



JTB Global Marketing & Travel *Report 2018*

April 2018 to April 2019

Japan's Leading DMC since 1912

JTB Corp. was founded in 1912 to promote and facilitate travelers from overseas. Almost a century later, JTBGMT was spun off to continue in the spirit of know-how and hospitality gained over the past hundred years.

OUR PHILOSOPHY

We will use our professional knowledge and skills to provide memorable experiences that exceed your expectations. In order to keep our promise, we will follow these basic guidelines:

OUR PROMISE TO YOU

- Maintain a professional appearance and attitude.
- Attentively respond to the voices of our customers and clients.
- Utilize creativity and speed to make the wishes of our customers and clients a reality.
- Adhere to deadlines and fulfill obligations.
- Comply with all laws and regulations.
- Promote Japan to international markets by using our knowledge of foreign cultures and customs which has been cultivated over JTB's 100-year history.
- Respect each other and encourage an open work environment.

CSR

1. Environmental protection

Declaration of Environmental Consciousness

Under the basic principle of taking care of the irreplaceable natural environment, and doing our best to give utmost consideration to conserving Earth's environment, JTB Global Marketing & Travel Inc. will aim at the realization of a sustainable recycling society by sincerely promoting tourism-related corporate activities

Environmental Policies and Standards

1. JTB Global Marketing & Travel Inc. will promote ecotourism. By providing high quality products and services that put nature, history, and culture into consideration, we will provide opportunities for our clients to come in contact with charming local resources, and thus contribute to activating the local economy and protecting resources.
2. JTB Global Marketing & Travel Inc. will make efforts to cut down on resources, and recycle as much as possible in business operation through measures such as reducing usage and disposal volume of brochures.
3. JTB Global Marketing & Travel Inc. will carry out environmental protection activities and thus contribute to the promotion of environmental consciousness amongst society.

2. Environmental Activities

JTB Brighter Earth Project: Water Sprinkling 2018

JTB Brighter Earth Project is the JTB Group's CSR activity in which JTB Group employees, clients, and local residents come together in order to create a vibrant future. JTB Global Marketing & Travel Inc. held the JTB Brighter Earth Project: Water Sprinkling 2018 event at Tennozu Isle, Shinagawa Ward, where the company is located. For 2018, we also held GMT Summer Vacation Kids' Observation Day, an event in which the children of our employees come to see our workplace, on the same day. The water we used was water recycled in Tokyo, and the children cheerfully enjoyed sprinkling the roads with water recycled in Tokyo while learning about environmental conservation.



Contributing to JATA Environmental Fund's Employee Fund-Raising

We contribute every year to the employee fund-raising of the JATA Environmental Fund, which the Japan Association of Travel Agents (JATA) established with the aim of protecting and conserving natural and cultural heritage sites. For 2018, we held *GMT Marché*, an in-house flea market where all sales were donated to the JATA Environmental Fund.

Achievement in Plastic Bottle Cap Collection: Reached Total of 200,000 Caps!

The JTB Global Marketing & Travel Inc. Labor Union has been leading the collection of plastic bottle caps within the company. As of August 2018, we cumulated a total of 200,000 caps. Due to this, we have contributed to a 1,500 kg reduction in CO₂.

Adopting Organic Coffee

We have switched the coffee served by our coffee machines to organic coffee beans.

Switching All Company Envelopes and Brochures to Recycled Paper or Eco-Friendly Paper

We have decided to switch the paper used for our company envelopes and brochures to either recycled paper or eco-friendly paper (FSC-certified paper), and are switching whenever possible

3. Promoting Diversity and Life-Work Balance

Won the Diversity Promotion Awards in the JATA President's Awards for Work/Vacation Reform and Diversity Promotion!

JTB Global Marketing & Travel Inc. hosts the most diverse workforce amongst the JTB group. Here, one out of nine employees is of foreign citizenship, and nearly 40% of employees joined the company mid-career. Many female employees return from maternity leaves/childcare leaves and work while raising children. We aim at creating an organization that accepts the needs and values of each and every employee, and can utilize their various skills to the fullest.

Won the Work-Style Category Award and the Reiji Matsumoto Special Award in the Tokyo Jisa-Biz (Time Difference Biz) Promotion Awards!

We have won two awards, namely the Work-Style Category Award, and the Reiji Matsumoto Special Award given to companies that have taken measures that are progressive and newsworthy, in the 2018 Jisa-Biz Promotion Awards. The Jisa-Biz Promotion Awards are hosted by the Tokyo Metropolitan Government and are awarded for contributions to Jisa-Biz, a work-style reform effort that aims at avoiding commuter rushes by staggering work hours.

**CERTIFIED "ERUBOSHI" 2 STARS BASED ON THE ACT ON PROMOTION OF WOMEN'S PARTICIPATION AND ADVANCEMENT IN THE WORKPLACE**

Based on the Act on Promotion of Women's Participation and Advancement in the Workplace, JTB Global Marketing & Travel has certified 2 Stars on the "Eruboshi" excellent corporation scale from the Minister of Health, Labour and Welfare.



4. Towards to Sustainable Tourism

JTBGMT IS THE FIRST COMPANY IN JAPAN TO REACH THE TRAVELIFE PARTNER AWARD

Sustainable Tourism

“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, The environment and host communities”

JTBGMT has reached The Travelife Partner award for sustainability. This award is recognition for the long-term efforts and frontrunner position of JTBGMT regarding sustainability and Corporate Social Responsibility.

JTBGMT complies with more than 100 criteria, related to operators office management, product range, international business partners and customer information. The Travelife standard is covering the ISO 26000 Corporate Social Responsibility themes, including environment, biodiversity, human rights and labor relations; and is formally recognized as in full compliance with the UN supported Global Sustainable Tourism Criteria(GSTC).

JTBGMT is the first company in Japan to have reached the Travelife Partner award.

The Travelife Partner status lets JTBGMT aim for the next level of becoming Travelife Certified, which is a program accredited by the GSTC.

Travelife, which has been established with the support of the European Commission, is the leading international sustainability certification for the travel sector. More than 35 national travel associations are promoting the scheme to their members including ABTA, The British Travel Association and PATA, the Pacific Asian Travel Association. Since 2012, more than 600 Asian companies have been trained in CSR with the support of the Dutch government CBI program. They are now working step-by-step towards more sustainable operations

“I am honored and humbled to be certified Travelife Partner as the first Japanese company to achieve. It is essential to promote sustainable tourism as one of the leading tourism industry players, when we concern the impact of tourism to environment, culture and socio-economic. We would like to accelerate efforts of sustainable tourism within Japan destination in cooperation with industry players.

(Mr. Shinya “Billy” Kurosawa, President and CEO of JTBGMT)



CORPORATE DATA

As of February 01, 2019

Corporate Name	JTB Global Marketing & Travel Inc.	
Head Office	4,5,6,7F, Tokyo Front Terrace, 2-3-14 Higashi-Shinagawa, Shinagawa-ku, Tokyo, Japan 140-8604	
Date of Foundation	October 12, 2004	
Capital	450 million yen	
Annual Sales	54.6 billion yen in 2017	
Shareholder	JTB Corp. 100%	
Board Members	Shinya "Billy" Kurosawa Shuji Okamoto Hisanori Zama Hisao Yoshimura Tsuyoshi Yasuda Taikei Kawaguchi Hitoshi Kuramochi Yasuhiro Tsuboi Satoshi Inoue Takahiro Kobayashi Akito Fukushima Nobuaki Tai	President & CEO Managing Director Executive Director Executive Director Executive Director Executive Director Executive Director Executive Director Executive Director Executive Director Auditor
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