

ANA Group Communication Declaration

We, the ANA Group, strive to fill the world with expectations and joy by providing new value with a commitment to our customers and society based on our group management philosophy, “Built on a foundation of security and trust, the wings within ourselves help to fulfill the hopes and dreams of an interconnected world.”

Social demands for the accuracy and reliability of information in corporate communications are growing. The ANA Group adheres to this Declaration in all media communications activities to ensure responsible communication, following the basic principles of the ICC Advertising and Marketing Communications Code, * the international standard established by the International Chamber of Commerce (ICC).

1. We strive to present and express accurate and appropriate information regarding our products and services in pursuit of the ease of understanding for customers.
2. We avoid exaggeration and provide information based on objective evidence regarding the impact of our products and services on society and the environment.
3. In our communications to children under 12, we do not use inappropriate language or excessive recommendations that take advantage of their lack of experience or knowledge.
4. We do not engage in any conduct that may damage the credibility of other companies by giving untrue information about their products and services to our customers and business partners.
5. We communicate with all customers without bias, regardless of race, ethnicity, national origin, religion, place of origin, gender, LGBTQ orientation, age, and disability. We do not use discriminatory or offensive expressions.

* ICC Advertising and Marketing Communications Code Basic Principles:

- All marketing communications should be legal, decent, honest and truthful.
- All marketing communications should be prepared with a due sense of social and professional responsibility and should conform to the principles of fair competition, as generally accepted in business.
- No communication should be such as to impair public confidence in marketing.

* The Declaration has been approved by the Board of Directors in July 2023.