

**Introduction of Marketing Incentives at Narita Airport
to Support Initiatives by Airlines
to Stimulate Passenger and Cargo Demand**

Narita Airport is continuing to boost its passenger and cargo traffic by tapping into the robust air transport demand in Asia. However, with recent advancements in aircraft performance, airlines are rapidly reorganizing their routes and introducing direct flights between Asia and North America. This has resulted in an escalation of competition among airports to expand its network.

In light of this situation, Narita International Airport Corporation (NAA) has decided to introduce its Narita Airport Marketing Incentives with the objective of strengthening cooperative relations with the airlines, promoting growth of passenger and cargo traffic at the airport and lead to increase its retail sales and other sources of non-aeronautical revenue.

This is a system to support marketing and promotion activities undertaken by airlines aimed at increasing passenger and cargo traffic and or improving their customer experiences (hereinafter, "Marketing Activities").

We welcome flying to Narita Airport as we continue to evolve to be one of the best gateway airports in Asia.

<Program overview>

Based on the number of passengers or volume of cargo handled at Narita Airport, NAA will support part of the expenses, up to a certain amount, for Marketing Activities by airlines operating at Narita Airport that will contribute to growth of passenger numbers and cargo volume at the airport.

<Implementation Period>

1 April 2017 to 31 March 2019 (Incentives will be offered every 6 months)

Incentives in Detail

Passenger Incentives

- The incentives will be provided based on the number of departing passengers on international and domestic routes (transit passengers included for international routes).
- Rates to be applied to the "number of departing passengers handled" and "increase in passenger numbers" will be set separately for international routes and domestic routes.

(These rates are subject to change depending on total sales results at shops in Narita Airport*)

* Sales revenue of duty-free shops, retail shops and food and beverage outlets at Narita Airport

Incentive Rates (per departing passenger)

Previous Fiscal Year's Airport Retail Sales Revenue		JPY80 billion and above Under JPY100 billion	JPY100 billion and above Under JPY120 billion	JPY120 billion and above Under JPY140 billion	JPY140 billion and above Under JPY160 billion
International	Number Handled	JPY45	JPY50	JPY55	JPY60
	Increase	JPY90	JPY100	JPY110	JPY120
Domestic	Number Handled	JPY10			
	Increase	JPY20			

Cargo Volume Incentives

- The incentives will be provided based on the cargo volume, and rates will be applied to the "volume of cargo handled" and "increase in cargo volume".

Incentive Rates (per tonne of cargo)

International	Volume Handled	JPY100
	Increase	JPY200