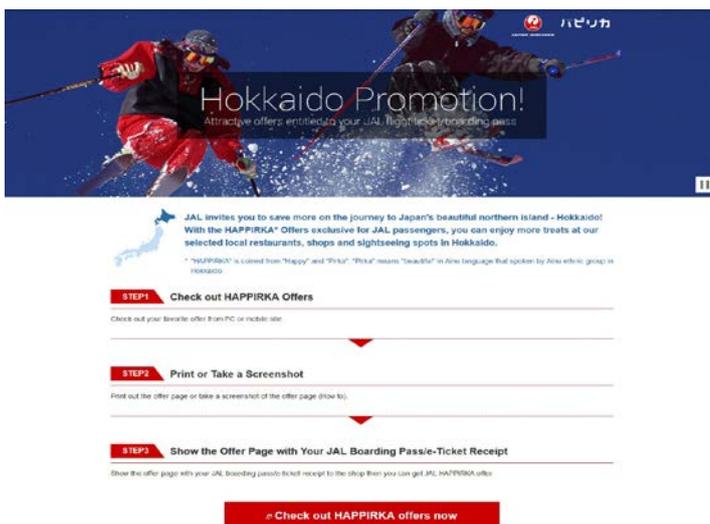


JAL Continues to Run Hokkaido Promotion to Introduce Exclusive Offers to Worldwide Customers

Japan Airlines (JAL) announced the continuation of Hokkaido Promotion on its global website (www.jal.com) covering 26 regions. This promotion first introduced in 2014 had been well received by our customers. During the new promotion period effective **from September 1, 2017 to August 31, 2018**, customers flying JAL can enjoy rewards and privileges for dining, shopping, sightseeing and tourist activities at 50 selected shops or facilities in Hokkaido prefecture of Japan.

These offers are named HAPPIRKA* offers, which are initially available in form of a Japanese coupon pamphlet distributed on JAL domestic flights to Hokkaido. To invite more customers around the world to enjoy the benefits of selecting JAL flights, JAL introduces these popular offers in more languages (English, Korean, Simplified Chinese and Traditional Chinese) on its global website.

From the perspective of providing more convenience to travelers to Japan, JAL makes HAPPIRKA offers easy to use and specially designed on both PC and mobile sites for the promotion.



Simple Steps to Use the HAPPIRKA Offers

- Capture a screenshot (or print out) the webpage of HAPPIRKA offer
- Present it together with their JAL boarding pass (or e-ticket receipt) to the applicable shop or facility

Convenient Features on the Website

- Shop rankings and recommendation are automatically refreshed by the number of visitors, which allows customers never miss the most chosen offers and trendy spots in Hokkaido.
- Various sorting criteria are set to enable customers to search shops and offers according to

different needs.

·Smartphone users can even search shops and offers nearby during their trips in Hokkaido on mobile site (subject to the GPS function on device).

Be a home airline of Japan, JAL challenges to develop more innovative products to deliver a refreshing and convenient travel experience to customers both in the air and on the ground. With the utilization of its e-channel, JAL is striving to introduce fascinating contents and useful travel information in Japan. The airline will be continuing to launch more promotions that are attractive with the aim of providing customers with improved travel experience.

URL for PC (example: Australia): <http://www.au.jal.com/en/hokkaido/>

URL for Smartphone (English): http://trip.jal.co.jp/ovs_search/hokkaido/en/sp

URL for “JAL Guide to Japan” Destination Hokkaido (example: Australia):

<http://www.au.jal.com/world/en/guidetojapan/destination/hokkaido/>

Note:

*“HAPPIRKA” is coined from “Happy” and “Pirka”, which means “beautiful” in Ainu language than spoken by Ainu ethnic group in Hokkaido.