.5%	▲0.0pt	
Yield <sup>1</sup> (JPY)	20.7	20.8	+0.6%	FY2015 / Number of Revenue FY2016 Passengers per
Unit Revenue <sup>2</sup> (JPY)	14.0	14.0	+0.6%	Passengers
Revenue per Passenger <sup>3</sup> (JPY)	15,600	15,742	+0.9%	<ul> <li>Day arrangement of holidays(-)</li> <li>Increase by boosted competitiveness(+)</li> <li>Change in Customer Mix</li> <li>Revenue Management</li> </ul>

1. Yield=Passenger Revenue / RPK

2. Unit Revenue – Passenger Revenue / ASK

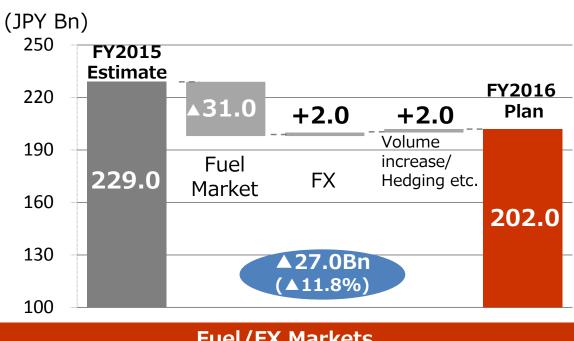
3. Revenue per Passenger=Passenger Revenue / Passengers

# Analyses for Fuel Costs

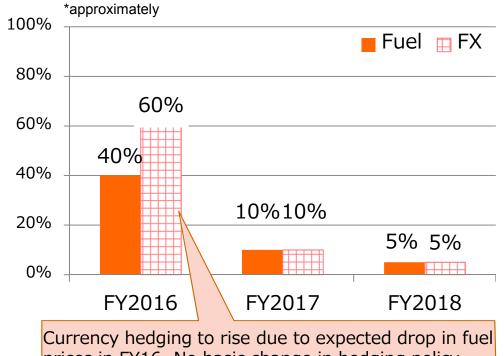


### **Breakdown for Fuel Cost Change**

### Hedging Ratio for Fuel Costs (Forecast as of end of MAR 2016)



Fuel/FX Markets				
	y/y			
FX (JPY/USD)	121.3	123.0	+1.4%	
Singapore Kerosene (USD/bbl)	60.6	50.0	▲17.5%	
Dubai Crude Oil (USD/bbl)	47.8	36.0	▲24.7%	

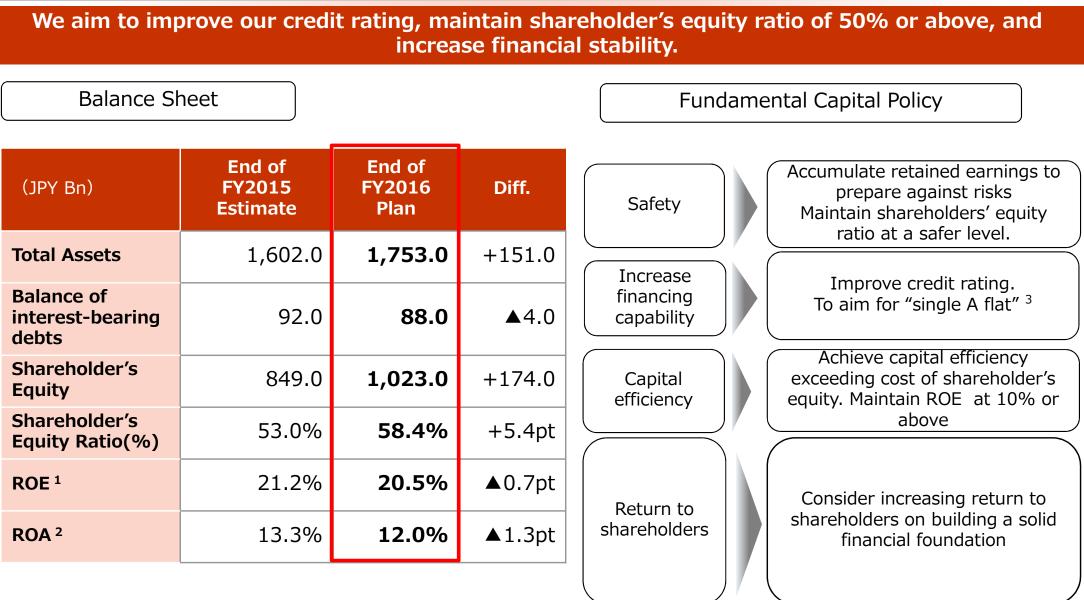


Currency neaging to rise due to expected drop in fuel
prices in FY16. No basic change in hedging policy.

Sensitivity for Fuel Costs	
(Without Hedging) per Year	
Crude Oil (Change in 1 USD/bbl) 2.7 Bn JPY	
FX (Change in 1 JPY/USD)	1.0 Bn JPY

## Consolidated Balance Sheet & Capital Policy





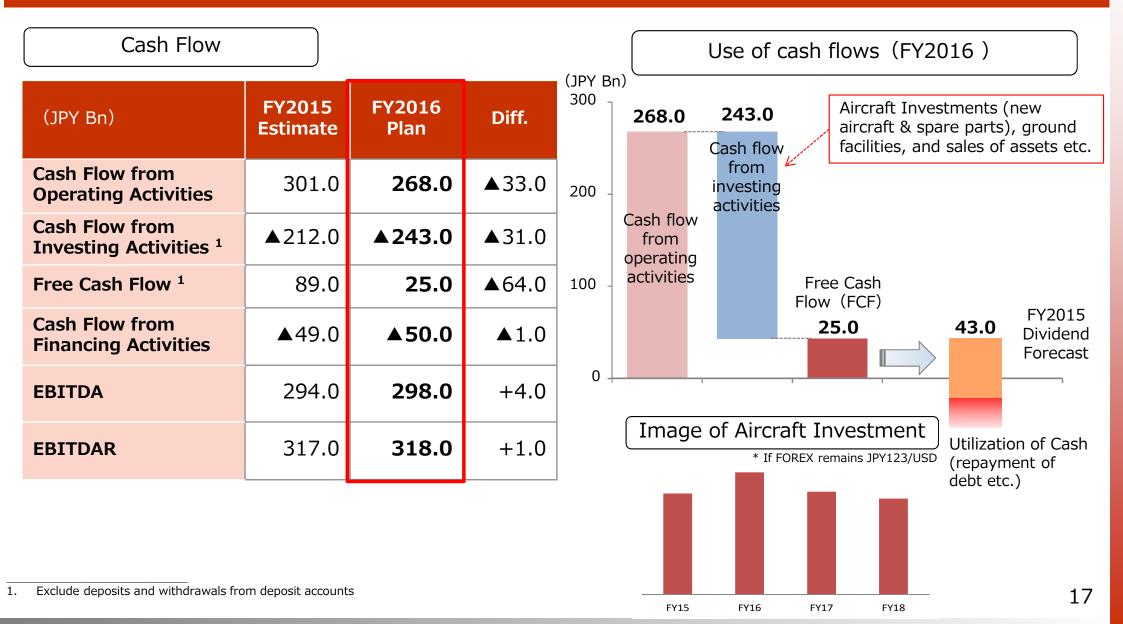
<sup>1. (</sup>Net profit attributable to owners of the parent) / (average of shareholder's equity at beginning and end of fiscal year)

2. (Operating profit ) / (average of total assets at beginning and end of fiscal year)

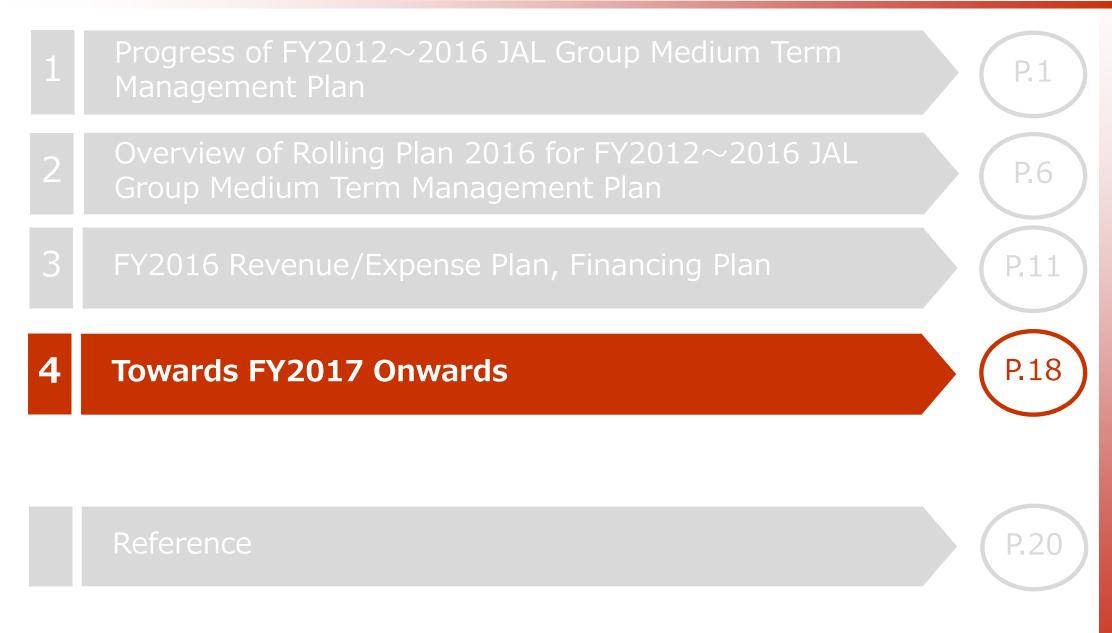
<sup>3.</sup> Credit rating by Rating and Investment Information, Inc., Japan Credit Rating Agency, Ltd.



Make relevant capital investments based on strict investment discipline. Secure return on investment and maximize Free Cash Flow









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### Business Environment and Issues from FY2017 Onwards

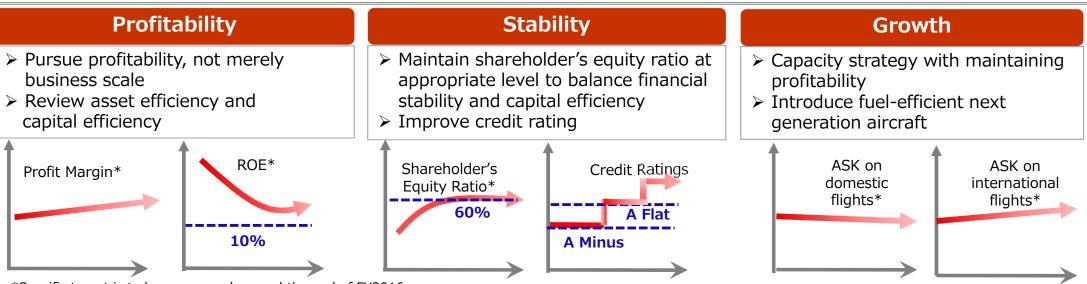


		susiness environment from FY2017 onw es to tackle in next Medium Term Mana		
	Sure!	ly catch business opportunities to achieve co	rporate growth	
		Changes in business environme	nt	
	2016	2020	2030	$\supset$
Macro	Der	cline in Japan's working-age population and an increas	se in older population	
eco-		Global economic growth (especia	Ily Asia-Pacific region)	
nomic	Advancemer	nt of technology contributing to increased custom	er satisfaction and productivity	
Custo-		Diversification of values so	ught by customers	i
mers	1	Increase of inbound passe	enger numbers	
Compe		Expansion in use of LCCs, foreign entrant	s in Japanese market	
-tition		Additional slots at Tokyo area airports	Opening of linear Shinkansen	
		Perceived issues		
Inter- national	Steadily capture der	mand in countries/regions with large prospective	growth to drive growth	
Do- mestic	<ul> <li>Build a system to ind</li> <li>Contribute to regional</li> </ul>	crease preference in mature markets, increase in nal revitalization	bound passenger demand	
Business operation		sses from long term perspective (outside air trans arkets optimizing Japan's appeal (markets, humar .)	n resources organizations	18



### Medium and long term Management Targets from FY2017 $\sim$ To increase corporate value $\sim$

We will appropriately respond to passenger demand growth and continue to grow based on profitability and stability, and thus increase corporate value



\*Specific target is to be announced around the end of FY2016.

### What to plan in Medium Term Management Plan\* from FY2017

- Build business operation structure to respond to expected slot increase at Tokyo metropolitan airports
- > Consider and take action to medium and long term management issues
- Smoothly introduce next generation aircraft (787, A350, MRJ, etc.)

### **Objectives in FY2016**

- Accomplish FY2016 management targets in final year of FY2012-2016 Medium Term Management Plan, and accomplish the plan.
- > Establish Medium Term Management Plan for new growth, and prepare to implement from FY2017





Reference



# (Reference) Earnings Forecast for the fiscal year ending March 31, 2016 (Consolidated financial results/Balance Sheet/Cash flow)

JAPAN AIRLINES

Consolidated Financial Results						
(JPY Bn)		Previous Forecast <sup>1</sup>	New Forecast	Difference		
Operating Revenue		1,347.0	1,337.0	▲10.0		
	Int'l Passenger	458.0	451.0	▲7.0		
	Dom. Passenger	497.0	501.0	+4.0		
	Cargo/Mail	96.0	92.0	▲4.0		
	Other	296.0	293.0	▲3.0		
Operating Expense		1,143.0	1,133.0	▲10.0		
	Fuel	247.0	229.0	▲18.0		
	Excluding Fuel	896.0	904.0	+8.0		
Operating Profit		204.0	204.0	-		
Operating Profit margin (%)		15.1%	15.3%	+0.1pt		
Ordinary Income		202.0	202.0	-		
Net Income <sup>2</sup>		172.0	172.0	-		

1. Disclosed on October 30<sup>th</sup> , 2015.

2. Net Income attributable to owners of the parent.

3. ROE = Net Income attributable to owners of the parent / Average of Shareholder's Equity at beginning of year and end of year.

- 4. ROA = Operating Profit / Average of Total Assets at beginning of year and end of year.
- 5. Excludes deposit and withdrawal from deposit accounts.

Consolidated Balance			
(JPY Bn)	Previous Forecast <sup>1</sup>	New Forecast	Difference
Total Assets	1,598.0	1,602.0	+4.0
Balance of interest- bearing debts	86.0	92.0	+6.0
Shareholder's Equity Karaka	860.0	849.0	▲11.0
Shareholder's Equity Ratio(%)	53.8%	53.0%	▲0.8pt
ROE (%) <sup>3</sup>	21.0%	21.2%	+0.2pt
ROA (%) <sup>4</sup>	13.3%	13.3%	▲0.0pt

% Since the practice for calculating retirement benefit obligations will be changed at the end of FY2015, JPY50.0Bn decrease in accumulated other comprehensive income is expected. In addition, possible reduction of shareholder's equity by fluctuation of deferred gains or losses on hedges upon changes in presumption is considered.

Consolidated Cash Fl				
(JPY Bn)	Previous Forecast <sup>1</sup>	New Forecast	Difference	
Cash Flow from Operating Activities	294.0	301.0	+7.0	
Cash Flow from Investing Activities <sup>5</sup>	▲206.0	▲212.0	▲6.0	
Free Cash Flow <sup>5</sup>	88.0	89.0	+1.0	
Cash Flow from Financing Activities	▲55.0	<b>▲</b> 49.0	+6.0	
EBITDA	294.0	298.0	-	
EBITDAR	317.0	318.0	-	20

# Fly into tomorrow.



**Contact:** 

Finance, Japan Airlines

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