



Environment

Addressing Our Impacts on the Planet

EMISSIONS & FUEL:

2020 Goals

Alaska Air Group is committed to decreasing our emissions in the air by:



DECREASING FUEL CONSUMPTION and associated emissions by 20% (gallons per revenue passenger mile, or RPM) at Alaska Airlines, over a 2012 baseline.



USING SUSTAINABLE AVIATION BIOFUEL at one or more of our airport locations (given economic feasibility and adequate supply).

FUEL EFFICIENCY MEASURES INCLUDE:



Adding 12 new fuel-efficient aircraft



Installing winglets



Use of cutting edge satellite navigation procedures



Using electric ground service vehicles



WASTE & RECYCLING:

2020 Goal



70% REDUCTION

Reduce all inflight waste sent to landfill by 70% per passenger, over a 2010 baseline.

Where we are today

52% REDUCTION per passenger since 2010



.33LBS



.21LBS



.18LBS



.16LBS

Society

Embracing Corporate Responsibility

DIVERSITY & EQUAL OPPORTUNITY:

2020 Goals

Our commitment to attract, retain and advance diverse employees is measured by progress toward two goals:



INCREASE THE PROMOTION RATE OF WOMEN & PEOPLE OF COLOR

to match or exceed those for majority employees and increase our Executive Committee to 1/3 or greater women or people of color.



10% HIRING RATE OF VETERANS

and ensure retention and advancement rates meet or exceed non-veteran employees.

Military Apprenticeships

Our Military Apprentice Program is designed to help transitioning soldiers gain experience with a civilian employer while simultaneously exposing hiring managers to the unique skills and experiences a military veteran can bring.

The program was so successful in its pilot year that each division hosting a three-month apprentice extended the opportunity for an additional three months out of their own budgets. Since then, the program has been modified and apprenticeship opportunities now last six months.

Did You Know?



58.5% of our employees have been with the company for 10 or more years.

Did You Know?



Alaska Air Group contributed \$15.5 million in cash and in-kind contributions to more than 1,300 charitable organizations since 2011.

Did You Know?



Alaska Airlines and Horizon Air increased their employee engagement scores by 20 percent over 2011. Engagement measures employee satisfaction and involvement with their jobs.

WE ARE COMMITTED TO HAVING A DIVERSE & INCLUSIVE CULTURE

BOARD OF DIRECTORS

36% People of Color **27%** Women



100% of our employees go through diversity training

Economy

Advancing Economic Stability

SUPPORTING THE LOCAL ECONOMY:

IN WA STATE, WE SUPPORT:

6,336 employees **15,840** indirect jobs

GENERATING:

\$407.8M in wages that has helped to boost WA State's economy

OUR EMPLOYEES RECEIVED:



Generous healthcare benefits



Fully-funded pensions



1+ MONTH'S PAY in bonuses on average over the past five years — with a record total of \$105M distributed in 2013

HASSLE-FREE FLYING:

2020 Goal



BE THE EASIEST

AIRLINE IN THE WORLD TO FLY measured by both industry benchmarking and customer satisfaction surveys.

WE KEEP OUR CUSTOMERS HAPPY BY DELIVERING RESULTS:



1.2M DOWNLOADS of our Alaska Airlines phone app, which received 4.5 stars or higher on both iPhone® and Android platforms



95% OF THE TIME we deliver customers' bags within 20 minutes of the aircraft parking



ALL SEATS on our new aircraft come with dual 110-volt and USB power outlets

Learn more: www.alaskaair.com/sustainability