

Looking forward:

Restating our commitment to sustainability.

Continuing to advance our environmental, social, and economic sustainability is a strategic priority for Alaska Air Group. We are committed to working in partnership with our employees, customers, partners and suppliers to develop innovative solutions and continuous improvements that move our company and society toward sustainability.

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Alaska Air Group values.

ALASKA AIRLINES SHARED VALUES

Alaska Spirit. Alaska Spirit is the heart of Alaska Airlines. It springs from our rich heritage as a pioneer in a state where aviation plays a vital role in the life of every resident. Throughout our system, our Alaska Spirit defines the unique character of Alaska Airlines. Our fun-loving, energetic and adventurous personality flows from this spirit, as does our belief in service and community involvement. From our Alaska Spirit comes the pride, passion and perseverance that sets Alaska Airlines apart.

Resourcefulness. Our bias toward action and our readiness to adapt to change and to master difficult challenges exemplify the "can do" heritage of Alaska Airlines. We embrace an atmosphere where hard work, initiative and teamwork are a tradition, and where creativity and innovation flourish.

Integrity. Our actions will reflect our absolute commitment to ethical and honest behavior. When faced with uncertainty, we will always use our best judgment to do the right thing.

Professionalism. As proven professionals, we each bring a high level of individual skill, expertise and commitment to our work. We take great pride in the fact that our individual and collective accomplishments have earned broad respect and a reputation for safe, reliable, quality service.

Caring. Caring about and helping people is the soul of Alaska Airlines. We regularly go the extra mile to help our customers, our community and each other with friendliness, caring and genuine concern. We believe our lives are enriched by individual acts of kindness and compassion.

CRITICAL SUCCESS FACTORS

Safety. We have an uncompromising commitment to safety. The well-being of our employees and customers will override any other consideration.

Continuous Improvement. Our continuous improvement is driven by the willingness of each individual employee to embrace change, to pursue innovation and creativity, and to learn.

Quality People. We will attract and develop talented people who share the values and spirit of Alaska employees.

Profitability. Our corporate and individual success depends upon consistently producing profits sufficient to support growth and provide a reasonable return to our investors.

Quality Service. We differentiate ourselves from our competition by providing genuinely personal and caring service to our customers and continually finding better ways to meet their needs.

Reliability. We will provide consistent, on-time service upon which our customers can depend.

HORIZON AIR SHARED VALUES

Integrity. Integrity is the cornerstone value of Horizon Air. That means we have an uncompromising commitment to honesty and fairness—to being ethical, trustworthy and responsible in all we do.

Heart. "Heart" is what defines the unique spirit and character of Horizon—a family of energetic, optimistic and enthusiastic people who enjoy what they do. From their "heart" comes the pride, commitment and, above all, the caring that truly sets Horizon apart.

Partnership. We value the partnership of talented individuals combining their efforts to achieve results beyond the sum of their independent contributions. Partnership at Horizon is built on a foundation of trust, cooperation and mutual respect.

Innovation / Initiative. We encourage initiative, innovation and creativity throughout the organization. Drive, determination and hard work—coupled with the active pursuit of new and creative solutions—are essential to Horizon's continued success.

Continuous Improvement. We seek excellence in our business and are committed to an environment of continuous development, learning and improvement. We embrace change as a means to grow, both corporately and individually.

CORE PROMISES TO CUSTOMERS

- 1. Get them to their destination ...
- 2. On time...
- 3. With their bags.
- 4. If things do go wrong, as sometimes they do, then "service recovery" can make all the difference. A warm smile, sincere concern and a skilled, empathetic response can often turn a negative experience into a positive one.