

ANA HOLDINGS Unveils AirJapan, a New International Airline Brand Taking off in the Second Half of Fiscal 2023

- “AirJapan” will be an entirely new brand for medium-haul international routes, aiming to provide a thoughtful and caring passenger experience with a newly created service concept.
- The new airline will offer customers a variety of options in its services rooted in the Japanese culture as well as a comfortable cabin space at an affordable price.
- The first commercial flight is planned for the second half of FY2023.

TOKYO, March 8, 2022 – ANA HOLDINGS and Air Japan Co., Ltd. today unveiled “AirJapan”, a new airline brand for medium-haul international routes.

Previously in fall 2020, [ANA Group announced](#) a new airline brand as part of the transformation of its business model to pursue sustainable growth and the ability to quickly respond to a wide range of customer preferences. We are excited to announce that the brand name, logo, and aircraft design have now been finalized, and preparations are underway to prepare for its launch in the second half of FY2023. The exact routes and specific dates of the scheduled first flight is still under consideration as ANA is closely monitoring trends in the recovery of demand for international flights.

“We are excited to begin unveiling AirJapan and the selectable service and comfortable cabin experience it will offer passengers,” said Hideki Mineguchi, President of Air Japan. “By focusing on medium-haul international routes, the ANA Group will be better equipped to meet emerging trends for international travel at a competitive price. We are proud to be part of the team that is increasing options for travelers while also bringing the same commitment to quality and safety found across the ANA Group.”

1. Brand concept

The brand philosophy can be summed up in the phrase “Fly Thoughtful”, which expresses the airline’s caring, thoughtful and gentle approach. As an airline that is friendly and caring to all, we aim to create a completely new kind of air travel experience based on both Japanese ideas and a commitment to quality.

2. Brand logo, colors, and aircraft design

The brand name “AirJapan” was selected in order to convey to people around the world that we are a Japanese airline, and to remind customers that we offer “Japanese Quality” in all that we do.

The logo for AirJapan features the word "AIRJAPAN" in a bold, sans-serif font. The letters "AIR" are in blue, "J" is in red, and "APAN" is in blue. The "J" is stylized with a red outline and a blue fill, and the "A" following it is also in blue.

The logo is based on the “(Ai)r” and “J(apan)” featured in the brand name, and is inspired by the image of a kind and thoughtful hand-to-hand interaction.

The brand's color combines the traditional Japanese colors "Ai (indigo)" and "Akebono (sunrise)". The indigo color expresses the skills and careful technique involved in the traditional Japanese art of indigo dyeing, a complex process which requires "Trust & Thoughtfulness" from the artisan. The sunrise color was inspired by the spring season of Japan and represents comfortable warmth to demonstrate our commitment to "Comfort & Care".

The trademark application for the "AirJapan" company logo has been filed as well.



The Boeing 787-8 aircraft will be used, featuring the logo on the tail wing.

3. Background of the brand statement



In true Japanese spirit, we believe that value and values go hand in hand.

So we've put a little more thought into what people value most, and imagined a better way to fly, where people get more of what they want and less of what they don't.

An experience on your terms, with the service and comfort you've always needed, delivered with a Japanese touch.

**Fly Thoughtful.
Fly AirJapan.**

- Our goal is to create a completely new kind of air travel experience that is neither a full-service nor low cost carrier (LCC), combining the best of both worlds while also featuring Japanese-style ideas and quality.
- As expressed in the phrase "Where people get more of what they want," we will provide select options that customers actually want from the services offered by full-service carriers.
- As expressed in the phrase "Less of what they don't," customers who prefer a simple trip and do not require additional options can reduce their travel costs.
- The fares will be offered at an affordable price range similar to low cost carriers.
- As the phrase "Comfort you've always needed" conveys, we will provide a comfortable cabin space for all passengers on our new medium-haul international flights.

Details of the in-flight specifications and services will be announced at a later date. We hope you look forward to traveling with "AirJapan"- an airline that is neither a full-service airline nor an LCC, but an airline

that is thoughtful to all.

Reference: [Landor & Fitch](#) is a global brand transformation company that combines strategy and design to transform leading brands and businesses around the world. With 50 years of experience in Japan, partnering with some of Japan's biggest and most iconic brands, we seek to create extraordinary brand transformation by design, driving business transformation and impact.



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About ANA HOLDINGS

Founded in 1952 with just two helicopters, All Nippon Airways (ANA) has grown to become the largest airline in Japan. ANA HOLDINGS Inc. (ANA HD) was established in 2013 as the largest airline group holding company in Japan, comprising 71 companies including ANA and Peach Aviation, the leading LCC in Japan.

ANA is a launch customer and the largest operator of the Boeing 787 Dreamliner, making ANA HD the biggest Dreamliner owner in the world. A member of Star Alliance since 1999, ANA has joint venture agreements with United Airlines, Lufthansa German Airlines, Swiss International Airlines and Austrian Airlines - giving it a truly global presence.

The airline's legacy of superior service has helped it earn SKYTRAX's respected 5-Star rating every year since 2013, with ANA being the only Japanese airline to win this prestigious designation for nine consecutive years. ANA also has been recognized by Air Transport World as "Airline of the Year" three times (2007, 2013 and 2018); it is one of only a select few airlines to win this prominent award multiple times.

In 2021, ANA was awarded the 5-star COVID-19 safety rating by SKYTRAX, recognizing the airline's initiatives to provide a safe, clean and hygienic environment at airports and aboard aircraft, embodied in the ANA Care Promise.

ANA is the only company in the aviation industry to receive the Gold Class distinction from the 2022 S&P Global Sustainability Awards and ANA HD has been selected as a member of the Dow Jones Sustainability World Index list for the fifth consecutive year and the Dow Jones Sustainability Asia Pacific Index list for the sixth consecutive year.

For more information, please refer to the following link.

<https://www.ana.co.jp/group/en/>