

# 2010 ASIANA AIRLINES **Sustainability** Report



2010 'Airline of the Year'  
by SKYTRAX

2010 ASIANA AIRLINES  
**Sustainability** Report

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## Overview

### 2010 Sustainability Report

Asiana Airlines has published sustainability report every year since 2006. In these reports, the company has provided information on its operations deserving of public knowledge, and strived to maintain the confidence of its stakeholders.

The 2010 report portrays Asiana's core values and its efforts toward sustainable development.

### The Purpose of the Report

The report aims to provide information about Asiana's overall management activities and performance of 2009, thereby keeping its stakeholders informed of its current status as well as plans for the future.

### The Scope of the Report

The report deals with the outcomes of Asiana's financial, social and environmental performance and other related information, focusing on the sustainable business practices in every workplace of the company.

### The Standard of the Report

The 2010 sustainability report was written based on the GRI Sustainability Reporting Guideline (G3). Its financial report is based on the Korea Financial Accounting Standards. Units of its data are specified in the relevant sections.

Information contained in this report is also found in the Electronic Disclosure section on the Financial Supervisory Service homepage (<http://dart.fss.or.kr>) and the Asiana Airlines homepage (<http://flyasiana.com>) in the section Corporate Information>Environmental Management>Sustainability Report.

# 2010 ASIANA AIRLINES Sustainability Report

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# CEO Message

**“ In 2010, Asiana Airlines will continue to change and challenge to progress towards sustainable development.”**

It has been 22 years since Asiana Airlines took its first step toward its dream of flight. We would like to extend our deepest gratitude to our customers for their constant trust and support throughout these years.

In 2009, the airline industry experienced an especially challenging and unpredictable business environment due to global economic recession and the consequent low consumer confidence as well as the spread of the H1N1 virus. However, Asiana's company-wide emergency management system, established based on our past experiences of overcoming many difficulties, has enabled us to cope with the crisis and build a foundation for a healthy recovery. Asiana aspires to become a global airline which achieves a steady growth in operational income, unshaken by the changes in the external environments. Also recognizing the importance of sustainable management on the path toward this goal, we are doing our utmost to implement sustainable business practices.

With top priority on the satisfaction of our customers, Asiana Airlines has made relentless efforts to take a leading role in this ever-changing market. These efforts have earned both international and domestic recognition. We were named Airline of the Year for 2009 by AirTransport World, and have been recognized by various customer satisfaction surveys including KCSI (Korean Customer Satisfaction Index) and NCSI (National Customer Satisfaction Index). In addition, we have been nationally acknowledged as an advanced company with cooperative labor-management relations and ethical management practices.

Asiana also has played a proactive role in promoting environmentally-friendly management. Our carbon labeling program was certified by the Ministry of Environment, a first in the service industry, and our carbon offset program, which was first implemented in 2008, has contributed to reducing greenhouse gases. In recognition of all these green management efforts, Asiana received the Korea Green Climate Award in early 2010. Furthermore, we seek to minimize pollution throughout all our worksites by making the necessary investment and taking adequate managerial measures, while operating an advanced system to respond to climate change and carry out green management.

Asiana also strives to fulfill our social responsibility. In 2007, we joined the UN Global Compact for environmental protection, sound labor relations and transparent and ethical management activities. We are committed to aligning our management strategies with the UN Global Compact's ten universally accepted principles in the areas of human rights, labor, environment and anti-corruption. Behind this commitment to sustainable management is Asiana's beautiful company spirits.

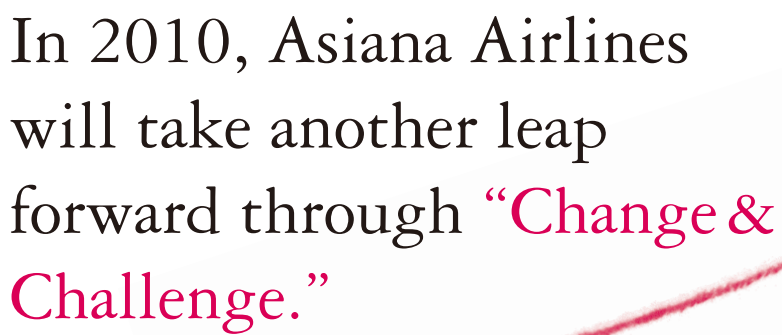
The year 2010 is considered a critical period for the airline industry. Asiana aims to concentrate our capabilities on reforms to face new challenges under the motto "Change & Challenge." In Asiana, we believe that sustainability is achieved when we are ready to change ourselves to serve our customers and society. In 2010, Asiana Airlines will continue to change and challenge to progress towards sustainable development.

Thank you.



Young-doo, Yoon  
President & C.E.O.

*Young-doo Yoon*



In 2010, Asiana Airlines  
will take another leap  
forward through “Change &  
Challenge.”

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Asiana’s management goals for this year are safety and service improvement, organizational restructuring for enhanced productivity, work process innovation and effective intra-company communication. Through innovations in all areas, including aircraft, networks, marketing, safety, service, finance and organizational culture, Asiana will take off toward a goal higher than ever.





# 10.0%

Goals for 2013-2014  
(total revenue : 5.6 trillion won, operating income : 10.0%)

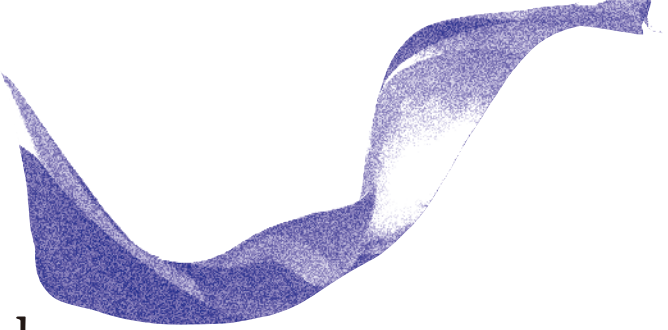
# 8.5%

Goals for 2011-2012  
(total revenue : 5.2 trillion won, operating income : 8.5%)

# 7.1%

Goals for 2010  
(total revenue : 4.5 trillion won, operating income : 7.1%)





Asiana's services  
are aligned to provide  
its customers with  
utmost satisfaction.

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As a critical part of its corporate culture, its original services have been internationally acclaimed : Asiana was chosen as the Airline of the Year in 2009 by the Air Transport World, and received the Skytrax five - star rating for four consecutive years. Raising value for its customers as well as the company, Asiana's pleasant services make each flight experience a memorable one, thereby creating a close rapport with its customers.




# Airline of the Year

Awarded in 2009 by the Air Transport World,  
a leading aviation magazine

# Skytrax 5-star


Awarded for four consecutive years  
by Skytrax



## Asiana places highest value on safe flights.

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Asiana started the first safety management system in the Korean airline industry, and has continuously updated its various flight information systems. Moreover, by establishing a specialized crisis response organization and regularly reinforcing its systems, Asiana has maintained an optimal environment for safe flights. The slogan “taking customers to their destinations on time in the fastest, safest and the most comfortable manner possible” best represents Asiana’s corporate philosophy. All its departments have concentrated their efforts to attain this goal professed in the slogan. As a result, Asiana came in first place in the flight punctuality survey conducted by the Association of Asia Pacific Airlines (AAPA), for two consecutive years.





**92.5%**

Best punctuality performance among AAPA member airlines for 2 years  
with an average punctuality rate of 92.5% in 2009

A decorative graphic consisting of several white rectangular cards of varying sizes, some overlapping. Each card features a single green leaf. The leaves are positioned around the main text block, with two on the top-left card, and three on the right-side cards.

Asiana's green management  
is focused on the awareness  
that the earth is as precious  
as its customers.

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Environment is first concern in Asiana's green management, which is involved in all its operational processes—from aircraft fuel saving to the carbon offset program (a first in Korea), carbon labeling program, and the in-flight coffee service using environmentally-friendly coffee beans. Asiana also provides a variety of environmental programs to share its love for the earth with its customers. Besides, Asiana's next-generation aircraft, which have been selected with environmental concerns taken into account, will become a driving force behind its low-carbon, green growth.

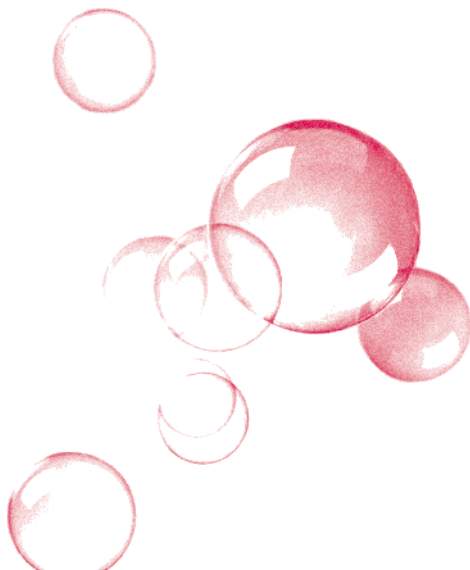




2,078,000kg

Carbon compensated by  
Asiana's carbon offset program in 2009





In Asiana Airlines,  
beautiful people  
are making  
a beautiful world.

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Asiana's people have grand aims, high hopes, unlimited potential, and undaunted spirits. They are global people with positive minds, active attitudes, passionate hearts and a sense of responsibility. Asiana's people are also beautiful people, who share love and hope with their neighbors. They put their hearts in everything they do to help their community, placing quality before quantity in their volunteer activities.



A young girl with dark hair, wearing a white short-sleeved shirt under a pink and white plaid dress, is smiling and reaching out with both hands towards the camera. She is standing in a grassy field with lush green trees in the background under a bright, cloudy sky. Several large, clear bubbles are floating in the air around her. A semi-transparent white rectangular box is overlaid on the image, containing the number '5,000,000,000' in large white font, and below it, the text 'Change for Good collections exceeding 5 billion won' in a smaller white font.

5,000,000,000

Change for Good collections exceeding  
5 billion won

The year 2010 will be  
a time of  
“Change and Challenge.”

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## Corporate Introduction

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# Corporate Introduction

Asiana's corporate mission is to achieve customer satisfaction through maximum safety and pleasant service. Ever since its establishment, Asiana Airlines has provided its customers with advanced services to meet their needs and expectations. Asiana also has constantly upgraded the level of safety with the help of its Aircraft Safety Management System, and invested generously on cutting-edge equipment.

Asiana's mission, however, is not confined to safety and satisfaction of its customers. As a responsible member of society, it will strive to achieve sustainable growth and development in a way that benefits every party in society including its cherished customers.

## Corporate Status

Company Name	<b>Asiana Airlines</b>
Date of Establishment	<b>Feb. 17, 1988</b>
Address (Headquarters)	<b>Asiana Town, 47 Osoe-dong, Gangseo-gu, Seoul, Korea</b>
President	<b>Young-doo Yoon</b>
Type of Business	<b>Air transportation</b>
Major Products / Services	<b>Air transportation, in-flight sales, refueling service, etc.</b>
Equity Capital	<b>KRW 876 bil.</b>
Total Assets	<b>KRW 5.81 tril.</b>
Sales	<b>KRW 3.89 tril.</b>
Aircraft Fleet	<b>68 aircraft</b> (as of March 2010)
Employees	<b>8,163 persons</b> (as of March, 2010)

(Equity capital, total assets and sales as of Dec. 31, 2009)

## Employees

Unit : person

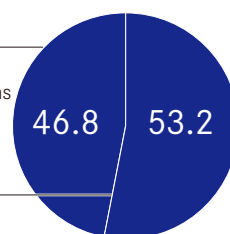
Unit : %

Job Type	persons
General Admin., Sales, Service Personnel	3,111
Pilots	1,131
Flight Attendants	2,823
Maintenance Engineers	990
Dispatchers	96
Others	12
<b>Total</b>	<b>8,163</b>

## Gender Ratio

Male  
3,824 persons

Female  
4,339 persons

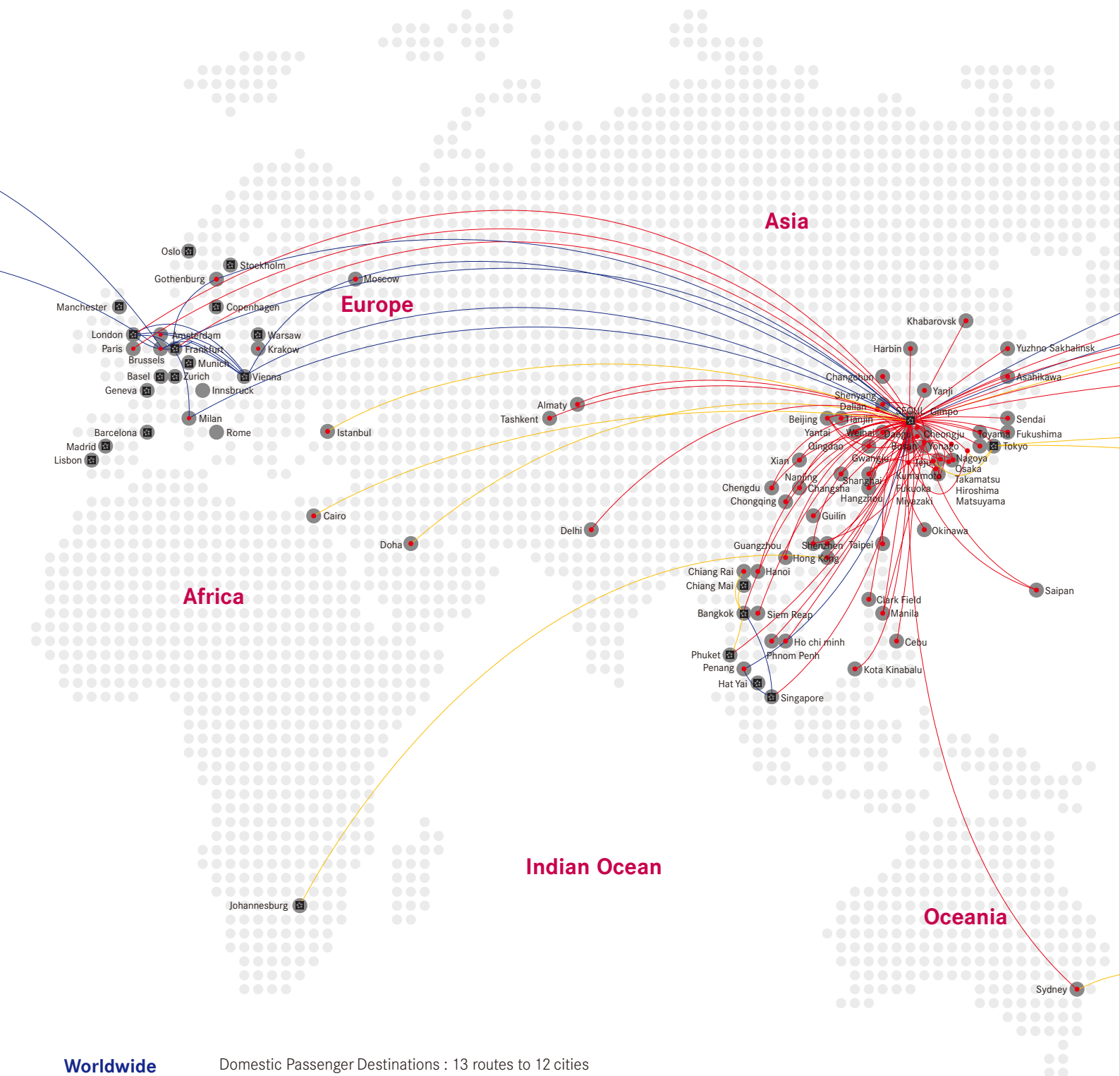




## Brief History

December 1988	Inaugurated the first domestic flight
January 1990	Inaugurated the first international flight
November 1994	Obtained the ISO 9001 quality management certificate
January 1995	Began to implement a non-smoking policy on all routes
September 1996	Obtained the ISO 14001 environmental management certificate
June 2000	Launched the historic first flight to North Korea (Seoul-Pyeongyang non-stop route)
April 2001	Obtained an official designation as an “Environment-friendly Company” for Gimpo Hangar (as the first in the service sector)
March 2003	Joined Star Alliance
February 2006	Introduced a new corporate identity
February 2007	Expanded code-share with ANA (to all Korean-Japan routes)
March 2008	Changed its stock market listing to the KOSPI, Korea’s main bourse
May 2008	Introduced the carbon offset program for the first time in Korea
June 2008	Received the Presidential Prize at the 2008 National Environmental Management Award
July 2008	Selected A350XWB as the next-generation aircraft
February 2009	Named the Airline of the Year for 2009 by ATW
April 2009	Received grand prize in the 2nd Korea Ethical Management Award
October 2009	Achieved first rank in the Dow Jones Sustainability Index (DJSI)
January 2010	Raised a fund of 5 billion won for UNICEF
February 2010	Certified as a five-star airline by Skytrax for 4 consecutive years





## Worldwide Destinations

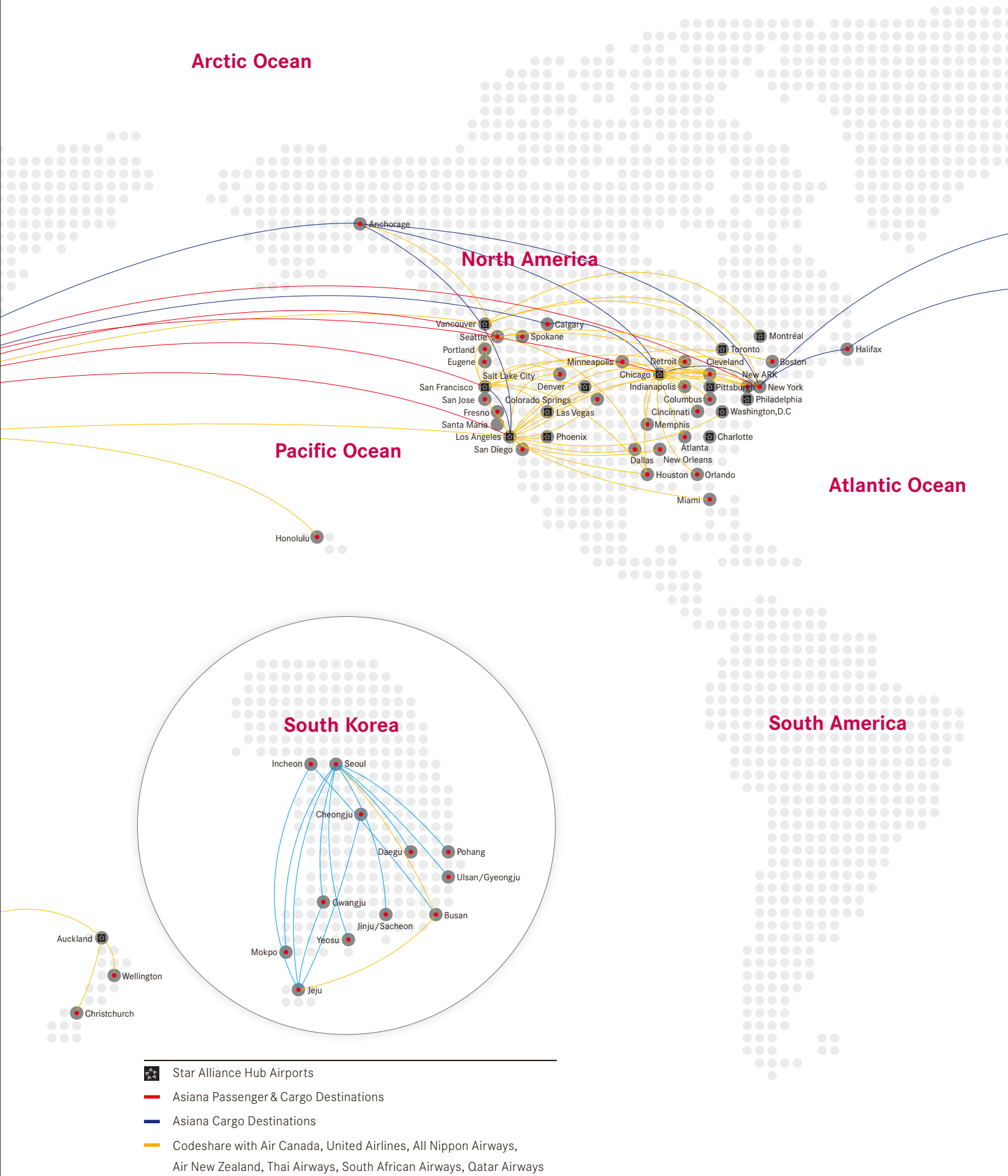
Domestic Passenger Destinations : 13 routes to 12 cities

International Passenger Destinations : 82 routes to 66 cities in 20 countries

International Cargo Destinations : 19 routes to 22 cities in 14 countries (as of March 2010)

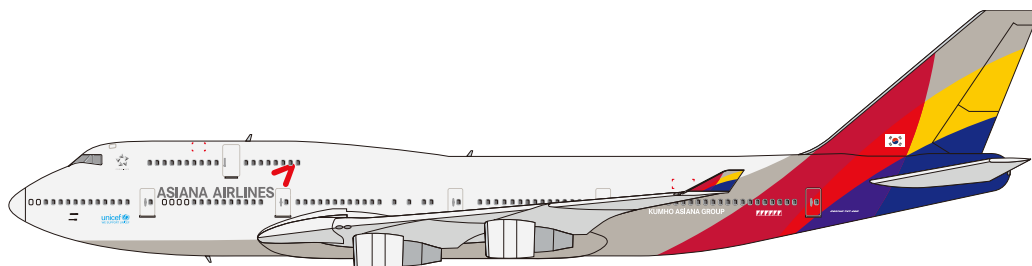
## International Code-share Operations and Global Network

Asiana is running code-share operations on international passenger routes with 22 airlines worldwide including NH, CA, TG, SQ, UA, NZ, TK and KC, and has established a global network that connects 1,077 airports in 175 countries through Star Alliance, the world's largest airline alliance.



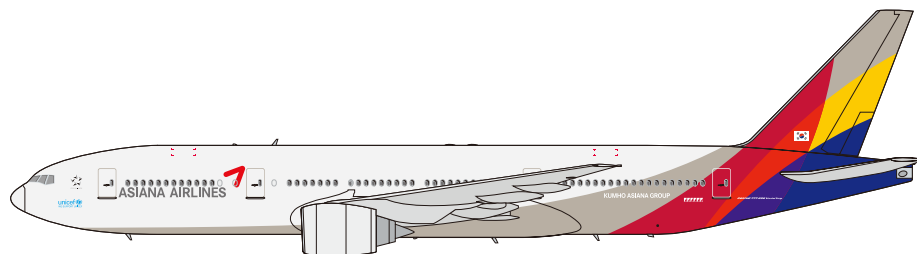


## Asiana's Fleet of 68 Aircraft



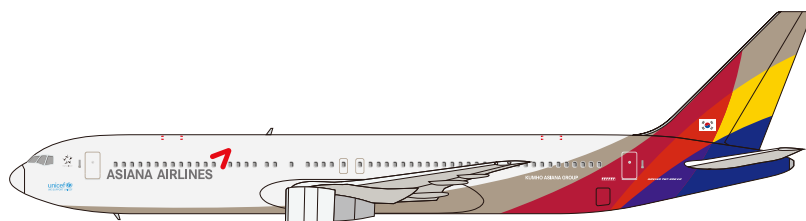
### B747

	Number of Aircraft	Seating Capacity	Length (m)	Wing Span (m)	Height (m)	Max. Cruise Altitude (m)	Optimum Cruise Altitude (km/hr)
400C	3	264/280	70.66	64.44	19.41	13,746	907
400P	2	359					
400F	4	-					
400SF	3	-					



### B777

	Number of Aircraft	Seating Capacity	Length (m)	Wing Span (m)	Height (m)	Max. Cruise Altitude (m)	Optimum Cruise Altitude (km/hr)
200ER	11	262/299/303	62.70	60.90	18.40	13,137	894



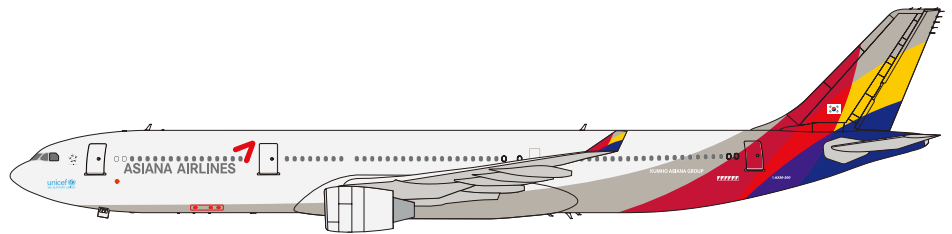
### B767

	Number of Aircraft	Seating Capacity	Length (m)	Wing Span (m)	Height (m)	Max. Cruise Altitude (m)	Optimum Cruise Altitude (km/hr)
300STD	7	250	54.94	47.57	15.85	13,137	853
300F	1	-					



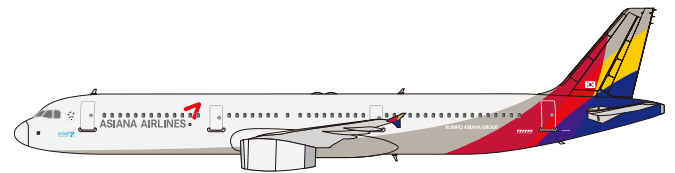
### B737

	Number of Aircraft	Seating Capacity	Length (m)	Wing Span (m)	Height (m)	Max. Cruise Altitude (m)	Optimum Cruise Altitude (km/hr)
400	3	150/160/162	36.45	28.88	11.13	11,278	790



### A330

	Number of Aircraft	Seating Capacity	Length (m)	Wing Span (m)	Height (m)	Max. Cruise Altitude (m)	Optimum Cruise Altitude (km/hr)
<b>323</b>	8	290	63.70	60.30	16.84	12,527	876



### A321

	Number of Aircraft	Seating Capacity	Length (m)	Wing Span (m)	Height (m)	Max. Cruise Altitude (m)	Optimum Cruise Altitude (km/hr)
<b>131</b>	2	200	44.51	34.10	11.76	11,918/12,131	841
<b>231</b>	13	171/177/179/191					



### A320

	Number of Aircraft	Seating Capacity	Length (m)	Wing Span (m)	Height (m)	Max. Cruise Altitude (m)	Optimum Cruise Altitude (km/hr)
<b>232</b>	11	143/146/162	37.57	34.09	11.76	12,131	841

Operating 68 aircraft as of March 2010

# Corporate Mission and Philosophy



Asiana Airlines believes that a fundamental duty of an airline is to ensure utmost safety and pleasant service. This heightened awareness of safety and customer satisfaction is an important part of its corporate philosophy and its strategies to become a world's premier airline company.

Asiana's mission, corporate and CEO philosophies are fine-tuned to achieve its goal to become a sound and trustworthy company that keeps its promises, takes its social responsibilities and contributes to society - that is, a "beautiful company" in every sense of the words.

## Asiana Vision



# Corporate Governance

## Shareholders

Unit : %

Shareholder	Ownership
Kumho Industrial Co., Ltd.	33.50
Kumho Petrochemical Co., Ltd.	14.04
ANA	0.70
Korea Development Bank	6.96
Others (Individuals & Institutions)	44.80

(as of March 2010)

## Affiliates

Unit : share, %

Company	Major Business	Number of Shares Owned	Ownership
Korea Express Inc.	Transportation & Warehousing	5,464,507	23.95
Air Busan Co., Ltd.	Air Transportation	4,600,000	46.00
Kumho Life Insurance Co., Ltd.	Life Insurance	2,262,176	1.55
Kumho Investment Bank	Banking Service	30,039,090	16.70
Daewoo Engineering & Construction Co., Ltd.	Construction	9,138,514	2.81
LSG SKY CHEF KOREA	Airline Catering Service	260,000	20.00
KDB-Consus Value PEF	-	38,151,730,000 (units)	5.87
Kumho Asiana Main Tower Co., Ltd.	-	3,040,000	80.00
Asiana IDT, Inc.	IT services	1,000,000	100.00
Asiana Staff Service	Headhunting Services	200	100.00
Asiana Abacus, Inc.	Computerized Registration Services	160,000	80.00
Kumho Holdings (H.K) Co., Ltd.	Investment	25,321,321	29.75
Asiana Philippines GSA, INC	Cargo Sales	500,000	50.00

(as of March 2010)

## BOD Composition & Activities

### List of the BOD members

Membership	Position	Name	Membership	Position	Name
Full-time	CEO	Yoon, Young-doo	Part-time	(Outside) Director	Park, Young-cheol
Full-time	CEO	Han, Chang-su	Part-time	(Outside) Director	Jeong, Chang-young
Full-time	(Inside) Director	Ryu, Gwang-hui	Part-time	(Outside) Director	Lee, Deok-hun
Part-time	(Inside) Director	Ki, Ok	Part-time	(Outside) Director	Lee, Seong-geun
Part-time	(Outside) Director	Im, In-taek			

### Committees

Committee	Responsibilities	Members
Audit Committee	<ul style="list-style-type: none"> <li>Auditing the company's accounting and business operations</li> <li>Giving approvals to the appointment of outside directors</li> </ul>	Three BOD members (all of them outside directors)
Outside Director Recommendation Committee	<ul style="list-style-type: none"> <li>Recommending and reviewing candidates for outside directors</li> </ul>	Four BOD members (with two outside directors)

Asiana Airlines pursues  
customer satisfaction  

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through maximum safety  
and pleasant service.

## Safety & Service

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# Aviation Safety

## Safety Management System

Aviation safety is a key element of Asiana's corporation mission. To ensure the highest level of safety, Asiana has implemented a systematic array of safety programs, including the Safety Review Board, periodic safety tests as well as regular safety inspections and patrols.



### Safety Goal : maintaining the current zero-accident record

#### Safety Policy

- ① Asiana Airlines' foremost mission is to satisfy its valuable customer by meeting their demands to provide safety exceeding global standards.
- ② Asiana Airlines operates its Safety Management System to ensure safety of the highest level while devoting relentless efforts towards continuous safety enhancement.
- ③ Asiana Airlines' safety policy will undergo unceasing scrutiny and continuous revision so that it is in conformance with the company's quality, security, environmental, and health policies.
- ④ Asiana Airlines will set and meet its safety goal to conform to those set forth in the State's Aviation Safety Programme while each and every employee will fulfill all related duties and responsibilities related to the Safety Management System in order to achieve safety objectives.
- ⑤ Asiana Airlines encourage voluntary participation and a just culture with regards to the collection and application of aviation safety information.
- ⑥ Asiana Airlines' safety goal is to maintain a state of zero accident and adequate resources will be invested to achieve this.
- ⑦ Asiana Airlines' highest management priority is never compromising on safety and employees will put forth all efforts to achieve the company's safety policy.

Young-doo Yoon  
President & C.E.O.  
Asiana Airlines, Inc.

The International Civil Aviation Organization (ICAO) mandated that its member airlines establish a safety management system as per international standards by 2008. As the first in Korea, Asiana Airlines completed its own system in 2007, a year earlier than the time frame stipulated by the ICAO. By setting up safety goals and identifying and eliminating hazard, this system helps the company provide safer flight services.



### IOSA Certification

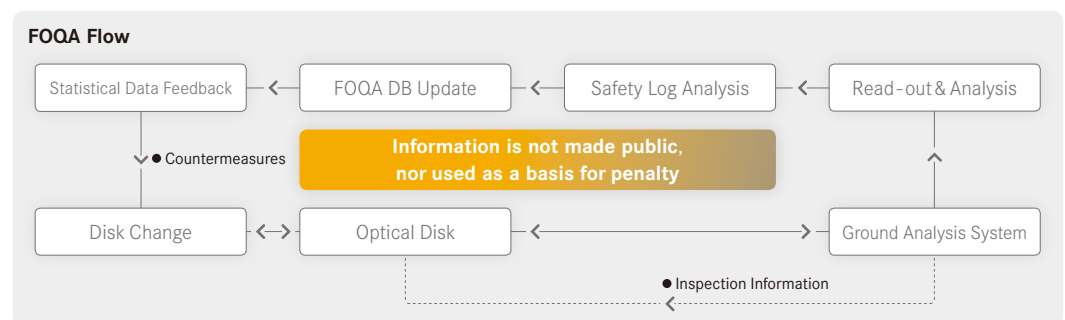
The IATA Operational Safety Audit (IOSA) is a process that all IATA members are required to undergo, and most code-share agreements mandate that all the parties be registered with IOSA. Asiana Airlines successfully completed the audit in 2004 and has been renewed on the IOSA registry.



\*IOSA (IATA Operational Safety Audit) is an internationally recognized and accepted evaluation system designed to assess the operational management and control systems of an airline.

### FOQA (Flight Operations Quality Assurance)

FOQA is a flight data analysis system using high-tech equipment. It is used in aircraft quality control activities, such as flight monitoring and preventive maintenance. Information generated from the FOQA program is applied to flight crew training, in which the collected statistical data and animation clips that simulate certain flight events help find ways to improve flight safety. By monitoring aircraft and its engine performance, the program greatly contributes to flight punctuality and cost reduction by means of preventive maintenance and troubleshooting.



### Operations Control Center

At Asiana's Operations Control Center (OCC), an array of state-of-the-art systems, involving flight scheduling, real-time aircraft monitoring, flight control optimization, web-based voice communication, ramp control, flight operation statistics and analyses, are used to collect information concerning flight operations, which is shared using the large wall screens at the room to facilitate prompt and effective decision-making. The OCC's uninterrupted power system, automatic fire protection and security systems enable it to provide perfect control functions in the event of unexpected disasters. Flight dispatchers and other experts in the areas of flight operations, maintenance, cabin safety and marketing are stationed at the OCC to provide immediate control and support in any contingency situations by tracking the location of aircraft in real time and communicating with the flight crew using satellite and web-based communication systems. Their efforts at the OCC greatly contribute to the company's flight safety and customer service.



### Emergency Response Program

Asiana is keen on building capacity of its organization for emergency management and fortifying relevant systems by constantly reviewing its emergency management process, consisting of prevention, preparation, performance and learning. Its Emergency Response Manual promotes the prompt and effective handling of accidents with its top priority on the support for the affected passengers, cabin crew, third-party victims and their families. The company offers constant training for its Special Assistance Team, whose mission is to provide both psychological and material supports for passengers and their families at the time of aircraft accidents. In addition, its annual emergency simulation training helps the company inspect its emergency response capacity and complement any detected shortcomings to maintain a systematic and professional emergency response system.

### LIDO Flight Planning System

The system is an innovative flight planning solution used by top-class airlines of the world. The LIDO system enables checking on the weather conditions and restrictions in the airports of departure and destination as well as en-route alternate airports in order to deal with potential problems in advance. The system also calculates the most effective route and altitude in terms of cost, fuel and time, and provides the flight crew with the relevant information.

# Asiana's Service

Asiana's service, which is evaluated as one of the best at home and abroad, is the result of the willingness and efforts of all its employees to provide their customers with the highest quality service. The company will keep innovating its service to create the best value in the industry.

## Asiana's Service Motto

### 1. Sincere Service

We pay keen attention to the smallest details with traditional Korean hospitality, thoughtful consideration and courteousness.

### 2. High-end Service

We provide highest-quality services with careful attention right down to the cutlery for in-flight meals and other details.

### 3. Fresh Service

We serve our customers with up-to-date aircraft and our staff is always looking for new ways to make your flight experience more pleasant.

### 4. Kind Service

We serve our customers with a bright smile and genuine kindness from the bottom of our hearts.

## Reservation and Mileage Service

### Magic Boarding Pass

Asiana's international passengers are eligible for a discount up to 60 percent at 53 stores, including 13 overseas ones, if they present the original copy of their boarding pass along with their identification within seven days after flight.

### Tour and Miles

Through the one-stop service from reservation and payment, Asiana customers can use over 100,000 hotels and 6,000 car rental agencies all over the world, with 5 miles for every purchase of 1,000 won accumulated as their Asiana mileage points.

### Shop and Miles

Shop and Miles is Korea's first internet shopping brokerage service connected with an airline mileage program. Buyers at its affiliated on-line stores are provided with up to 5 miles of Asiana mileage points for every purchase of 1,000 won, apart from all the benefits provided by the stores.

*Magic*  
Boarding Pass

투어 앤 마일즈

샵 앤 마일즈

## Airport Service

<b>Happy Mom Service</b>	Passengers who travel with their babies are provided with special services to minimize discomfort concerning airport check-in, breast-feeding during the flight, and the long hours spent sitting in their seat with their babies.
<b>Lounge Service</b>	Asiana's lounge is equipped with a private DVD room and a conference room. At its Chef's Corner, passengers can have delicious food freshly cooked on the spot by a five-star hotel cook, and on its stage, lounge concerts are held by its customers. These quality services make its lounge a place for business, entertainment as well as rest.
<b>High-tech Check-in Service</b>	Passengers can reserve their seats in advance on the internet, or using the VRS (video relay service) through their 3G mobile phones or internet phones. Self-service check-in is also available at kiosks located at the airport.
<b>Baggage Service</b>	Items left in the aircraft are photographed and posted on the company's homepage to help passengers find their lost goods more easily. In case of baggage delay, its tracking information is provided in real time.
<b>Service for Passengers in Need</b>	Passengers in need of help, such as the handicapped, the infirm, the aged, or children who travel alone, are guided all through the flight from the departure at the airport to the arrival at the destination.



## Cabin Service

<b>Cabin Special Service</b>	Asiana's specialty cabin service, provided by its cabin crew, consists of eight programs including magic shows, charming service, and tarot card reading. These special services can be experienced only in Asiana, and will give its customers an unforgettable flight experience.
<b>In-flight Meals</b>	As Korean food has been more widely known to the world, Asiana applies more items of healthy Korean food to its menu, including the Korean royal cuisine course, vegetable wrap with bulgogi, chicken & ginseng soup and stew (samgyetang), acorn jelly soup, mulberry leaf noodles, and rice wine (makgeolli). The company is also developing high-quality new menus in collaboration with world's famous restaurants and chefs. Besides, it provides the calorie information for its in-flight meals, and serves Rainforest Alliance certified coffee and the wines selected by world-class sommeliers.
<b>In-flight Entertainment Service</b>	Personal AVOD (audio/video on demand) systems are installed on medium- and short-haul aircraft as well as long-haul ones. Passengers can enjoy dozens of movies, over a hundred TV programs, hundreds of music albums, a wide assortment of video games and other contents as well as in-flight fitness video clips to relieve tiredness from jet lag.



# Passenger Healthcare

## Care for Incapacitated Passengers

To ensure a safe and comfortable flight, physically challenged passengers are assessed of their health conditions to determine if they are fit for air travel, in consideration of possible effects of the in-flight setting as well as aviation physiological factors. Incapacitated passengers are provided with specialized services, such as the Meet & Assist service performed by its flight nurses before and after the flight. Aero stretchers and oxygen equipment are also available.

## Emergency Medical Treatment Program

In preparation for medical emergencies, all aircraft are equipped with first-aid kits and other medical supplies, which are maintained with regular function checks. First-aid training is provided to all the cabin crew. Besides, Asiana operates BLS Training Site, a CPR training agency recognized by American Heart Association and Korean Association of Cardiopulmonary Resuscitation. It also maintains 24-hour hotline to provide rapid and effective medical support.



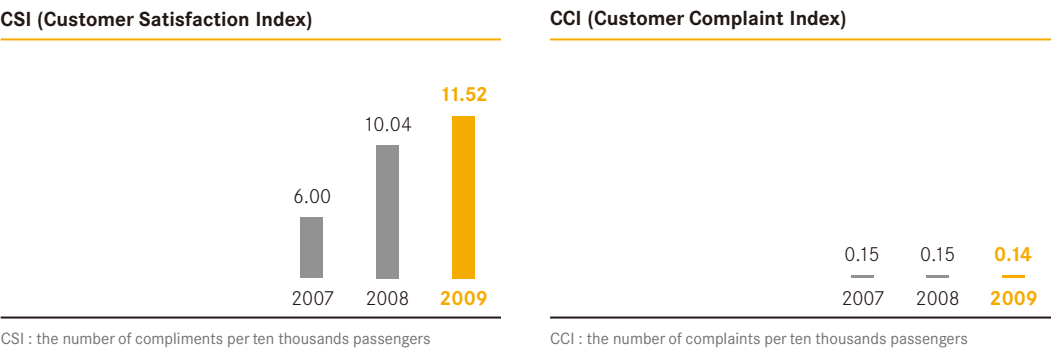


# Customer Satisfaction Management

Asiana Airlines’ efforts for customer satisfaction through best safety and service bring the company close to its goal to become a world’s leading airline.

**Voice of the Customer**

Asiana listens to various opinions of our customers through a variety of VOC channels including emails, letters, phone calls and visits. All the registered complaints, compliments, questions and recommendations are collected, analyzed, and processed into weekly, monthly, quarterly and yearly data. The information is applied to the service improvement activities at each point of customer contact. Asiana’s One-stop Complaint Service, which seeks to resolve customer complaints on the spot, has increased the company’s Customer Satisfaction Index and decreased its Customer Complaint Index.



**Efforts to Enhance Customer Satisfaction**

**Service Quality Audits and Customer Satisfaction Surveys**

For effective service quality management, Asiana diagnoses its overall services through service quality audits. The company also conducts on- and off-line customer satisfaction surveys on a regular basis, in which types of its customers are classified by a few standards—e.g. frequent/general customers—to examine the level of satisfaction that they have about Asiana’s services. Identified satisfaction/dissatisfaction elements are notified to each responsible department to be reflected in its service improvement activities. Asiana’s service quality management efforts to meet ever-increasing customer needs have consistently elevated the satisfaction levels of its customers.



### Customer Satisfaction Committee

Apart from each department's service development projects and its employees' spontaneous service improvement activities, Asiana regularly holds a company-wide Customer Satisfaction Committee, the highest decision-making body for customer satisfaction management. The committee is responsible for all the formal processes for customer satisfaction: the establishment and implementation of policies; personnel planning; operations of organizations; drawing up and revision of standards and processes; deliberation and approval of recommendations; development and enactment of plans to prevent customer complaints from recurring.

### Service Coordinators

Service coordinators work to promote smooth communication between the main office and customer service fronts. They conduct systematic service training and inspections, and get feedbacks from the employees having direct contact with customers, based on which they work on creating new service items. They develop department-specific service modules and educational contents such as service manuals, materials, and UCC instructions; and also visit both domestic and overseas branch offices to provide service education, thereby contributing to the standardization of Asiana's service and the improvement of its quality.

### Customer Invitation Program

Every year since 2004, Asiana Airlines has been offering the customer invitation program – Customer Visit Day – to the company's regular customers. The program has been a precious opportunity for the company to build rapport with its customers. On the day, the invited customers take a tour around its facilities, participate in various experience programs, and have a conference with the top management. The customers' comments and recommendations collected from the conference serve as a valuable resource for the development and improvement of the company's service programs. Held 15 times for the last six years, Customer Visit Day is a meaningful event, which strengthens the bond between the company and its customers.



Asiana Airlines  
continues to grow unshaken  

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by the change in external  
environments.

## Finances



# 2009 Financial Performance

In 2009, an unprecedented global financial crisis swept through economies all over the world. A combination of plunging consumer confidence and the spread of the H1N1 virus has created tough business environments for the aviation industry. Consequently, Asiana unexpectedly experienced a large deficit as its total revenue decreased from the previous year. From the fourth quarter, however, as Korea was getting over the influence of the H1N1 epidemic and the domestic economy began to rebound, demand for air travel started to recover. This improving trend gained a momentum by the collective efforts of its employees to overcome recession as well as the profit-oriented operation of its flight routes. As a result, the company's operating income turned into a surplus during the fourth quarter, making the prospect for the year 2010 much brighter.

## Market Share

Unit : %



## Revenue of Each Sector

Category	2007	2008	2009
<b>Revenue</b>			
Passenger (%)	63.3	63.5	63.5
Cargo (%)	26.1	26.9	25.9
Ancillary Business (%)	10.6	9.6	10.6
<b>Domestic Passenger</b>			
Revenue (mil. won)	267,430	303,010	254,808
ASK (thou. km)	2,520,494	2,774,579	2,452,301
RPK (thou. km)	1,732,397	1,798,752	1,569,604
L/F (%)	68.7	64.8	64.0
<b>International Passenger</b>			
Revenue (mil. won)	1,872,900	2,224,564	2,059,511
ASK (thou. km)	29,306,806	31,646,017	32,261,093
RPK (thou. km)	21,749,379	22,722,076	22,848,644
L/F (%)	74.2	71.8	70.8
<b>Cargo</b>			
Revenue (mil. won)	895,710	1,087,948	952,312
ASK (thou. km)	4,452,380	4,302,442	4,165,658
RPK (thou. km)	3,576,899	3,339,580	3,137,263
L/F (%)	80.3	77.6	75.3



## Passenger

In 2009, the airline industry suffered from the serious blow of the sluggish real economy, which had continued from the fourth quarter of 2008, as well as the H1N1 pandemic. These adverse factors resulted in an 8.4% year-on-year decrease in the number of inbound and outbound travelers (17.3 million). Specifically, the number of departing passengers plummeted 20.9% from the previous year due to the downturn of the domestic economy, the spread of H1N1, and the high won-dollar exchange rates.

To overcome these unfavorable economic conditions, Asiana Airlines restructured its flight routes focused on profitability and thus cut back on about 1,700 flights on 29 routes. This measure improved its profitability by more than 40 billion won.

On the other hand, the company also endeavored to strengthen its competitiveness on main routes to the U.S. and attempted to fortify the triangular network that connects Korea, China and Japan. The company increased the flights to New York in May 2009 from 4 flights a week to 7. As for Japanese destinations, it opened a new route to Shizuoka in June, and its Gimpo-Osaka route was expanded in November from 7 flights a week to 14.

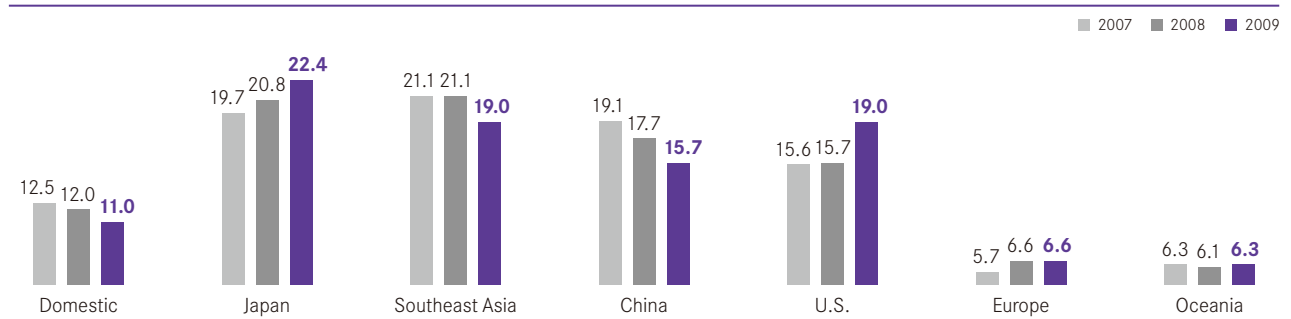
The aviation industry started to recover in the fourth quarter of 2009, when the number of inbound and outbound travelers rose to the level of 2008. Asiana's profit-oriented operation of aircraft and flight routes enabled it to record the greatest operating income in the company's history during the first quarter of 2010.

Asiana launched a new flight to Ibaraki Airport (on the outskirts of Tokyo) in March 11, 2010, as soon as the new airport launched. As a measure to invigorate the triangular shuttle that connects major cities of Korea, China and Japan, the company plans to launch a route between Gimpo and Beijing and to increase the flights between Gimpo and Haneda toward the end of 2010. All these steps represent Asiana's efforts to pursue profitability while at the same time achieve convenience for its customers.

The company's long-haul routes will also be expanded : Its routes to Chicago and Seattle will each add one more weekly flight-to 4 and 5 flights a week, respectively. Moreover, three-class seating (First-class, Business-class and Travel-class) will be introduced to its aircraft on the route to Frankfurt to provide more high-class seating options to its European routes.

Composition of Revenues from Major Routes (Passenger)

Unit : %



## Cargo

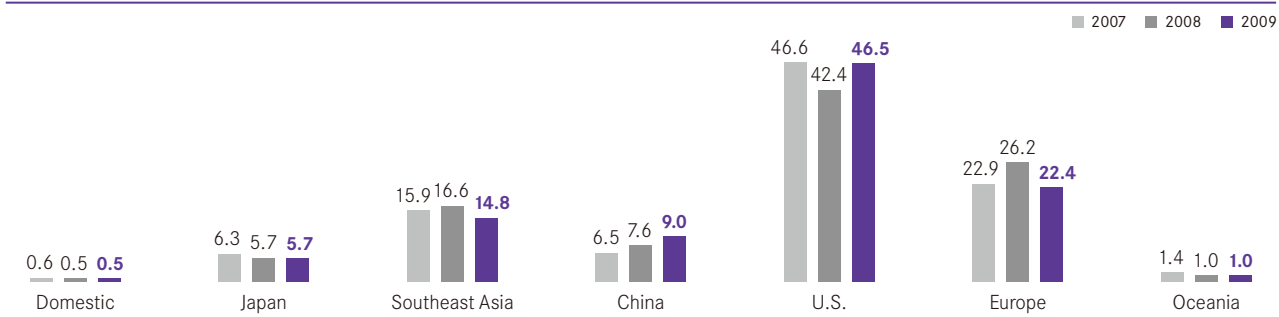
The global financial crisis which started at the end of 2008 and the resulting collapse of the real economy pushed air cargo traffic down by 10.1% year-on-year in 2009. However, domestic air cargo volume, which dropped 6% in the first half of the year, rebounded to a 22% increase in the latter half, resulting in a 7.7% yearly rise. Asiana Airlines' sales strategies that focused on the Korean market in the latter half of 2009 also created the revenue of KRW 952.3 billion from the cargo sector.

In the first half of the year, the company coped with the drastic fall in air cargo traffic by concentrating on minimizing losses. So, it leased back one of its cargo aircraft, reduced flights on deficit routes, and operated cargo flights flexibly according to demand. These measures led to a 6% year-on-year decrease in its supply of cargo flights. During the latter half of the year, however, cargo traffic showed a sharp increase as the trades of IT products started to take off, mainly in the Korea and China regions. Accordingly, Asiana dispatched more cargo flights to Chinese destinations, raised fares for long-haul flights, and increased flights to U.S. destinations using leased aircraft. In addition, the company increased the proportion of high-fare cargo—such as postal items, global express cargo and diplomatic documents—and expanded its cargo aircraft charter to businesses. As all of these steps uplifted profitability, Asiana gained the revenue of KRW 112 billion in November, which is the best monthly revenue from the cargo sector ever since the company started air cargo transportation business.

This upward trend in cargo demand has lasted until the first quarter of 2010, when the company's cargo service posted its best first-quarter revenue results in its history. In its cargo service, Asiana aims to achieve its 2010 goals for revenue (KRW 1.1 trillion) and operating income (10%) by adopting various strategies. For example, the company started to operate leased aircraft in February 2010 on its long-haul routes to reinforce its long-range network, and also plans to expand its flight supply to Chinese destinations. To cope with peak-season demand, the company will dispatch a B747-Combi Conversion freighter on its cargo routes. Besides, it will also expand its high-profit business areas, such as express delivery and postal services.

Composition of Revenues from Major Routes (Cargo)

Unit : %



## Ancillary Business

Asiana's revenue comes from a variety of ancillary business: some are closely related with transportation business—in-flight duty-free sales, mileage partnership services, ground handling services, excess baggage charges, warehouse fees, etc.—and other sources include building lease and equipment loan. The total ancillary revenue of 2009 amounted to KRW 410.7 billion, accounting for 10.6% of total revenue.

## Disclosure

Asiana provides disclosure to all its stakeholders to enhance accounting transparency and share information on the company's business performance in a timely manner.

### Periodic Disclosure

1. Since March 2007, Asiana has adopted a system for worksite verification of all its periodic reports—e.g. annual reports, semi-annual reports, quarterly reports. Beginning with the 19th Annual Report (2006), this system has required that the contents of any periodic report be confirmed by the team in each sector who has collected and provided the data. The accuracy of information in all periodic reports is to be guaranteed by each responsible team lest critical information should be omitted or mistakenly changed. The purpose of this system is to get prepared for potential lawsuits related with the Securities Trading Law and the Securities Class Action Act.
2. To ensure further accuracy, each business sector has used a checklist to verify information in a periodic report relevant to their business. (Since March 2007)

### Critical Information

Category	Annual reports	Semi-annual & quarterly reports
Disclosure	Corporate status, Management performance, Financial status & audit results at the end of each year	Management & financial reviews on a semi-annual or quarterly basis
Due	Within 90 days after the end of each fiscal year	Within 45 days after the end of each half-term or quarter
2009 submission	once	3 times

### Fair Disclosure

- **Periodic Disclosure** provided on a regular basis to enhance accounting transparency and to share with investors (including potential ones) information on management performance.

Category	Quarterly Pro Forma Income Statements & Sales Report	Annual Pro Forma Income Statements
Disclosure	Sales, Operational income, Ordinary income and net income on a quarterly basis, Passenger & cargo sales results	Sales, Operational income, Ordinary income and net income on an annual basis
Due	Within 25 days after the end of each quarter	Within 45 days after the end of each year
2009 submission	4 times	2 times

Note) The Annual Pro Forma Income Statement can be replaced by a disclosure report on the "15% or more change in sales or profit/loss."

- **Occasional Disclosure** provided on a timely basis to share important investment information—e.g. annual business plans, prospects, major management issues.

Category	Annual Business Plans	Major Management Issues
Disclosure	Annual plans and prospects for sales, Operational income, Ordinary income and net income	Fair disclosure of future business / management plans and other major issues on a timely basis
2009 submission	once	once

### Timely Disclosure

1. To prevent omission of information, a system has been used to review all the worksite reports and notices to determine if the information is a subject for disclosure. (since June 2005)
2. Any revision of regulations on disclosure is to be notified to relevant departments.

Asiana Airlines' green management is based on the awareness that the earth is as precious as its customers.

## Environment

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# The One and Only Earth, as Precious as Our Customers

Asiana is growing into an environmentally friendly airline that operates in harmony with nature. Believing that the protection of environment starts from responsible consumption to avoid and reduce waste, the company practices green management in every activity from the aircraft energy consumption to the daily habits of individual employees. Asiana's environmental emblem and the slogan "The one and only earth, as precious as our customers" reflect their earnest concern about the environment.

## Asiana's Environmental Emblem

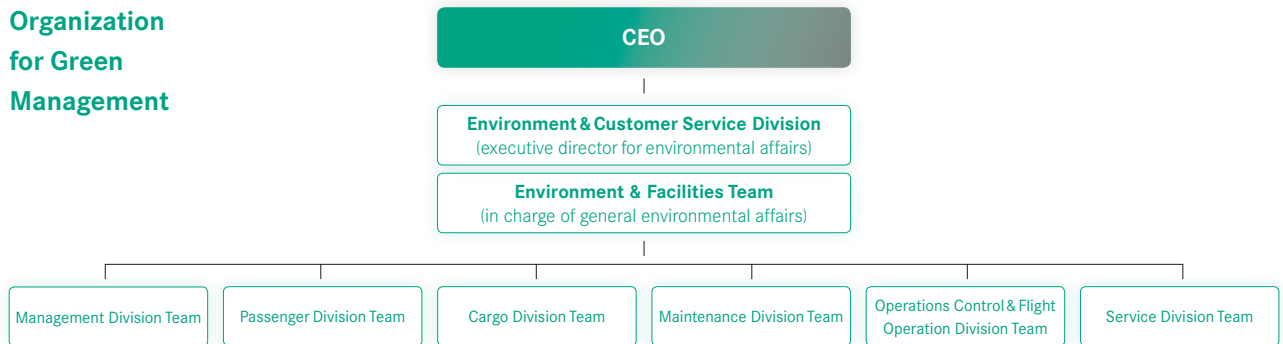
하나밖에 없는 지구, 고객처럼 소중히  
The one and only earth, As precious as our customers.



## Environmental Vision and Policies

Environmental Vision	Environmentally friendly airline operating in harmony with nature	
Environmental Policies	<b>Transparent and systematic environmental management</b>	<ul style="list-style-type: none"> <li>• Issues sustainability reports annually</li> <li>• Keeps the official designation as a "Green Company"</li> <li>• Publishes Climate Change reports</li> <li>• Discloses information on environmental cost accounting and unit environmental load data</li> </ul>
	<b>Minimum consumption of energy and resources</b>	<ul style="list-style-type: none"> <li>• Uses environment-friendly goods</li> <li>• Introduces highly efficient up-to-date aircraft and engines</li> <li>• Continues to implement energy-saving policies</li> <li>• Establishes a system to control greenhouse gas emissions</li> </ul>
	<b>Minimum emissions of pollutants</b>	<ul style="list-style-type: none"> <li>• Combines programs for energy saving and exhaust reduction</li> <li>• Reduces emissions to below 50% of minimum legal standards</li> <li>• Promotes recycling of resources including aircraft parts</li> </ul>
	<b>Company-wide environmental activities</b>	<ul style="list-style-type: none"> <li>• Implements the Carbon Offset Program</li> <li>• Promotes the environmental campaign, "One Mountain &amp; One River for Each Company"</li> <li>• Offers environmental education</li> <li>• Cooperates with Star Alliance airlines for the protection of environment</li> </ul>

## Organization for Green Management



## Green Management Outcomes

Asiana seeks to create harmony among people, businesses and nature. To realize this ideal, the company conduct business with annual environmental goals, and the performance results are documented, processed into indexes and published.

<b>Response to climate change</b>	<ul style="list-style-type: none"> <li>Established a mid- and long-term plan to control greenhouse gas emissions</li> <li>Formed a task force to deal with the EU Emission Trading System</li> <li>Contributed to the Case Study Book on the Green Innovation of Businesses (published by the Korea Chamber of Commerce and Industry)</li> <li>Signed an MOU on climate change with Korea Energy Management Corporation</li> </ul>
<b>"Green Company" Designation</b>	<ul style="list-style-type: none"> <li>Retained the Green Company title for Gimpo and Incheon sites</li> <li>Conducted on-the-job education to meet guidelines for the Green Companies to address climate change and greenhouse gas emissions</li> <li>Provided the Environmental Mentoring Program to smaller companies (twice)</li> </ul>
<b>Public Relations on Sustainable Management</b>	<ul style="list-style-type: none"> <li>Published the annual sustainability report (2006-)</li> <li>Contributed to the Case Study Book on Sustainable Management (published by the KBCSD of the Federation of Korean Industries)</li> <li>Provided environmental information on its homepage</li> </ul>
<b>Communication</b>	<ul style="list-style-type: none"> <li>Communicated environmental-social information among Star Alliance airlines</li> <li>Participated in the regular environmental conference held by the Association of Asia Pacific Airlines</li> <li>Provided the Asiana Environmental School program to young students in the company's neighborhood</li> <li>Participated in environmental seminars and provided education in external institutions</li> </ul>
<b>Environmental Management System</b>	<ul style="list-style-type: none"> <li>Underwent both internal and external audits for ISO certification</li> </ul>
<b>Monitoring and Process Improvement</b>	<ul style="list-style-type: none"> <li>Monitored potential / actual sources of pollution (more than twice a month)</li> <li>Organized "process improvement circles" for jobs with environmental impact</li> </ul>
<b>Environmental Campaign</b>	<ul style="list-style-type: none"> <li>Held campaigns for environmental protection (on a quarterly basis)</li> <li>Participated in the Climate Change Expo held as part of the 3rd C40 Summit Conference in Seoul</li> <li>Supported and participated in TV programs on green management</li> </ul>
<b>Environmental Education</b>	<ul style="list-style-type: none"> <li>Provided environmental education courses for new employees</li> <li>Offered on-line education and posted educational materials on the intranet</li> <li>Published a comprehensive report on the company's efforts on climate change</li> </ul>
<b>Environmental Awards</b>	<ul style="list-style-type: none"> <li>Won first prize in the sustainability report award by Korean Standards Association (Oct. 2009)</li> <li>Chosen as the leading company in the airline sector of the Dow Jones Sustainability Indexes (Oct. 2009)</li> <li>Won the Green Climate Prize at the National Assembly Climate Change Forum (Feb. 2010)</li> </ul>

# Greenhouse Gas Emissions and Energy Consumption

Aircraft is a valuable means of transportation for fast long-distance travel. As international exchange continues to grow, the demand for air travel has shown a steady increase and so have the concerns about the emissions of greenhouse gases. For the past few decades, aircraft manufacturers have achieved meaningful outcomes in their efforts to develop technologies to improve fuel efficiency and reduce gas emissions. Since 1960, the efficiency of aircraft engines has improved by almost 50% and their structures and designs by 70%.

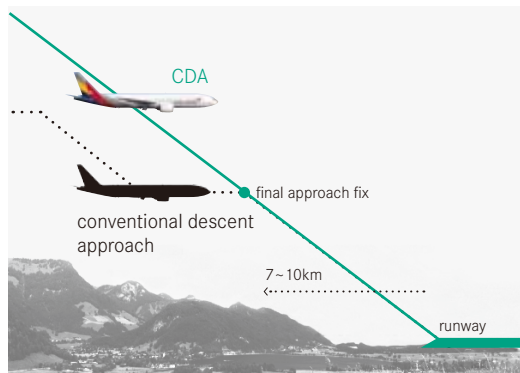
In 2009, the International Air Transport Association (IATA) set a goal to reduce greenhouse emissions in the airline sector by: improving energy efficiency by 1.5% every year until 2020; achieving carbon neutral growth from then on; and, in the end, reducing the emissions to half the level of 2005 by 2050. In line with this goal and strategy, Asiana is also doing its best to reduce the consumption of aircraft fuel and greenhouse gas emissions. In terms of aircraft operations, they concentrate on improving fuel efficiency and cutting down on the fuel cost. For this purpose, the company tries to find new ways to save energy while invigorate the current efforts.

## Aircraft Fuel Saving Techniques

### Improvement in Flight Procedure

- **Reduced flap take-off** At take-off, an aircraft consumes more fuel if its flaps are set at a higher angle. So Asiana tries to use a lower-angle flap setting as possible.
- **Delaying flaps and landing gear extension** During landing, Asiana pilots try to extend the flaps and the landing gear as late as possible within the boundary of the company's guideline.
- **Optimum speed** It is a speed at which the benefits of burning less fuel outweigh the costs of longer hours spent over the stretch of flight. Flying at the speed can keep the cost of flight at the most economical level.
- **Optimum altitude** It is an altitude at which an aircraft consumes least amount of fuel. It varies according to the weight of the aircraft. As the aircraft gets lighter due to fuel burn, it climbs to a higher altitude to reach the optimum cruising flight level.

### Continuous Descent Approach (CDA), the landing procedure adopted by Asiana Airlines



### Improvement in Fuel Load Guideline

- **Optimum fuel loading** A statistical analysis of fuel consumption, which varies with aircraft type and flight route, enables an airline to keep a reasonable level of extra fuel loaded on the aircraft.
- **Minimizing overfueling** Minimizing the gap between the legal and actual amounts of additional fuel loaded onto an aircraft can increase fuel efficiency. Asiana regularly manages this gap based on specific goals in order to reduce overfueling.
- **Minimizing the use of APU** Located at the tail end of an aircraft, APU (Auxiliary Power Unit) is a small engine that produces electricity and compressed air for the aircraft's self-sustaining operations on the ground. For an aircraft parked on the ground, it is more efficient to use external power source rather than its own power unit, many airlines including Asiana try to minimize the use of APU to reduce fuel consumption.



### Load Planning and Engine Washing

- **Aft center of gravity** An aircraft consumes less fuel as its center of gravity is moved aft within the allowable range. A more aft center of gravity causes horizontal stabilizer to be more parallel with the horizontal tail, decreasing drag force.
- **Minimizing difference between the planned and actual payloads** By minimizing this difference, Asiana reduces an overload of fuel, and prevents additional fuel consumption.
- **Engine washing** For aircraft engines to create thrust, superheated and pressurized air is to be mixed with hot fuel and ignited. When air is sucked in to the engine, atmospheric pollutants can enter the engine, blocking the air flow and compromising engine efficiency. Therefore, periodic cleaning of a jet engine is essential for raising its efficiency.



## Statistics

In 2009, as demand for air travel declined, the numbers of both passengers and flights decreased. For this reason, the total amount of emissions for 2009 fell, while emissions per units of ATK and RTK rose slightly.

### Asiana's Greenhouse Gas Emissions

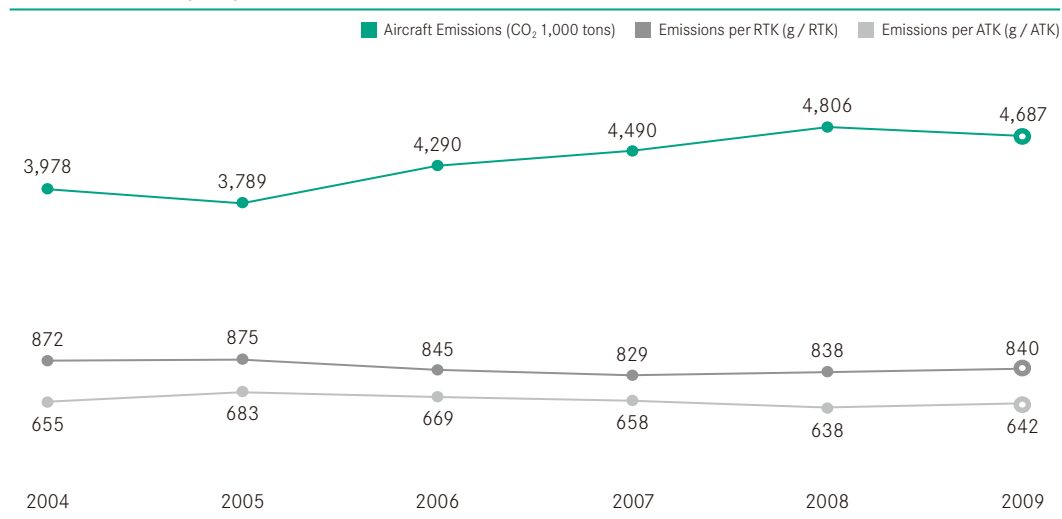
#### • Aircraft Emissions & Indexes (2007-2009)

Category	2007	2008	2009
Total emissions (CO <sub>2</sub> Ton)	4,490,807	4,806,323	4,687,643
Emissions per ATK <sup>1)</sup> (g / ATK)	658	638	642
Emissions per RTK <sup>2)</sup> (g / RTK)	829	838	840

1) ATK (Available Ton Kilometer) : a standard unit of air transport capacity, defined as one ton of passengers and/or cargo transported over one kilometer.

2) RTK (Revenue Ton Kilometer) : a standard unit of demand for air transport, defined as one ton of revenue passenger and/or cargo transported over one kilometer ; one of sales indexes for airlines.

#### Aircraft Emissions (tCO<sub>2</sub>) Trends



Note) ATK and RTK data generated from a leased cargo freighter were excluded.



### Aviation Turbine Fuel Consumption

Well before the Convention on Climate Change emerged as a global issue, reduction of fuel consumption had been one of Asiana's top priorities. In 2009, the total consumption of aviation fuel decreased 2.4% from 2008, while the consumptions per ATK and RTK increased.

Category	2007	2008	2009
Aviation Turbine Fuel	1,424,498	1,526,325	1,488,831
Consumption per ATK (g / ATK)	209	202	206
Consumption per RTK (g / RTK)	263	266	269

### Utility Consumptions and Indexes (2007-2009)

In 2009, the consumption of electricity decreased as Asiana's subsidiary company took up the management of computer facilities. However, as its boarding counters at Incheon International Airport were moved and expanded, demand for utility services rose, boosting the per-unit consumptions of gas and water as compared to the previous year.

Category	2007	2008	2009
Electricity (kWh)	31,409,490	31,538,635	24,900,522
Consumption per ATK (g / ATK)	4,600	4,183	3,453
Consumption per RTK (g / RTK)	5,799	5,501	4,505
City Gas (m3)	1,791,307	1,619,047	1,715,503
Consumption per ATK (g / ATK)	262	215	238
Consumption per RTK (g / RTK)	331	282	310
Water & Sewage (ton)	182,466	165,440	174,582
Consumption per ATK (g / ATK)	27	22	24
Consumption per RTK (g / RTK)	34	29	32

Note) The numbers in the table indicate the total volume of utility consumption at Asiana's Gimpo facilities (including the passenger and cargo terminals, aircraft maintenance facilities, Asiana Town, and the personnel training center, but excluding the IT building) and Incheon facilities (including the passenger and cargo terminals and aircraft maintenance facility B).

# Green Management Activities

Although the development of technologies to reduce the environmental impact of aircraft is largely dependent on the manufacturers of aircraft bodies and engines, Asiana, as an operator of aircraft, is also doing its part by making various energy-saving efforts involving systematic programs and task-force teams for fuel management. Asiana is committed to improving efficiency in the aspect of aircraft operation to save energy and reduce gas emissions.

## Carbon Offset Program

Asiana started to implement the carbon offset program in 2008, for the first time in Korea, contributing to the international efforts to prevent global warming. The program encourages all its employees to offset greenhouse gas emissions caused by their business trips by paying for the cost for removing carbon dioxide from the atmosphere. In May 2009, the company made an agreement with Korea Energy Management Corporation (KEMCO) to collaborate on the national initiative for “Low Carbon, Green Growth” to cope with climate change. Since July 2009, customers also have participated in Asiana’s carbon offset program through KEMCO under its carbon neutral program.

The fund raised by the carbon offset program has been used for environmental purposes. Asiana supported the installation of solar energy facilities at the Flower Village in Gapyeong, and also made donations to the National Assembly Climate Change Forum and the Climate Change Center to promote the private-public cooperation for green growth. The company will continue to donate the carbon offset fund to businesses and organizations which contribute to the reduction of greenhouse emissions.



### Carbon Labeling Program

Asiana's carbon labeling program was certified by the Ministry of Environment on April 15, 2009, for the first time in the Korean air transportation sector. This program posts information about the emissions of all the greenhouse gases, converted into the amount of CO<sub>2</sub>, incurred by the service on the certified route. By doing so, the program provides systematic criteria on carbon reduction activities and facilitates an objective understanding of the certified service.



Product : **Air transportation service** (A330-300 aircraft operating on the Gimpo-Haneda route)

Certification Number : **D-2009-001**

Certified Period : **March 17, 2009 – March 16, 2012**

### Asiana Green

Asiana conducted a on-line campaign three times on its homepage to communicate practical ways to help reduce greenhouse gases emitted by air travels and daily activities, and induce people's participation in the environmental practices. In the Asiana Green Travel campaign conducted for two month from July to August 2009, more than 7,500 customers pledged for green travel. In the Asiana Green Life campaign conducted for two months from October to November, more than 5,300 customers promise to practice environmentally friendly life-style. In another green travel campaign in January and February 2010, over 3,000 customers shared tips to make their baggage lighter.

The success of the on-line campaigns continued in off-line events, too. On March 30, this year, Asiana carried out a campaign called "Green Travel & Green Life" at the domestic passenger terminal of Gimpo Airport to publicize environmentally friendly lifestyle among the passengers.



## ISO 14001 (Environmental Management) System

Asiana's Environmental Management System complies with the ISO 14001 standards. The propriety of the system is assessed by internal monitoring and external evaluation.

<b>Internal Monitoring</b>	Environmental Impact Assessment	<ul style="list-style-type: none"> <li>Assesses environmental impacts of all new and modified business procedures</li> </ul>
	Monitoring and Evaluation	<ul style="list-style-type: none"> <li>Assesses the propriety of the environmental management system</li> <li>Inspects worksite practices and relevant documents to evaluate the level of compliance with environmental standards and the fulfillment of annual environmental goals</li> </ul>
<b>External Evaluation</b>	Performance	<ul style="list-style-type: none"> <li>Invites independent evaluation agencies to evaluate the implement of the system</li> </ul>
	Assessment	<ul style="list-style-type: none"> <li>Identifies areas that need improvement and determines if the system is to be continued</li> </ul>

## Green Company Certification

For the first time since the Service Industry Guidelines took effect, Asiana received designation as an environment-friendly company for its Gimpo site, and has renewed the certification until today. Asiana's Incheon hangar acquired the same certification in 2006, and renewed the status in 2009. Currently, Asiana has two of its work-places (Gimpo and Incheon) officially certified for their environmental management practices.

\*The former Environment-friendly Company certification was renamed into the current Green Company certification in April 2010.

## Raising Awareness among Employees

<b>1. Environmental Education</b>	<ul style="list-style-type: none"> <li>In-house education is provided to provide environmental information and promote understanding of green management. (once every quarter)</li> <li>External education is also provided train in-house environmental experts. (twice a year or more)</li> </ul>
<b>2. Internal Inspector Training</b>	<ul style="list-style-type: none"> <li>The course is offered once a year and its education results and qualification standards are managed according to the ISO Internal Audit standards.</li> <li>External education programs can be provided depending on the trainees' scopes of work.</li> </ul>
<b>3. New Employee Education</b>	<ul style="list-style-type: none"> <li>An environmental education course is included as a compulsory course in the regular new-employee education program.</li> <li>A course is scheduled in consideration of its demand and applicability.</li> </ul>
<b>4. Periodic Education</b>	<ul style="list-style-type: none"> <li>For jobs involving considerable environmental impacts, special education is provided and its record is documented.</li> <li>Additional education and information are regularly provided via the internet and Asiana's intranet service (Telepia), and the contents are published in the weekly Climate Change Brief Magazine.</li> </ul>
<b>5. Partner Company Education</b>	<ul style="list-style-type: none"> <li>The course is provided to partner companies twice or more annually and the outcomes are documented.</li> <li>Partner companies are encouraged to carry out their own environmental education courses at least once a year.</li> </ul>

## Management of Pollutant Sources

Although Asiana makes every effort to protect the environment, there are some business procedures that involve inevitable discharge of pollutants. To keep the impact as low as possible, the company has set its own discharge standard at 50% or lower of the limit imposed by the law. Moreover, it has managed its actual discharge concentration levels (based on highest measured value) to be lower than 30% of legal limits. The company has constantly inspected and monitored pollutants concentration levels and immediately responded to any abrupt changes. As a result, Asiana has experienced no environmental accidents for 10 consecutive years in 2009, and is determined to sustain this record in the years ahead.

### Atmospheric Quality Management

Aircraft maintenance is carried out with proper facilities to treat atmospheric pollutants produced in the process, and the related monitoring is performed regularly to identify facilities that need repairing. The monitoring results serve as a basis for the establishment of future plans for pollutants management. The reliability of the treatment facilities is confirmed by regularly measuring, and cross-checking, the levels of pollutants – e.g. dusts, THC, stenches, etc.

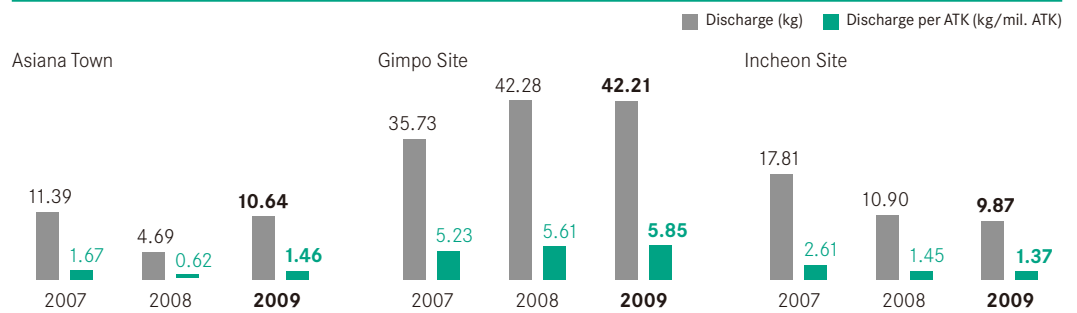
#### Atmospheric Pollutants Emissions & Index



### Water Quality Management

A proper operation of the wastewater treatment plant is confirmed by regularly measuring, and cross-checking, its water quality. The treatment of high-density waste water, which is intermittently produced, is not performed in the company facilities, but is assigned to a subcontractor to reduce the pollution load.

#### Water Pollutants Discharge & Index



### Waste Management

Asiana's waste disposal system classifies waste materials by their origins and properties, so that they can be managed and disposed of in a safe, lawful way. It also carries out regular monitoring of the process. The department in charge strives to prevent secondary contaminations from occurring in the waste disposal facilities, and also carries out regular inspections on its subcontractors to check if waste materials are managed properly. Most of all, the company recognizes the importance of reducing waste materials in the first place, and to that end it continues to improve its business processes.

#### Waste Disposal Amount & Index



### Chemical Materials Management

Chemical materials are handled using AMIGOS-II, an integrated management system that tracks down the input and output of chemical products. Also, the wide assortment of chemical substances used in the maintenance process is managed using MSDS (Material Safety Data Sheets), a search system containing data regarding their properties. Materials with a high level of hazard are replaced by environment-friendly alternatives to a possible extent. Used materials are disposed of properly based on their MSDS data. The company provides educational courses on chemical safety and treatment on a regular basis, especially on the GHS (Globally Harmonized System of Classification and Labeling of Chemicals).



## Aircraft Noise Management

Asiana employs the noise abatement procedure for take-off recommended by the ICAO to minimize the harmful effect of aircraft noise. All its aircraft satisfy the ICAO noise standards.

### Aircraft by Noise Levels

Aircraft Type	Engine Type	ICAO standards <sup>1)</sup>	Noise Level (by Korean Standards) <sup>2)</sup>	2008	2009	2010
B737-400	CFM56-3 B2	Chapter IV	Level 6	6	5	3
B767-300S	CF6-80C2-B2F			7	7	7
B767-300F	CF6-80C2-B6F			1	1	1
B777-200ER	PW4090			10	10	10
A320-232	IAEV2527-A5			10	11	11
A321-131	V2530-A5			2	2	2
A321-231	V2533-A5			12	13	13
A330-323	PW4168A			6	8	8
B747-400	CF6-80C2-B1F			13	12	12
<b>Total Number of Aircraft</b>				<b>67</b>	<b>69</b>	<b>67</b>

1) Satisfies the Chapter IV standards (based on the specifications).

2) Aircraft noise level is managed based on a 6-step classification (changed from the previous 5-step criterion).

### Aircraft Noise Management in Korean Airports

Incheon International Airport Corporation and Korea Airport Corporation have installed aircraft noise monitoring stations scattered around the two major international airports-Incheon and Gimpo-to evaluate and mitigate noise problems. The stations monitor aircraft noise all around the clock, and keep airlines informed of the findings.

## Green Purchasing

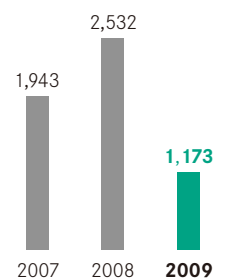
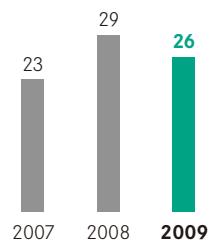
To raise awareness of green purchasing among all employees, Asiana provides detailed information about the practice, including the enactment or revision of relevant laws, purchase cases and amounts, etc., on the company website. As for in-flight equipment and supplies, for which certification of the U.S. Federal Aviation Administration is mandatory, the company gives a preference to environment-friendly items within the boundary of the aviation laws. In the selection of subcontractors as well, those who practice green purchasing are given extra credits.

### Green Purchasing Performance

unit : case / KRW mil.

Number of Purchases

Amounts of Purchases



In Asiana Airlines,  
beautiful people are making  
a beautiful world.

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## Humans Resources & Society

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# Ethical Management

Asiana practices ethical management emphasizes trust, reliability and social responsibility. Corporate social responsibility is a concept which encourages companies to consider social, legal, ethical, and philanthropic aspects of their business operations. Kumho Asiana Group's code of ethics guides its employees about their conduct and value judgment, encouraging them to start from the smallest things to make a big difference.

## Code of Ethics

Kumho Asiana Group proclaims the following code of ethics, which provides all our employees with standards of desirable conduct and values on the path toward our corporate vision—to be the world's leading value-creating company, a company that grows with its people, a company recognized and trusted by society.

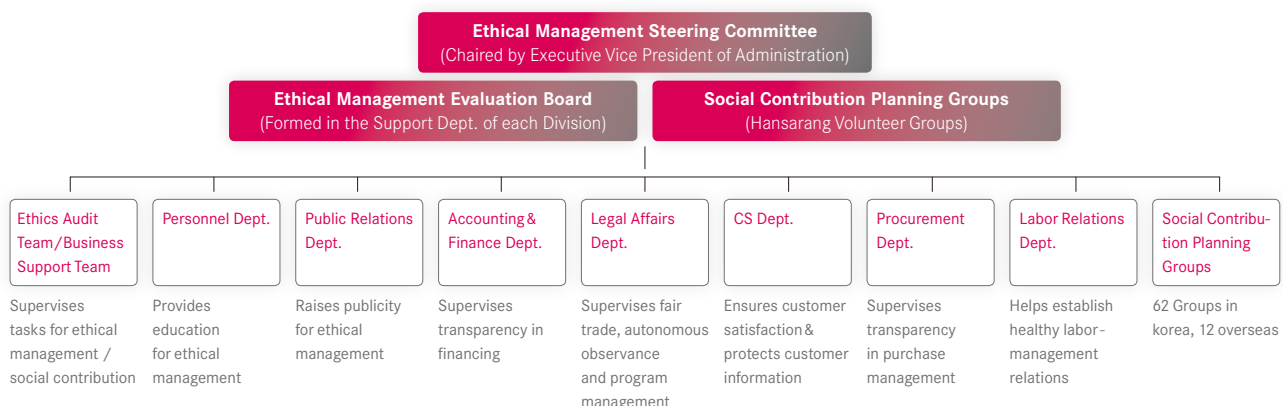
- ❶ Kumho Asiana Group and its people do their best to achieve customer satisfaction, and earn the trust of their customers by providing best quality service and products.
- ❷ Kumho Asiana Group and its people abide by the law and respect custom and order of business, with reliability and sincerity as essential elements of their service.
- ❸ Kumho Asiana Group offers equal opportunities to all their employees, and treats them fairly according to their capabilities and performance.
- ❹ Kumho Asiana Group's employees behave to earn the respect and trust of their customers and clients, protecting the honor of the Group and maintaining personal dignity.
- ❺ Kumho Asiana Group's employees neither ask for nor accept profits of any kind—either pecuniary or non-pecuniary—from anyone related to their jobs.
- ❻ Kumho Asiana Group's employees do not use company property for personal benefit, and put the interests of the company before personal ones when the two conflict during the performance of their jobs.
- ❼ Kumho Asiana Group's employees make an effort to live up to their company's competency model through constant self-development.

To accomplish the above code of ethics, a separate set of rules will be pronounced and enforced.

September 1, 2002

## Organization for Ethical Management

Asiana advocates transparency in our business management and moral awareness in our employees. Our organization for ethical management is working toward this end under the leadership of the Ethics Audit Team.



## Education on Ethical Management

To raise awareness of ethical management, Asiana provides regular company-wide education on the issue both on- and off-lines. Training courses for new recruits, new executives, and newly-promoted staff also deal with comprehensive topics of ethical management.



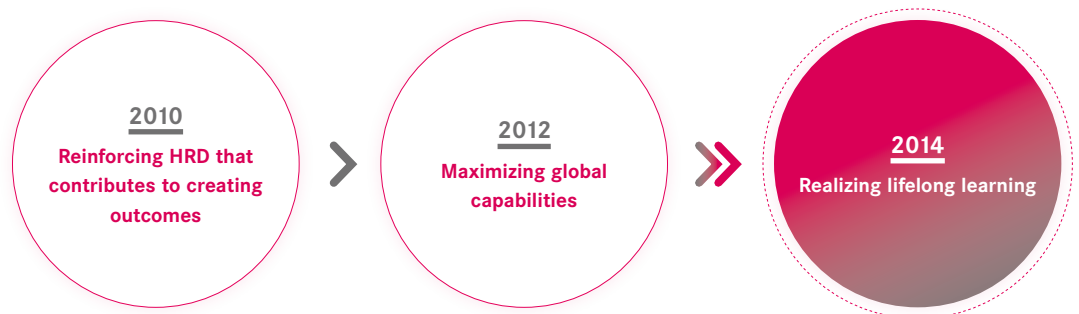
# Human Resources Development

Asiana Airlines' vision for human resources development is to foster global leaders who create future values and outcomes. Accordingly, its employee education is tuned to the following three strategies: nurturing global leaders, reforming organizational culture, and promoting performance orientation.

## Strategies for Human Resources Development



## Mid- and Long-term Plan for Human Resources Development



## Key Features of Employee Education

Asiana focuses on education based on the concept of the leadership pipeline that helps workers at every level reach their full potential. It also endeavors to fortify global capabilities in its employees by fostering next-generation leaders and international conference experts. The company seeks to enhance job expertise by implementing the Qualification Credit System, and improve service competency of its service workers through relevant education programs. Besides, a variety of programs are provided to invigorate communication among all its employees.



### List of Programs for Training World-class Global Leaders

Program	Course	Detail
Overseas MBA	MBA in USA	<ul style="list-style-type: none"> <li>• Program to foster global talents</li> <li>• Tuition and living expenses support for employees accepted for MBA programs at major colleges in USA</li> </ul>
	IMBA in China, YLP MBA in Japan	<ul style="list-style-type: none"> <li>• MBA programs aimed at producing global leaders who can cope with non-Western markets, especially the rapid-growing Chinese market (All classes are taught in English)</li> </ul>
Service MBA	Service Provider	<ul style="list-style-type: none"> <li>• Courses for training talented workers in Cabin Service</li> <li>• MA in Hospitality Management at Univ. of Brighton in England</li> </ul>
	Wine Specialist	<ul style="list-style-type: none"> <li>• WSET at Thanet College in England</li> <li>• Cafa Formatism Sommelier Course in France</li> </ul>
	Professional Chef	<ul style="list-style-type: none"> <li>• Cuisine Diploma Course at Le Cordon Bleu in England, Australia, France, etc.</li> </ul>
Korean MBA Korea	Kumho Asiana MBA (at Yonsei and Sogang Univ.)	<ul style="list-style-type: none"> <li>• Group-wide programs to train experts in each field, provided since 1990</li> </ul>
	MBA at Hankuk Aviation Univ., Kyonggi Univ., Soongsil Univ.	<ul style="list-style-type: none"> <li>• Courses for producing aviation specialists</li> </ul>
Korean MBA in Specialized Areas	KDI, Sogang University	<ul style="list-style-type: none"> <li>• Courses for training experts in specialized areas</li> </ul>
Global Regional Expert Programs	USA, China, Japan, France, Russian, Korea	<ul style="list-style-type: none"> <li>• Programs to produce global regional experts, involving language learning courses, working in branch offices and cultural experience</li> </ul>

### Corporate Culture Development Programs

Program	Detail
All For One (for all employees)	<ul style="list-style-type: none"> <li>• Promotes understanding and trust among different divisions and positions to create corporate culture that makes the company a good place to work</li> </ul>
Passion Plus (for new recruits in their second year)	<ul style="list-style-type: none"> <li>• Gives new employees an opportunity to share their experiences of the first year on their jobs and to refresh their passion to help them grow into active workers with positive views of their jobs</li> </ul>
Mentoring System (for new recruits)	<ul style="list-style-type: none"> <li>• Helps new recruits settle down in their jobs and grow into professionals by effectively transmitting knowledge and experience of mentors</li> <li>• Provides one-on-one counseling to those with difficulties or suggestions, helping them concentrate on their work</li> </ul>
Oz's Cultural Journey (for all employees)	<ul style="list-style-type: none"> <li>• Provides various cultural events presenting films, performances, lectures, etc. to promote communication in the company</li> </ul>

### Employee Education Statistics

Category	2007	2008	2009
Total education expenses (KRW mil.)	14,210	15,866	14,194
Education expenses per person (KRW thou.)	1,927	2,044	1,797
Education hours per person (hrs.)	101	102	99



# Personnel Programs

## High Performance Compensation

To reward high performance, workers with excellent credits in each job type and position are compensated with a higher salary raise in the annual personnel evaluation. Through a personnel system that gives different promotion credits to the workers according to their annual evaluation results, highly motivated talented workers can gain an early promotion.

Also, those who have good grades in the Asiana MBA courses are given promotion credits for early advancement. Exemplary workers and those who contribute to the development of the company are also praised and rewarded on a monthly basis or on the foundation day.

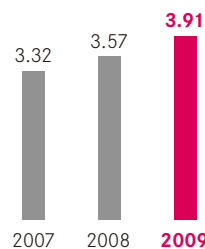
- Reward was granted to 131 and 78 employees in 2008 and 2009, respectively.
- Long-service reward was granted to 668 and 504 employees in 2008 and 2009, respectively.

## Performance Evaluation Tool

Starting from late 2010, Asiana plans to conduct the PCP (People Commitment Profile) survey on all the regular workers who have been employed for more than 6 months. The results of the anonymous on-line survey will be used in drawing up plans and goals to improve HR systems.

The result of 2009 survey

a 5-point scale



## Employment Equality and Maternity Support

Prenatal Leave	<ul style="list-style-type: none"> <li>• Pregnant workers can apply during the period from the diagnosis to the day before their maternity leave starts.</li> </ul>
Maternity Leave	<ul style="list-style-type: none"> <li>• Pregnant workers can take 90 days of leave before or after birth (can be extended by 30 more days on request).</li> <li>• Male workers can take 3 days off when their babies are born (paid leave).</li> <li>• Female workers having a miscarriage or stillbirth can have 60 days of paid leave (plus 30 days of unpaid leave depending on the duration of pregnancy).</li> </ul>
Child Rearing Leave	<ul style="list-style-type: none"> <li>• Parents with children at 6 or under can take a parental leave for a maximum of one year (can be used discontinuously).</li> </ul>
Expansion of Re-employment	<ul style="list-style-type: none"> <li>• Former cabin crew who resigned for maternity reasons are re-employed as managers.</li> </ul>

# Employee Healthcare

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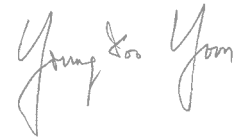
## Healthcare Policy

- ❶ Providing systematic health service for all workers.
- ❷ Eliminating injury factors at the workplace and improving the healthcare system and working environment.
- ❸ Establishing medical support systems for customers.
- ❹ Enhancing productivity by providing improved healthcare and welfare programs.

January 1, 2009

Young-doo Yoon

President & C.E.O. Asiana Airlines, Inc.



## Medical Treatment and Health Counseling

Asiana's employees are provided with quality medical service while at work, including medical consultation, medication and primary treatment. In association with selected secondary and tertiary medical institutions, the company has over 50 specialist doctors appointed as the company physicians to provide a consistent professional healthcare program to its employees. In addition, to prevent spread of infectious diseases including influenzas - e.g. H1N1 - an effective response system has been established. From the moment of employment until the day of retirement, the company takes care of its employees' health using an integrated medical information system.

## Health Check-ups

Asiana has a set of health examinations (pre-placement check-ups and periodic check-ups) provided in consideration of the worker's job characteristics, work environments and hazard factors. The company's comprehensive physical examination program improves productivity by enhancing employee welfare. Specifically, the physical examination procedure for its flight crew is specialized for aviation industry workers to help them maintain their flight competency for safe operation of aircraft.

## Supervision of Work Environment

Periodic evaluations are conducted of aircraft cabins, maintenance fields and hangars areas to manage and maintain desirable work environments. The monthly "Visiting Medical Service" helps ensure prevention and early detection of diseases for field workers.

## Health Promotion Programs

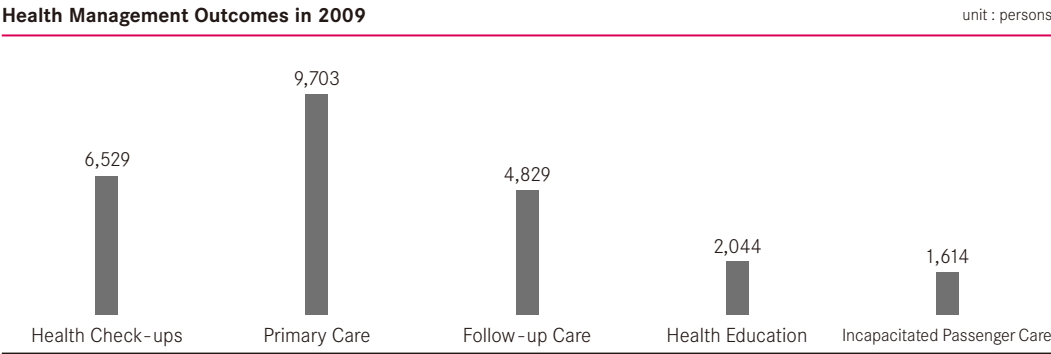
All through the period of employment, Asiana's employees receive systematic healthcare services, which contribute to preventing occupational diseases and accidents. Those who are diagnosed with any medical problems in health check-ups are provided with consistent individualized care. In addition, an array of health promotion programs is provided to prevent musculoskeletal, cerebrovascular and cardiovascular diseases.

Occupational  
Healthcare  
Training

Various training courses are offered to help workers have an adequate level of medical knowledge to deal with various situations before, during and after flights: in-flight first aid, air travel tips for the sick, personal hygiene, Travel Medicine, Aviation Physiology, hearing protection, management or prevention of musculoskeletal, cerebrovascular and cardiovascular diseases. The company also offer regular educational sessions tailored to the needs of each individual or job type. For flight and cabin crews, especially, expert instructors of Crew Resources Management provide professional courses to help them deal with fatigue and circadian rhythm disruption.

Health  
Management  
Outcomes

Providing specialized healthcare service to its flight crew, Asiana has kept permanent disqualification rates of its pilots at around the world’s lowest level. It also has effectively prevented and managed industrial accidents and occupational diseases through systematic workplace health promotion programs.

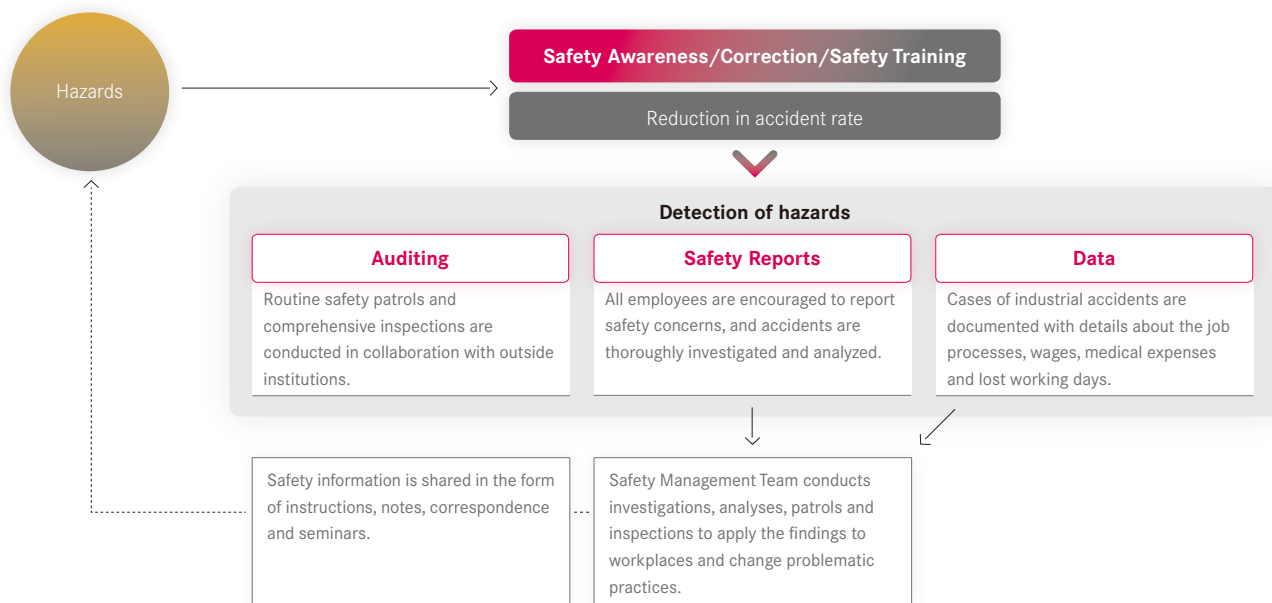


# Industrial Safety

## Regulations and Procedures for Industrial Safety

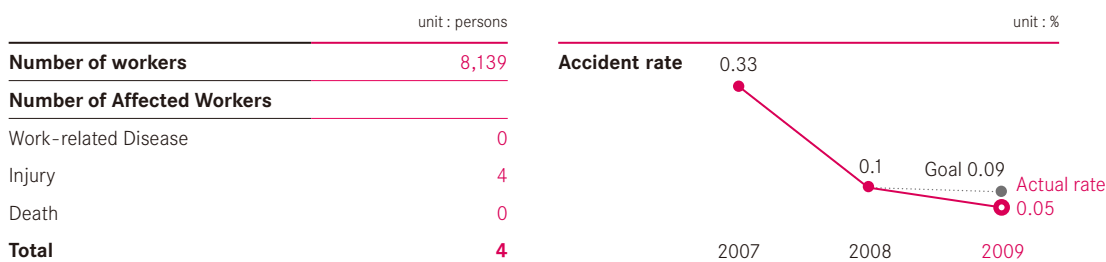
Asiana is committed to preventing industrial accidents and creating a pleasant work environment by setting standards and clarifying responsibilities for all employees and contractors. Serving this purpose, regulations and procedures for industrial safety stipulate the following actions :

- ❶ Establishment and revision of safety regulations and procedures
- ❷ Fortification of support/collaboration networks with relevant institutions
- ❸ Implementation of a safety training for new employees and periodic recurrent training
- ❹ Implementation of special safety courses for workers conducting safety-related duties
- ❺ Safety inspections and supervision to discover and remove potential risks
- ❻ Combined inspection of environmental, safety and health practices
- ❼ Collaboration with contractors in safety and healthcare to maintain mutually beneficial partnership
- ❽ Investigation and analysis of accidents and implementation of countermeasures
- ❾ Regular meetings and seminars on safety with site supervisors and contractors

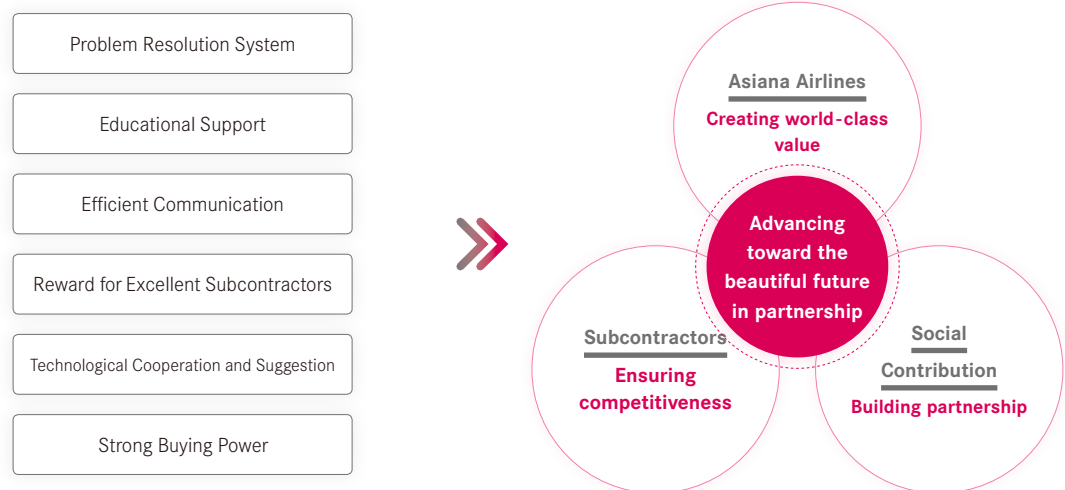


## Accident Rate Management

Asiana's accident rate in 2009 and its three-year trend are provided below. The data indicates that its workplace-oriented preventive approach to safety management was successful in reducing accidents to below its safety goal.



# Partnership Management



## Related Activities

- ① Formulating guidelines, rules, and regulations on ethical purchasing
- ② Opening the Cyber Campus for Asiana subcontractors
- ③ Holding a general meeting with subcontractors (Oct. 2008, with participation of 150 companies)
- ④ Building a subcontractor evaluation system (Aug. 2008)
- ⑤ Constructing a web-based portal system for subcontractors (Aug. 2008)
- ⑥ Implementing a technological suggestion process for subcontractors (Oct. 2008)
- ⑦ Implementing a problem resolution process for subcontractors (June 2009)
- ⑧ Providing labor relations and financial consulting services for subcontractors (June 2009, with participation of 23 companies)

## Subcontractor Evaluation and Rewards

### Evaluation Process

- 1. Evaluation at selection** It is carried out to select a new subcontractor when new products or services are required, when there are changes in specifications, or when the existing providers need to be replaced.
- 2. Periodic evaluation** It is conducted twice a year (in February and August) on all the subcontractors with which there were transactions in the period (first half and latter half of the year). Companies providing similar services are classified into the same group, and graded using either absolute or relative evaluation. Every year, after the February evaluation, their grades are finalized based on the two semi-annual evaluation results.

### Rewards for Excellent Subcontractors

Grade	Incentive/Penalty	Qualification	Reward	Detail
AAA	Reward	Grade AAA for 3 consecutive years	Flight tickets	2 tickets to Europe or North America (effective from 2011)
		Grade AAA for 2 consecutive years	Flight tickets	2 tickets to Southeast Asia (effective from 2011)
	Excellent subcontractor certificate	Grade AAA companies	Excellent subcontractor certificate	
	Event and educational support	Grade AAA companies	Opportunities for meetings and cyber education	
A	Event and educational support	Grade A companies	Opportunities for meetings and cyber education	
	Praise and encouragement	Grade A companies	-	
T	Advice for improvement	Grade T companies	-	
F	Warning or cancelation of contract	Grade F companies	-	

Note 1) When there are more than one qualified companies, the recipient of flight tickets is limited to one company through another screening process.

2) Detailed rewards are subject to change.

### Safety and Health Partnership Agreement

In a campaign sponsored by the Ministry of Labor and supported by Korea Occupational Safety & Health Agency, Asiana signed on an agreement to promote safety and health partnership with its subcontractors (July 2009). As the first airline company to sign the agreement, Asiana has constructed a systematic and effective framework of cooperation for the prevention of industrial accidents.

### Labor-management Relations

Asiana's Industrial Safety & Health Committee is composed of an equal number of labor and management representatives, according to Article 19 of the Industrial Safety and Health act. The committee meets for quarterly meetings as well as ad hoc meetings to resolve pending issues. Its detailed operation complies with the committee's operating rules. Asiana has two labor unions: the general workers' union of cabin crew and maintenance engineers (formed on April 30, 1999, as a branch of the Korea Transport Workers' Federation) and pilots' union (formed on November 17, 2004). Accordingly, Asiana has two labor-management councils running to encourage participation and cooperation of both organizations toward the ultimate goal of promoting mutual interests of workers and the management. A regular meeting is held every quarter.



# Social Contribution

Asiana Airlines seeks to become a sound and trustworthy company that runs its business with irreproachable practices, keeping its promises, taking its social responsibilities and contributing to society. To fulfill this mission, the company is providing various social works to help the underprivileged, contribute to UNICEF, carrying out global volunteer activities, promote blood donation and giving support to the cultural field.

Under the slogan, "Beautiful People Paving the Way for a Beautiful World," Asiana's social work is not confined to delivering cursory service or material help, but is oriented toward sincere, wholehearted activities to help the community. Seeking practical contribution rather than frequency of events, its social-work services are systematically organized to fulfill its five theme projects to support children in need and multicultural families ; contribute to overseas communities; provide cultural support; help the underprivileged; invigorate company-wide social work in general. Asiana has over 90 social work groups of its employees.

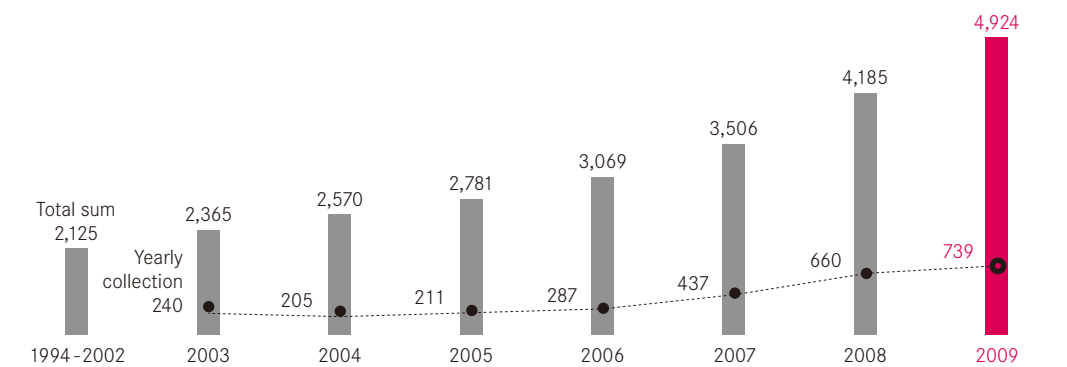
## Support for Children in Need

### Change for Good Campaign

Asiana has been working with the Korean Committee for UNICEF (United Nations Children's Fund) to conduct Change for Good collections on our international routes. The spare coins and paper currency we have collected from passengers since 1994 amounted to KRW 5 billion in March 2010. Funds collected are donated to UNICEF's programs helping children all around the world.

### Amount of Change for Good Fund by Year

unit : KRW mil.



### "Salary Round-off" Donation

Since September 2006, Asiana employees have participated in the donation campaign called "Salary Round-off," for which they round off their salaries to drop any amounts less than 1,000 won (less than \$1), so that they can donate the dropped amounts for the underprivileged. For the fund collected by employees, the company also provides 100% matching grants to support their charity efforts. This program is conducted by Hansarang volunteer group, which works to ensure the transparent execution of the fund and systematic coordination of social works.

### Saekdong Playground

Asiana started to build playgrounds for orphanages to provide the children with places in which they can play and develop social skills and creativity. Twice a year since 2006, the company has built a Saekdong Playground for the orphanages in Paju and Gimpo in 2006, those in Mokpo and Pohang in 2007, and two others in Suncheon and Gwangju in 2009.



## Global Social Contribution

### The Light of Hope Project for the Aeta in the Philippines

In collaboration with the Good People and the KOICA, Asiana donated 60 units of solar-powered home lighting and 10 street lamps for the Aeta tribe in the Philippines. The solar-powered lighting enhanced their home environments, enabling grown-ups to work later and children to read at night.

### “Love House” in Vietnam

OZUNICEF, Asiana’s volunteer club, has been building houses for the needy in Vietnam since December 2004. At the end of 2009, it constructed the 22nd home for the community. This project started with the voluntary initiative of the club members, and has been funded by their monthly membership fees and the company’s support in both money and flight tickets.

### Tree-planting Project with ANA

Asiana and ANA are making a combined environmental effort to improve the landscape in the vicinity of the airports the two airlines both serve in Korea and Japan. This is a meaningful environmental project to provide a natural source of carbon absorption and airport noise mitigation.



## Cultural Support

### AISFF (Asiana International Short Film Festival)

AISFF is the world's first in-flight film festival, which started in 2003. Asiana presents short films prized in the competition section of the festival on all its international routes for six months. By providing the "screen in the sky" to excellent short films, the festival has helped talented short-film makers to have their works presented to the general public.

### Book Donation for Multi-cultural Families

For foreigners residing in Ansan City, Asiana donated over 1,800 volumes of books in eight different Asian languages. The books, bestsellers of China, the Philippines, Russia, Thailand, Vietnam, Uzbekistan, Kazakhstan and Cambodia, were purchased by Asiana branch offices in these countries, transported by air and then sent to the Ansan Community Center for Foreigners in August 2009.



## Support for the Underprivileged

### Asiana Bazaar

Every year, all employees of Asiana have participated in a bazaar, in which they sell food and goods collected in a campaign to donate at least one item for each person. The fund raised until the 5th event in 2009 amounted to 146 billion won, all of which has been used to help people in need.

### Volunteer Work in Relays

In partnership with the North Gyeonggi Branch of World Vision, the international evangelical relief organization, Asiana's employees participate in a volunteer work in relays. On the last Friday of every month, they make lunch boxes to deliver them to needy children and the poor elderly living alone.



## Invigoration of Social Contribution

### One-Company, One-Village

Every spring and fall, Asiana's employees and their families visit its affiliated agricultural village and experience a variety of farming activities. The company also provides scholarship to the village's students who need support.

### "Street-side Breakfast Service" by LA Office

Employees of Asiana's LA office provide free breakfast to the homeless in downtown Los Angeles (Towne & 6th) once a month. Working with Korean-American youths, they also carry out a cleanup campaign along the rivers in LA. In addition, they sponsor a year-end charity event for giving out warm parkas to people in need.

### Coin Collecting Campaign by Airport Service Branch

Asiana's airport service branches raise fund to support facilities for unwed mothers by distributing empty coins banks to its workers, who would later return them full of coins. In 2009, the collected coin banks yielded 5.5 million won, which was donated to unwed mothers' facilities in Gangseo-gu District and to overseas social works. On the 2010 lunar New Year's Day, new coin banks were distributed to airport service branches both in Korea and abroad.



# Appendix

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# Summary of Financial Statement

<b>Non-Consolidated Statements of Financial Position</b>			<b>December 31, 2009 and 2008</b> (unit : KRW 1,000)	
<b>Item</b>	<b>2009</b>		<b>2008</b>	
<b>Assets</b>				
<b>I. Current Assets</b>				
1. Cash and cash equivalents	101,847,909		64,116,040	
2. Short-term financial instruments	8,731,506		1,500,000	
3. Trade accounts receivable	360,708,205		266,600,766	
Net of allowance for doubtful accounts	(3,155,860)		(2,387,442)	
4. Inventories	110,245,012		102,245,470	
5. Prepaid expenses	38,916,551		48,639,825	
6. Other receivables	17,873,970		20,326,842	
Net of allowance for doubtful accounts	(214,749)		(228,449)	
7. Short-term loans receivable	105,255,990		-	
Net of allowance for doubtful accounts	(50,470,000)		-	
8. Current portion of guarantee deposits	48,484,055		48,484,055	
9. Current portion of deferred income tax assets	39,300,067		70,981,024	
10. Other current assets	107,475,725		111,644,019	
<b>Total current assets</b>	<b>938,838,990</b>		<b>734,538,041</b>	
1. Available-for-sale securities	136,693,579		33,516,491	
2. Equity method investments	1,109,276,594		2,063,469,801	
3. Guarantee deposits	284,791,712		180,596,007	
Net of allowance for doubtful accounts	(46,192)		(46,192)	
4. Financial derivative assets	47,108		4,939,223	
5. Deferred tax assets	98,229,963		68,411,186	
6. Property, aircraft and equipment	2,871,040,278		2,804,643,513	
Net of accumulated depreciation	(413,482,944)		(1,680,630,473)	
7. Intangible assets, net	3,617,461		4,771,896	
8. Other assets	372,436,466		95,358,150	
<b>Total assets</b>	<b>5,814,972,151</b>		<b>5,990,244,308</b>	
<b>Liabilities and Shareholders' Equity</b>				
<b>I. Current liabilities</b>				
1. Trade accounts payable	94,293,734		102,368,330	
2. Short-term borrowings	427,459,261		454,088,132	
3. Advance receipts	254,117,410		231,974,748	
4. Accrued expenses	50,668,152		53,922,170	
5. Other payables	273,529,851		243,638,793	
Net of present value discounts	(113,527)		-	
6. Current portion of debentures issued	489,392,113		199,897,400	
Net of present value discounts	(607,887)		(102,600)	
7. Current portion of long-term borrowings	406,167,881		851,248,206	
Net of present value discounts	-		(1,054,406)	
8. Current portion of obligations under financing leases	176,917,652		160,153,879	
9. Current portion of long-term borrowings with asset-backed securitization	265,792,677		16,547,418	
Net of present value discounts	(3,901,316)		(152,582)	
10. Current portion of financial derivative liabilities	19,575,084		33,807,489	
11. Other current liabilities	75,383,189		63,898,437	



Item	2009	2008
<b>Total current liabilities</b>	<b>2,533,297,004</b>	<b>2,411,545,002</b>
1. Debentures issued	816,652,667	891,159,797
Net of present value discounts	(98,797,099)	(222,327,916)
Stock warrant adjustments	(8,915,471)	-
2. Long-term borrowings, net	227,266,333	483,987,083
3. Obligations under financing leases	895,818,877	987,664,911
4. Long-term borrowings with asset-backed securitization	189,006,659	-
Net of present value discounts	(4,036,788)	-
5. Long-term accounts payable	40,019,153	-
Net of present value discounts	(9,020,047)	-
6. Financial derivative liabilities	84,200,577	161,163,585
7. Retirement and severance benefits	221,188,904	192,743,294
8. Provision for frequent flyer mileage program	71,128,053	68,913,027
9. Long-term unearned income	4,602,560	6,966,293
<b>Total liabilities</b>	<b>5,083,180,787</b>	<b>5,204,142,992</b>
<b>II. Commitments and Contingencies</b>		
1. Shareholders' equity		
2. Capital stock		
Common stock of 5,000 par value		
Authorized - 400,000,000 shares		
Issued and outstanding - 175,174,423 shares	875,872,115	875,853,715
3. Capital surplus		
Consideration for stock warrants	1,113,243	-
4. Capital adjustments		
Other capital adjustments	(25,208,998)	(24,797,850)
5. Accumulated other comprehensive income and expense	166,578,568	(44,707,164)
6. Accumulated deficit	(286,563,564)	(20,247,385)
<b>Total shareholders' equity</b>	<b>731,791,364</b>	<b>786,101,316</b>
<b>Total liabilities and shareholders' equity</b>	<b>5,814,972,151</b>	<b>5,990,244,308</b>

Non-Consolidated Statements of Operations			Years Ended December 31, 2009 and 2008	
			(unit : KRW 1,000)	
Item	2009	2008		
<b>I. Sales</b>	<b>3,887,226,820</b>	<b>4,223,393,264</b>		
1. Passenger	2,468,277,208	2,680,720,739		
2. Cargo	1,008,229,584	1,138,048,723		
3. Others	410,720,028	404,623,802		
<b>II. Cost of Sales</b>	<b>3,529,208,456</b>	<b>3,698,854,114</b>		
<b>III. Gross Profit</b>	<b>358,018,364</b>	<b>524,539,150</b>		
<b>IV. Selling, general and administrative expenses</b>	<b>594,699,107</b>	<b>577,216,903</b>		
<b>V. Operating Loss</b>	<b>(236,680,743)</b>	<b>(52,677,753)</b>		
<b>VI. Other income</b>				
1. Interest income	10,050,472	7,688,034		
2. Interest expense	(200,678,640)	(219,295,890)		
3. Gain (loss) on foreign currency transactions, net	8,685,137	(93,153,404)		
4. Gain (loss) on foreign currency translation, net	77,870,111	(154,277,573)		
5. Gain on disposal of available-for-sale securities	8,029	-		
6. Reversal of impairment loss on available-for-sale securities	1,425,532	-		
7. Gain on valuation of equity method investments	12,574,685	59,799,499		
8. Loss on valuation of equity method investments	(93,782,973)	(9,076,888)		
9. Gain on sale of equity method investments, net	197,509,298	18,049,872		
10. Impairment loss on equity method investments	(56,835,963)	-		
11. Loss (gain) on disposal of property, aircraft and equipment, net	(27,033,466)	941,328		
12. Gain (loss) on valuation of financial derivatives, net	15,106,737	(74,298,345)		
13. Gain on transactions of financial derivatives, net	55,562,214	233,279,396		
14. Asset-backed securitization related expenses	(24,329,455)	(5,847,183)		
15. Other bad debts expense	(50,470,000)	-		
16. Impairment loss and loss on valuation of inventories	(28,957)	-		
17. Loss on valuation of property, aircraft and equipment	(28,359,684)	-		
18. Loss on retirement of debentures	(2,186,415)	-		
19. Others, net	(39,099,167)	24,251,533		
<b>VII. Loss before income tax benefit</b>	<b>(380,693,248)</b>	<b>(264,617,374)</b>		
<b>VIII. Income tax benefit</b>	<b>114,377,069</b>	<b>37,447,877</b>		
1. Net loss	(266,316,179)	(227,169,497)		
<b>IX. Per share data</b>				
1. Ordinary loss per share in won	(1,520)	(1,297)		
<b>X. Undisposed accumulative deficit</b>	<b>(307,135,525)</b>	<b>(40,819,146)</b>		
1. Undisposed accumulative deficit	(40,819,146)	186,299,160		
(unappropriated retained earnings carried over from prior year)	-	51,191		
2. Cumulative effect of accounting changes	-	51,191		
3. Net loss	(266,316,179)	(227,169,497)		
<b>Disposition of accumulated deficit</b>				
<b>Undisposed accumulated deficit carried forward to subsequent year</b>	<b>(307,135,525)</b>	<b>(40,819,146)</b>		

## Non-Consolidated Statements of Changes in Shareholders' Equity

Years Ended December 31, 2009 and 2008  
(unit : KRW 1,000)

Item	Capital stock	Capital surplus	Capital adjustment	Accumulated other comprehensive income (loss)	Retained earnings (Accumulated deficit)	Total shareholders' equity
<b>Balances as of January 1, 2008 (as reported)</b>	<b>875,853,715</b>	<b>-</b>	<b>-</b>	<b>(4,908,916)</b>	<b>233,146,533</b>	<b>1,104,091,332</b>
1. Cumulative effect of accounting change	-	-	(12,730,235)	12,730,235	-	-
2. Cumulative effect of accounting change	-	-	-	-	51,191	51,191
<b>Balances as of January 1, 2008 (as restated)</b>	<b>875,853,715</b>	<b>-</b>	<b>(12,730,235)</b>	<b>7,821,319</b>	<b>233,197,724</b>	<b>1,104,142,523</b>
1. Dividends	-	-	-	-	(26,275,612)	(26,275,612)
<b>Retained earnings after appropriation</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>206,922,112</b>	<b>1,077,866,911</b>
1. Net loss	-	-	-	-	(227,169,497)	(227,169,497)
2. Capital adjustment	-	-	(12,067,615)	-	-	(12,067,615)
3. Unrealized gain on valuation of available-for-sale securities	-	-	-	3,597,072	-	3,597,072
4. Changes in equity method investees with net accumulated comprehensive income	-	-	-	558,646	-	558,646
5. Changes in equity method investees with net accumulated comprehensive expense	-	-	-	(54,272,802)	-	(54,272,802)
6. Unrealized loss on valuation of financial derivatives	-	-	-	(592,486)	-	(592,486)
7. Amortization of present value of discount on fiscal government funds	-	-	-	(1,818,913)	-	(1,818,913)
<b>Balances as of December 31, 2008</b>	<b>875,853,715</b>	<b>-</b>	<b>(24,797,850)</b>	<b>(44,707,164)</b>	<b>(20,247,385)</b>	<b>786,101,316</b>
<b>Balances as of January 1, 2009 (as reported)</b>	<b>875,853,715</b>	<b>-</b>	<b>(24,797,850)</b>	<b>(44,707,164)</b>	<b>(20,247,385)</b>	<b>786,101,316</b>
1. Net loss	-	-	-	-	(266,316,179)	(266,316,179)
2. Issuance of bond with warrants	-	1,113,243	-	-	-	1,113,243
3. Capital adjustment	-	-	(411,032)	-	-	(411,032)
4. Bond with warrants exercised	18,400	-	(116)	-	-	18,284
5. Unrealized gain on valuation of available-for-sale securities	-	-	-	14,299,549	-	14,299,549
6. Changes in equity method investees with net accumulated comprehensive income	-	-	-	(3,212,768)	-	(3,212,768)
7. Changes in equity method investees with net accumulated comprehensive expense	-	-	-	(151,716,118)	-	(151,716,118)
8. Unrealized loss on valuation of financial derivatives	-	-	-	(601,975)	-	(601,975)
9. Amortization of present value of discount on fiscal government funds	-	-	-	(1,054,406)	-	(1,054,406)
10. Gain on valuation of property, aircraft and equipment	-	-	-	353,571,450	-	353,571,450
<b>Balances as of December 31, 2009</b>	<b>875,872,115</b>	<b>1,113,243</b>	<b>(25,208,998)</b>	<b>166,578,568</b>	<b>(286,563,564)</b>	<b>731,791,364</b>

Non-Consolidated Statements of Cash Flows			Years Ended December 31, 2009 and 2008	
			(unit : KRW 1,000)	
Item	2009	2008		
<b>I. Cash Flows from Operating Activities</b>				
<b>(1) Net Loss</b>	<b>(266,316,179)</b>	<b>(227,169,497)</b>		
<b>(2) Adjustments to reconcile net loss to net cash provided by (used in) operating activities</b>	<b>190,601,160</b>	<b>274,763,956</b>		
1. Bad debt expenses, net	870,712	(62,836)		
2. Other bad debt expenses	50,470,000	-		
3. Provision for severance benefits	40,613,670	36,457,532		
4. Depreciation	205,433,243	262,851,508		
5. Amortization of intangible assets	1,252,877	1,243,389		
6. Interest expense (amortization of discount on debentures)	33,229,993	34,290,232		
7. Amortization of long-term borrowings with asset-backed securitization discount (amortization of present value discount)	2,864,074	586,479		
8. Loss (gain) on foreign currency translation, net	(77,155,571)	164,117,142		
9. Gain on valuation of equity method investments	(12,574,685)	(59,799,499)		
10. Loss on valuation of equity method investments	93,782,973	9,076,888		
11. Gain on sale of equity method investments, net	(197,509,298)	(18,049,872)		
12. Loss (gain) on sale of property, aircraft and equipment, net	27,033,466	(941,328)		
13. Loss on valuation of property, aircraft and equipment	28,359,684	-		
14. Gain (loss) on valuation of financial derivatives, net	(15,106,737)	74,298,345		
15. Loss (gain) on transactions of financial derivatives, net	(55,562,214)	(233,279,396)		
16. Loss on retirement of debentures	2,186,415	-		
17. Provision for frequent flyer mileage program	2,215,026	8,322,237		
18. Gain on disposal of business unit	-	(8,400,000)		
19. Gain on sale of available-for-sale securities	(8,029)	-		
20. Loss on valuation on inventories and impairment loss	28,957	-		
21. Loss on impairment of equity method investments	56,835,963	-		
22. Amortization on adjustment of bond with warrants	2,542,705	-		
23. Amortization of accounts payable discounted with present value	2,223,468	-		
24. Reversal of impairment loss on available-for-sale securities	(1,425,532)	-		
25. Others	-	4,053,136		
<b>(3) Changes in operating assets and liabilities</b>	<b>(127,588,352)</b>	<b>55,033,829</b>		
1. Decrease (increase) in trade accounts receivable	(101,074,240)	9,419,528		
2. Decrease in other receivables	2,246,187	10,000,036		
3. Increase in accrued income	(3,050,419)	(1,968,566)		
4. Increase in advance payments	(1,190,828)	(16,080,933)		
5. Decrease (increase) in prepaid expenses	9,723,274	(14,701,166)		
6. Increase in prepaid taxes	(789,409)	(795,044)		
7. Increase in inventories	(8,011,019)	(18,288,219)		
8. Increase in deferred income tax assets	(114,377,069)	(37,831,337)		
9. Decrease in long-term other receivables	64,619	510,883		
10. Decrease (increase) in accounts payable	(8,420,827)	18,517,444		
11. Increase advanced receipts	22,915,099	72,451,779		
12. Decrease in unearned income	(1,901,773)	(2,454,661)		
13. Increase (decrease) in customers' deposits	9,793,539	(6,230,330)		
14. Increase in other payables	27,919,579	46,863,257		
15. Increase in long-term account payables	43,460,290	-		

Item	2009	2008
16. Decrease in accrued payables	(1,828,208)	(10,348,639)
17. Decrease in income tax payable	-	(1,774,739)
18. Increase in taxes withheld	1,671,284	4,392,786
19. Dividend income (equity method investments)	7,429,628	24,367,075
20. Transfer of severances benefit from associates	445,566	33,257
21. Increase in severance insurance deposits	130,240	268,154
22. Payments of severance benefits	(12,533,426)	(20,818,697)
<b>Net cash provided by (used in) operating activities</b>	<b>(203,303,371)</b>	<b>102,628,288</b>
<b>(4) Cash flows from investing activities</b>		
1. Decrease in short-term financial instruments	7,100,000	184,420
2. Increase in short-term financial instruments	(14,331,506)	-
3. Increase in restricted cash deposits	(10,000,000)	-
4. Proceeds from sale of available-for-sale securities	1,668,028	-
5. Proceeds from sale of equity method investments	790,367,285	73,556,514
6. Increase in long-term loans	(40,000,000)	(9,650)
7. Decrease in guarantee deposits	126,351,571	41,643,101
8. Proceeds from disposal of property, aircraft and equipment	193,371,876	128,355,343
9. Settlement of financial derivatives	5,425,370	234,255,451
10. Acquisition of available-for-sale securities	(6,251,732)	(1,504,655)
11. Acquisition of equity method investments	(5,132,699)	(1,602,212,419)
12. Increase in short-term loans	(174,175,990)	-
13. Collection of short-term loans	18,450,000	-
14. Collection of long-term loans	23,340	35,216
15. Purchases of property, aircraft and equipment	(109,379,872)	(115,110,514)
16. Increase in construction-in-progress	(14,462,424)	(87,055,362)
17. Increase in guarantee deposits	(241,382,374)	(113,908,385)
18. Purchases of intangible assets	(98,442)	(75,301)
19. Other, net	-	(1,352,352)
<b>Net cash provided by (used in) investing activities</b>	<b>527,542,431</b>	<b>(1,443,198,593)</b>
<b>(5) Cash flows from financing activities</b>		
1. Proceeds from short-term borrowings	330,429,157	774,823,451
2. Issuance of debentures	646,776,911	764,652,950
3. Proceeds from long-term borrowings	50,000,000	737,458,297
4. Proceeds from borrowings with assets-backed securitization	575,895,553	-
5. Repayment of short-term borrowings	(357,000,000)	(331,167,046)
6. Redemption of current portion of debentures	(447,337,200)	(349,890,000)
7. Repayment of current portion of long-term borrowings	(741,173,189)	(32,270,000)
8. Decrease in premium on debentures	(21,365,787)	-
9. Repayment of current portion of obligations under financing leases	(201,885,724)	(205,374,028)
10. Repayment of current portion of borrowings with assets-backed securitization payment of dividends	(130,846,912)	(51,949,969)
11. Payment of dividends	-	(26,275,611)
<b>Net cash provided by (used in) financing activities</b>	<b>(296,507,191)</b>	<b>1,280,008,044</b>
<b>Net decrease (increase) in cash and cash equivalents</b>	<b>27,731,869</b>	<b>(60,562,261)</b>
<b>(6) Cash and cash equivalents</b>		
<b>Beginning of year</b>	<b>64,116,040</b>	<b>124,678,301</b>
<b>End of year</b>	<b>91,847,909</b>	<b>64,116,040</b>

# 2009 Awards to Asiana

January	<ul style="list-style-type: none"> <li>• 2008 Best Onboard Service &amp; Flight Attendants (first prize for 5 consecutive years) by Best Transpacific Airline Global Traveler</li> </ul>
February	<ul style="list-style-type: none"> <li>• 2009 Airline of the Year by Air Transport World</li> <li>• IMI Management Award (grand prix in service innovation) by International Management Institute of the Federation of Korean Industries</li> <li>• 2009 Best Labor-management Cooperation (grand prix in the private conglomerate section) by Korea Employers Federation</li> </ul>
April	<ul style="list-style-type: none"> <li>• The 2nd Korea Ethical Management Award (grand prix in the conglomerate section) by Hankook Ilbo</li> <li>• Certified for the carbon labeling of A330-300 aircraft by the Ministry of Environment</li> <li>• 2009 Best Domestic Airline Service by the National Customer Satisfaction Index (NCSI) of Korea Productivity Center / Chosun Ilbo / University of Michigan</li> <li>• Best Economy Class Catering and Best Airlines (Transpacific) in the 2009 World Airline Awards by Skytrax</li> </ul>
June	<ul style="list-style-type: none"> <li>• Best Editor's Pick (International Airlines) and Best Airline Customer Service (second prize) in the 2009 Leading Edge Awards by Executive Travel</li> </ul>
September	<ul style="list-style-type: none"> <li>• Best Airline Service by the Korean Customer Satisfaction Index (KCSI) (first prize in the airline service sector for the 13th time) by KMA Consultants Inc.</li> </ul>
October	<ul style="list-style-type: none"> <li>• The 2nd Korea Sustainability Report Award (KSA &amp; GRI prizes) by Korean Standards Association</li> <li>• Certified as the leading company in the Dow Jones Sustainability Indexes by Dow Jones, Korea Productivity Center, SAM</li> </ul>
November	<ul style="list-style-type: none"> <li>• Certified as a Family-friendly Company by the Ministry of Health and Welfare, Family-friendliness Certification Council</li> <li>• 2009 Mecenat Awards (presidential prize) by Korean Business Council for the Arts</li> <li>• National Quality Awards (presidential prize) by Ministry of Knowledge Economy, Korean Standards Association</li> </ul>
December	<ul style="list-style-type: none"> <li>• 2009 Top Airline Cabin Staff by the World Traveler</li> <li>• Best Flight Attendants in the World, Best In-flight Services in the World (for 4 consecutive years), Best Overall Customer Service-Airlines-Ground / Call Center (for 2 consecutive years) by Business Traveler</li> <li>• Web Award Korea 2009 (for Asiana's internet homepage ; grand prix in the tourism on-line shopping section, excellence prize in the customer service section) by the Web Award Council</li> </ul>

2009 Airline of the year (ATW)



The 2nd Korea Ethical Management Award



2009 Family-friendly Company



2009 National Mecenat Awards





# GRI Index

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	4.17	Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics 32-33, 56, 65
<b>Economic</b>		
Economic Performance	EC1 (CORE)	Direct economic value generated and distributed 36-39
	EC2 (CORE)	Financial implications and other risks and opportunities for the organization's activities due to climate change 44, 48
	EC3 (CORE)	Coverage of the organization's defined benefit plan obligations 59-61
	EC4 (CORE)	Significant financial assistance received from government -
Market Presence	EC5 (ADD)	Range of ratios of standard entry level wage compared to local minimum wage at significant locations of operation -
	EC6 (CORE)	Policy, practices, and proportion of spending on locally-based suppliers at significant locations of operation 53
	EC7 (CORE)	Procedures for local hiring and proportion of senior management hired from the local community at locations of significant operation -
Indirect Economic Impacts	EC8 (CORE)	Development and impact of infrastructure investments and services provided primarily for public benefit 65-68
	EC9 (ADD)	Understanding and describing significant indirect economic impacts, including the extent of impacts -

GRI Reporting Elements		Description	Reporting Section
<b>Environmental</b>			
Materials	EN1 (CORE)	Materials used by weight or volume	47
	EN2 (CORE)	Percentage of materials used that are recycled input materials	52
Energy	EN3 (CORE)	Direct energy consumption by primary energy source	47
	EN4 (CORE)	Indirect energy consumption by primary source	47
	EN5 (ADD)	Energy saved due to conservation and efficiency improvements	44 - 45
	EN6 (ADD)	Initiatives to provide energy - efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives	44 - 45
	EN7 (ADD)	Initiatives to reduce indirect energy consumption and reductions achieved	47
Water	EN8 (CORE)	Total water withdrawal by source	51
	EN9 (ADD)	Water sources significantly affected by withdrawal of water	-
	EN10 (ADD)	Percentage and total volume of water recycled and reused	-
Biodiversity	EN11 (CORE)	Location and size of land owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas	-
	EN12 (CORE)	Description of significant impacts of activities, products, and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas	-
	EN13 (ADD)	Habitats protected or restored	-
	EN14 (ADD)	Strategies, current actions and future plans for managing impacts on biodiversity	-
	EN15 (ADD)	Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations, by level of extinction risk	-
Emissions, Effluents and Wastes	EN16 (CORE)	Total direct and indirect greenhouse gas emissions by weight	46
	EN17 (CORE)	Other relevant indirect greenhouse gas emissions by weight	46
	EN18 (ADD)	Initiatives to reduce greenhouse gas emissions and reductions achieved	44 - 45
	EN19 (CORE)	Emissions of ozone-depleting substances by weight	-
	EN20 (CORE)	NO <sub>x</sub> , SO <sub>x</sub> , and other significant air emissions by type and weight	51
	EN21 (CORE)	Total water discharge by quality and destination	51
	EN22 (CORE)	Total weight of waste by type and disposal method	52
	EN23 (CORE)	Total number and volume of significant spills	N/A
	EN24 (ADD)	Weight of transported, imported, exported or treated waste deemed hazardous under the terms of the Basel Convention Annex I, II, III and VIII, and percentage of transported waste shipped internationally	N/A
	EN25 (ADD)	Identity, size, protected status and biodiversity value of water bodies and related habitats significantly affected by the reporting organization's discharges of water and runoff	-
Products and Services	EN26 (CORE)	Initiatives to mitigate environmental impacts of products and services and extent of impact mitigation	43, 51 - 53
	EN27 (CORE)	Percentage of products sold and their packaging materials that are reclaimed by category	-
Compliance	EN28 (CORE)	Monetary value of significant fines and total number of non-monetary sanctions for noncompliance with environmental laws and regulations	N/A
Transport	EN29 (ADD)	Significant environmental impacts of transporting products and other goods and materials used for the organization's operations and transporting members of the workforce	-
Overall	EN30 (ADD)	Total environmental protection expenditures and investments by type	53
<b>Social</b>			

GRI Reporting Elements		Description	Reporting Section
Labor Practices and Decent Work			
Employment	LA1 (CORE)	Total workforce by employment type, employment contract, and region	16
	LA2 (CORE)	Total number and rate of employee turnover by age group, gender, and region	-
	LA3 (ADD)	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations	-
Labor/Management Relations	LA4 (CORE)	Percentage of employees covered by collective bargaining agreements	-
	LA5 (CORE)	Minimum notice period (s) regarding operational changes	-
Occupational Health and Safety	LA6 (ADD)	Percentage of total workforce represented in formal joint management-worker health and safety committees	-
	LA7 (ADD)	Rates of injury, occupational diseases, lost days, and absenteeism and number of work-related fatalities by region	62
	LA8 (ADD)	Education, training, counseling, prevention and risk-control programs in place to assist workforce members, their families or community members regarding serious diseases	60-62
	LA9 (ADD)	Health and safety topics covered in formal agreements with trade unions	60-61
Training and Education	LA10 (CORE)	Average hours of training per year per employee by employee category	58
	LA11 (ADD)	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings	57
	LA12 (ADD)	Percentage of employees receiving regular performance and career development reviews	-
Diversity and Equal Opportunity	LA13 (CORE)	Composition of governance bodies and breakdown of employees per category according to gender, age group, minority group membership, and other indicators of diversity	16, 23
	LA14 (CORE)	Ratio of basic salary of men to women by employee category	-
Human Rights			
Investment and Procurement Practices	HR1 (CORE)	Percentage and total number of significant investment agreements that include human rights clauses or that have undergone human rights screening	-
	HR2 (CORE)	Percentage of significant suppliers and contractors that have undergone screening on human rights and actions taken	-
	HR3 (ADD)	Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations	56
Non-discrimination	HR4 (CORE)	Total number of incidents of discrimination and actions taken	-
Freedom of Association and Collective Bargaining	HR5 (CORE)	Operations identified in which the right to exercise freedom of association and collective bargaining may be at significant risk, and actions taken to support these rights	59
Child Labor	HR6 (CORE)	Operations identified as having significant risk for incidents of child labor, and measures taken to contribute to the elimination of child labor	-
Forced and Compulsory Labor	HR7 (CORE)	Operations identified as having significant risk for incidents of forced or compulsory labor, and measures to contribute to the elimination of forced or compulsory labor	-
Security Practices	HR8 (ADD)	Percentage of security personnel trained in the organization's policies or procedures concerning aspects of human rights that are relevant to operations	-
Indigenous Rights	HR9 (ADD)	Total number of incidents of violations involving rights of indigenous people and actions taken	-
Society			
Community	SO1 (CORE)	Nature, scope and effectiveness of any programs and practices that assess and manage the impacts of operations on communities, including entering, operating and exiting	42, 65

GRI Reporting Elements		Description	Reporting Section
Corruption	SO2 (CORE)	Percentage and total number of business units analyzed for risks related to corruption	-
	SO3 (CORE)	Percentage of employees trained in organization's anti-corruption policies and procedures	-
	SO4 (CORE)	Actions taken in response to incidents of corruption	56
Public Policy	SO5 (CORE)	Public policy positions and participation in public policy development and lobbying	-
	SO6 (ADD)	Total value of financial and in-kind contributions to political parties, politicians and related institutions by country	-
Anti-competitive Behavior	SO7 (ADD)	Total number of legal actions for anticompetitive behavior, anti-trust and monopoly practices and their outcomes	-
Compliance	SO8 (CORE)	Monetary value of significant fines and total number of non-monetary sanctions for noncompliance with laws and regulations	-
<b>Product Responsibility</b>			
Customer Health and Safety	PR1 (CORE)	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures	31-33
	PR2 (ADD)	Total number of incidents of non-compliance with regulations and voluntary codes concerning health and safety impacts of products and services during their life cycle	-
Product and Service Labeling	PR3 (CORE)	Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements	29-30
	PR4 (ADD)	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling	-
	PR5 (ADD)	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction	32-33
Marketing Communications	PR6 (CORE)	Programs for adherence to laws, standards and voluntary codes related to marketing communications, including advertising, promotion and sponsorship	29-30, 32-33
	PR7 (ADD)	Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship	-
Customer Privacy	PR8 (ADD)	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data	-

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