

本报告采用环保再生纸制作
This report is printed on environmentally friendly paper



云南祥鹏航空有限责任公司 Lucky Air Company Ltd.,

地址: 云南省昆明市官渡区昆明长水国际机场南工作区机场东路祥鹏航空基地
ADDRESS: Lucky Air Base, Airport East Road, Kunming Changshui International Airport
Southern Work Area, Guandu District, Kunming, Yunnan

网址 (WEB): www.luckyair.net
服务热线 (SERVICE HOTLINE): 95326



官方微信
Official WeChat



Lucky Air
祥鹏航空



2017

云南祥鹏航空有限责任公司
企业社会责任报告
Lucky Air Social Responsibility Report

关于本报告

About this Report

时间范围: 2017年1月1日至2017年12月31日,部分内容有所延伸。

Reporting Period: This report covers the period from January 1, 2017 to December 31, 2017, and may contain information before or after this time period.

报告周期: 本报告为年度报告,是云南祥鹏航空有限责任公司的首份社会责任报告。

Reporting Cycle: This report is the first annual social responsibility report released by Lucky Air.

报告范围: 本报告涵盖云南祥鹏航空有限责任公司及其分公司。

Reporting Scope: This report content covers Lucky Air and all its subsidiaries.

编制依据: 本报告参照国际标准化组织《ISO 26000 社会责任指南》、全球报告倡议组织《可持续发展报告指南》(GRI Standards 版)和《航空运输企业社会责任实施指南》。

Reporting Guidelines: This report is compiled in accordance with the ISO Guideline on Social Responsibilities (ISO 26000) of the International Organization for Standardization, the GRI Standards of Global Reporting Initiative (GRI) and the CSR Guideline for Aviation Service Industry.

称谓说明: 为了便于表述和阅读,在本报告中“云南祥鹏航空有限责任公司”也以“祥鹏航空”、“公司”、“我们”、“我司”表示。

Abbreviations: In this report, the terms of “Lucky Air”, “the Company” or “we” are used, all referring to Lucky Air Co., Ltd.

数据来源: 所有数据均来自祥鹏航空内部统计及对外文件。

Data Sources: All data are collected from Lucky Air's internal statistics and publicly released documents.

报告获取: 本报告为中英文双语版本,以纸质版和网络版两种形式提供。网络版报告可以通过公司官网(<http://www.luckyair.net>)阅读和下载。

Report Accessibility: This report is released in both Chinese and English, and available both online and offline. You can browse and download the report at our official website (<http://www.luckyair.net>).

目录

Contents

01 / 关于本报告
About this Report

04 / 管理层致辞
Chairman's Statement



关于祥鹏航空 About Lucky Air

- 06 / 公司简介
Company Profile
- 07 / 组织架构
Organizational Structure
- 08 / 发展历程
History and Development

责任战略 Responsibility Strategy

- 10 / 责任荣誉
Responsibility Honors
- 11 / 责任管理
Responsibility Management
- 12 / 利益相关方沟通
Stakeholder Engagement

祥鹏之行 · 合作共赢未来 Presence · Cooperating for a Win-win Future

- 16 / 立足西南, 服务经济发展
Supporting Economic Development
- 20 / 开拓国际, 助推“一带一路”
Supporting the “Belt and Road”
Initiative

祥鹏之翼 · 安全承诺至上 Flying · Unwavering Commitment to Safety

- 26 / 安全管理体系
Safety Management System
- 28 / 安全技术系统
Safety Technical System
- 29 / 安全文化建设
Safety culture construction
- 31 / 星级团队护航
Star Teams Safeguarding Flight Safety

祥鹏之志 · 服务引领发展 Aspiration · Service-led Development

- 38 / 推进品质服务
Improving Service Quality
- 39 / 坚持真情服务
Offering Sincere Services
- 42 / 提供个性服务
Providing Customized Services

祥鹏之姿 · 共建绿色航空 Attitude · Co-constructing Green Airlines

- 46 / 成就绿色飞行
Flying Green
- 48 / 营造绿色文化
Creating a Green Culture

祥鹏之心 · 以人为本共成长 Heart · Insisting on People Oriented Development

- 52 / 与员工共成长
Growing together with Employees
- 57 / 与社区共发展
Developing together with Communities

60 / 展望
Looking Forward

61 / 指标索引
Report Index



管理层致辞

Chairman's Statement



2017 年是不平凡的一年。“十九大”顺利召开，带领我们进入中国特色社会主义新时代。面对建设人民美好生活的时代召唤，顺应联合国 2030 可持续发展蓝图，中国民航业发布了首份《航空运输企业社会责任实施指南》，指导航空运输企业全面履行社会责任，肩负新的历史使命，带着对未来的美好向往，践行可持续发展。

2017 is an extraordinary year. The 19th National Congress of the Communist Party of China was successfully held, heralding socialism with Chinese characteristics for a new era. Answering the call of the era to build a better life for the people and complying with the 2030 Agenda for Sustainable Development of the United Nations, China's civil aviation industry released the first CSR Guideline for Aviation Service Industry aiming at encouraging aviation service companies to better fulfill their social responsibilities and new historical missions and pursue sustainable development for a better future.

“为大众创造美好的出行方式”是祥鹏航空一直以来坚守的初心和不断奋进的目标。我们积极响应党和国家关于“建设人民美好生活”、“大力推进生态文明建设”以及“一带一路”倡议，秉承海航“圆融、共享、分享、生态”的理念，积极创新、勇于实践，搭建“一带一路”重要枢纽，全面提升服务品质，推动绿色航空建设，参与扶困济弱，从经济、环境和社会三个层面全方位履行社会责任，努力满足广大人民群众日益增长的美好出行愿望。2017 年公司规模持续扩大，在经济发展的同时，实现了与环境、社会多方共赢局面。

“Creating an enjoyable way of travel for people” is Lucky Air's long-standing commitment and ultimate pursuit. Responding promptly to the strategic plans of the Party and the government of “building a better life for the people”, “promoting the construction of ecological civilization” and the “Belt and Road” Initiative, and adhering to the HNA philosophy of “Harmony, Sharing, Offering, Ecology”, we actively innovated and explored ways to build important “Belt and Road” hubs, improve service quality comprehensively, promote green aviation, and support poverty alleviation and care for the disadvantage groups, so as to fulfil our corporate responsibilities in economic, environmental, and social dimensions and meet the growing needs for enjoyable travel experience of the people. In 2017, we continued expanding and achieving not only economic development but also win-win results in terms of our environmental and social impacts.

“一带一路”促发展：响应“一带一路”倡议，我们立足西南，面向全国，逐步完善国内、国际航线布局，通过立体化航线网络，推动区域协调发展。我们积极参与国际市场沟通与合作，开通云南首条直飞东欧的定期洲际航线，成为国内首家开通远程洲际航线的低成本航空企业，为中国更多旅客提供更高效、便捷的远程飞行服务，也为“一带一路”沿线国家的合作发展搭建重要枢纽。

Supporting the “Belt and Road” Initiative. In response to the “Belt and Road” Initiative, we developed new routes based on the demand of the western region and optimized our domestic and international route layout to support coordinated regional development with a three-dimensional route system. We actively participated in international

exchange and cooperation and opened the first regular direct intercontinental route between Yunnan and Eastern Europe. As the first Chinese low-cost carrier that operated long-haul intercontinental routes, we provided more efficient and convenient long-haul flight services for passengers in a growing number of cities in China and developed an important hub that supported the cooperation and development of countries covered by the “Belt and Road” Initiative.

以人为本见真情：我们始终秉承“安全第一”、“真情服务”和“以人为本”的管理理念，完善安全管理及风险管理体系，提升企业运营管理水平；着力建设职业化飞行员队伍和安全员队伍，打造专业化的乘务员团队；在人才培养上积极开拓新思路，制定“Fantastic Journey”人才发展体系，搭建职业发展的广阔平台；同时，我们全面升级了客户服务及互动平台，实现更多个性化服务。

People-oriented management. We adhered to the management philosophies of “Safety First”, “Sincere Services” and “People-oriented” and continued to improve our safety management and risk management systems. We focused on building a professional pilot team and safety team and cultivating a team of competent flight attendants. We actively explored new ideas in talent development and provided our employees with a supportive career development platform with the “Fantastic Journey” talent development system. We also comprehensively upgraded our customer services and interaction platform to provide more customized services to our customers.

生态友好护环境：作为“绿色航空倡议网络”的联合发起方，我们积极实施航路优化、发动机水洗等节能减排方案，全年节省航油 3658 吨；在推广环保理念上，与知名共享单车品牌达成战略合作，共同倡导绿色低碳出行，与生态环境友好相处。

Protecting the environment. As an initiator of the Green Aviation Initiative Network(GAIN), we actively implemented various energy-conservation and emissions-reduction programs, such as route optimization and water wash of aero-engines, and saved 3,658 tons of jet fuel a year. We also formed a strategic partnership with a renowned bike-sharing company to raise the awareness of green, low-carbon transportation and environmental protection.

帮扶扶困助和谐：通过打造“鹏友 1+1”公益品牌、建立盘龙助学基金、承办 2017 年海航光明行(云南站)，我们为众多留守儿童和贫困学生提供了帮助和关爱，截至 2017 年，资助人群超过 100 万人。

Supporting poverty alleviation and caring for the disadvantaged groups. We were committed to caring for and supporting left-behind children and students from impoverished families. Based on our “Lucky Air Friends 1+1” charity brand, the Panlong Scholarship and the HNA Brightness Action (Yunnan) 2017 program, we had provided financial support for over 1 million people as of the end of 2017.

一切过去皆为序章，回望 2017，我们揽镜自省，以往鉴来。我们期待分享祥鹏人在可持续发展道路上的探索与努力，与利益相关方一起走进新时代，共赴新征程，迎接新未来。

What we have achieved was only a beginning. Reflecting on 2017, we reviewed what we have done to use the experience to guide our efforts in future. We are looking forward to sharing the experience of our sustainable development with our stakeholders, so as to march together with them into the new era and start the new journey towards a better future.

云南祥鹏航空有限责任公司董事长兼总裁：

Chairman and President of Lucky Air:

关于祥鹏航空

About Lucky Air



公司简介

Company Profile

云南祥鹏航空有限责任公司是海航集团下属成员企业，于2006年正式开航。2008年，云南省国资委与海航集团签署战略合作协议，双方共建祥鹏航空。

Lucky Air Co., Ltd. is a subsidiary of the HNA Group. The Company started its aviation operation in 2006. In 2008, the Yunnan State-owned Assets Supervision and Administration Commission (SASAC) and the HNA Group signed a strategic cooperation agreement to jointly establish Lucky Air.

2016年，祥鹏航空正式发布低成本战略转型。作为云南首家低成本航空公司，祥鹏航空以低成本、国际化为发展核心，持续推进个性化和差异化的产品及服务，致力打造国际知名的高品质低成本航空品牌。

Lucky Air officially announced its strategic transition to a low-cost carrier in 2016. As the first low-cost airline in Yunnan, Lucky Air focused on its development on low-cost and international operations and strove to build an internationally renowned and high-quality low-cost carrier brand by offering customized and differentiated products and services.

截至2017年年底，祥鹏航空机队规模达45架，在飞国内航线92条，国际航线21条，通航城市82个，涉及29个省区、直辖市，9个国家及地区。

As of the end of 2017, Lucky Air operated a fleet of 45 airplanes and covered 82 cities in 29 provinces and 9 countries and regions with 92 domestic routes and 21 international routes.



机队 **45** 架
45 aircrafts



国内航线 **92** 条
92 domestic routes



国际航线 **21** 条
21 international routes



总资产规模
183.21 亿元
Total assets of
RMB **18.321**
billion



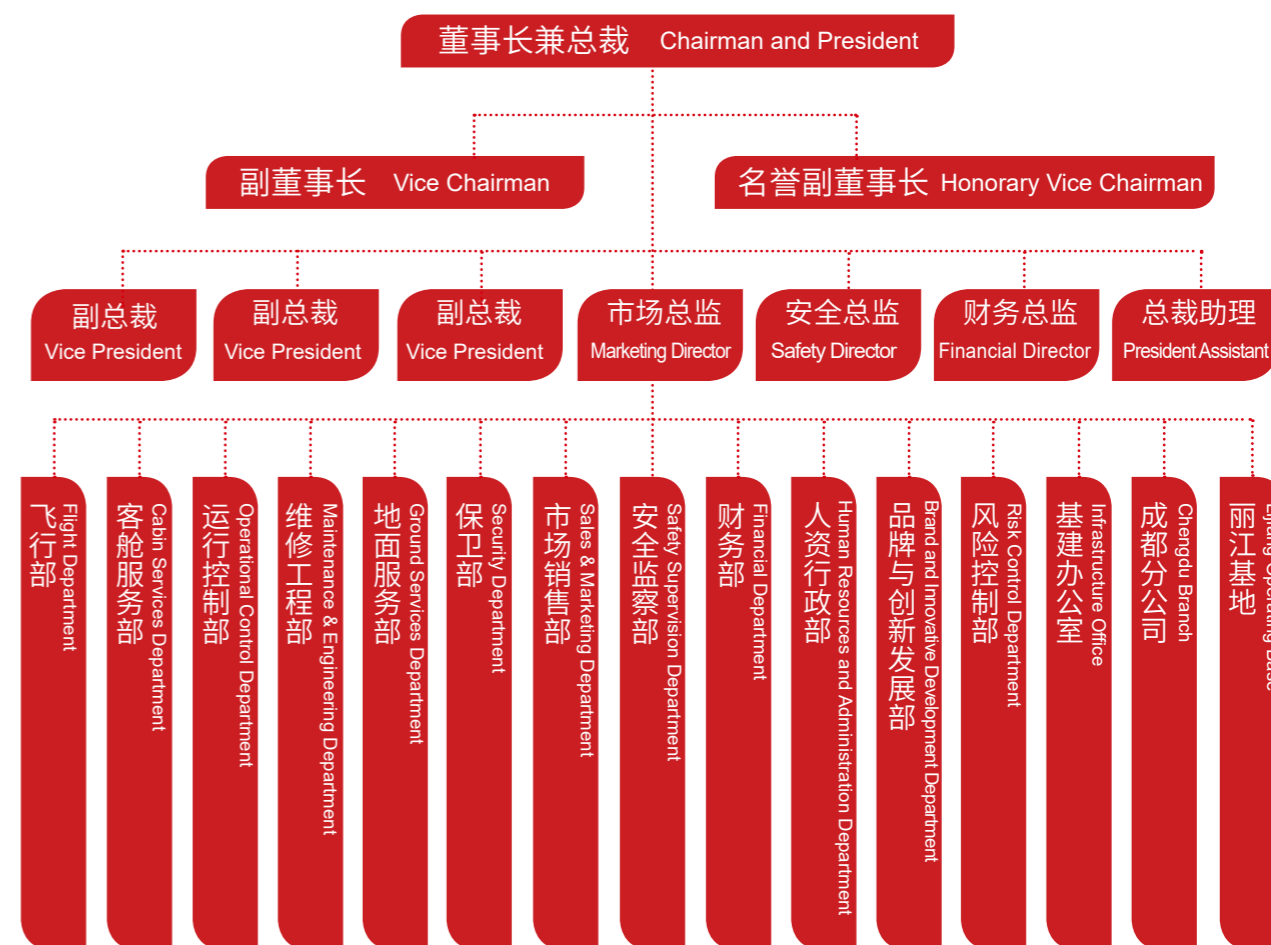
总收入 **64.05** 亿元
Total revenues of
RMB **6.405**
billion



纳税总额
3.139 亿元
Total taxes paid of
RMB **313.9**
million

组织架构

Organizational Structure



发展历程

History and Development

2005年8月

获准筹建云南祥鹏航空有限责任公司。

Aug. 2005

Gained approval to establish the Yunnan Lucky Air Co., Ltd.



2008年6月

云南省国资委与海航集团签署战略合作协议，双方共建祥鹏航空。

Jun. 2008

Yunnan State-owned Assets Supervision and Administration Commission (SASAC) and the HNA Group signed a strategic cooperation agreement to jointly establish Lucky Air.



2006年2月

顺利开航。

Feb. 2006

Opened for business.



2010年3月

主运营基地由云南大理变更为云南昆明。

Mar. 2010

Moved the main operating base from Dali to Kunming.



2013年5月

取得国际航线运营资质。

May. 2013

Authorized for international flight operations.



2014年1月

开通昆明 = 贵阳 = 新加坡首条国际航线。

Jan. 2014

Opened the first international route of Kunming-Guiyang-Singapore.



2013年8月

丽江运营基地正式成立。

Aug. 2013

Lijiang Operating Base was officially established.



2014年6月

成都分公司成立。

Jun. 2014

Established the Chengdu Branch.



2015年3月

正式发布全新 LOGO 及 VI 视觉形象体系。

Mar. 2015

Official launched the new logo and VI system.



2016年2月

获得 IOSA 认证资格证书，搭建符合国际标准的运行体系和完善的安全管理体系。

Feb. 2016

Obtained the IOSA certification and established an operating system compliant with international standards and a complete safety management system.



2016年3月

正式对外宣布转型低成本航空。

Mar. 2016

Officially announced the transformation to a low-cost carrier.



2016年1月

加入全球首个低成本航空联盟——优行联盟。

Jan. 2016

Joined the world's first low-cost carrier alliance - U-FLY Alliance.



2016年10月

郑州运营基地正式成立。

Oct. 2016

Established the Zhengzhou Operating Base.



2017年3月

引进空客 A330 宽体机，成为中国大陆首家拥有宽体机的低成本航空企业。

Mar. 2017

Introduced the Airbus A330 wide-body aircraft and became the first low-cost carrier in China with the wide-body aircraft.

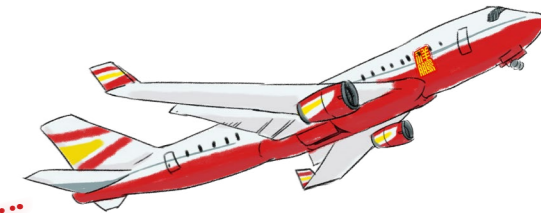


2017年6月

开通昆明往返莫斯科航线，是云南首条直飞东欧的定期洲际航线，是国内低成本航空首次开通远程洲际航线。

Jun. 2017

Opened Yunnan's first regular direct intercontinental flight to Eastern Europe, the Kunming-Moscow flight. It was the first long-haul intercontinental flight operated by a low-cost carrier in China.



责任战略

Responsibility Strategy

祥鹏航空积极响应党和国家的号召，以“海航精神”价值体系为引领，秉承着海航“圆融、共享、分享、生态”的理念，以建设“有责任感的企业”为目标，将社会责任提高到企业发展的战略高度。

Adhering to the “HNA Spirit” value system and the HNA philosophy of “Harmony, Sharing, Offering, Ecology”, Lucky Air actively responded to the call of the Party and the government and strove to integrate social responsibility into its comprehensive development strategy, aiming at building a “responsible business”.



责任管理

Responsibility Management

为推动社会责任理念与企业经营相融合，祥鹏航空以国际标准化组织的社会责任指南标准 (ISO26000) 为指引，建立社会责任体系，以科学化的工作思路管理和输出公益项目，全面且系统地开展社会责任实践，并积极参与国内外机构及行业的荣誉认证和奖项评选工作。

In order to promote to integrate social responsibility into its corporate operations, Lucky Air established a social responsibility management system based on ISO 26000 Guideline on Social Responsibility, managing charity programs scientifically, implementing its CSR programs in a comprehensive and systematic way, and actively participating in obtaining social and institutional recognitions and awards at home and abroad.

责任荣誉

Responsibility Honors



社会责任体系

Social responsibility management system

健全相关制度，推进多层次、多形式的社会责任培训，提升公司全员社会责任认知，建立社会责任体系。

We optimized management systems, implemented multi-layered, diversified CSR trainings, conducted company-wide awareness raising activities on CSR, and established a social responsibility management system.

社会责任实践

Social responsibility practice

聚焦旅客关注的安全飞行、优质服务、绿色航空等领域，鼓励共享优质的航空资源，开展与企业相适应的社会责任实践活动，输出有影响力的社会责任品牌，打造良好的社会责任形象。

We paid close attention to areas such as flight safety, quality service, and green aviation, encouraged sharing of quality aviation resources, implemented CSR programs aligned with our business operations, built an influential CSR brand and an outstanding CSR image.



Responsibility Management

公益项目输出与管理

Implementation and management of public welfare programs

以主动策划类公益项目为主，围绕儿童关爱、绿色低碳环保两条主线，培育和打造社会创新型社会责任项目；积极与政府、慈善机构、NGO 组织、院校、青年团队等机构开展合作，提升项目可信度、品牌价值和社会影响力。

We actively planned and innovated our public welfare programs focusing on children and the environment, and closely cooperated with government, charity institutions, NGOs, universities, youth groups, etc. to improve the credibility, brand value and social impact of our programs.

荣誉获取

Recognitions and awards

积极参与荣誉认证工作，获取国内外权威机构颁发著名奖项，提高所属行业的地位及话语权，促进祥鹏航空国际知名度、美誉度和忠诚度的提升，从而有效驱动公司品牌价值成长。

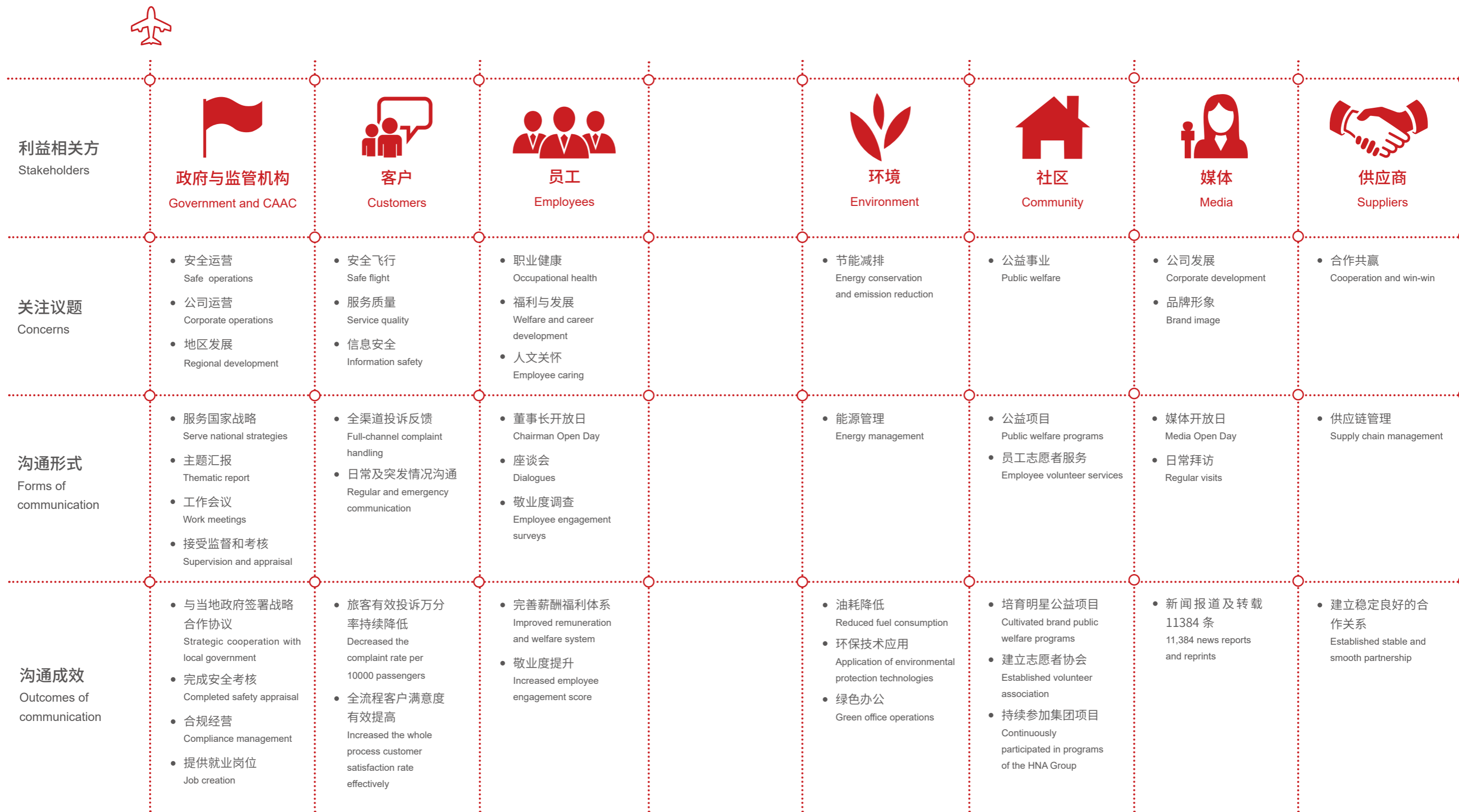
We worked actively to obtain recognitions and awards at home and abroad to improve influence of the aviation industry, enhance the international recognition, reputation and loyalty of the Company, and effectively improve our brand value.

利益相关方沟通

Stakeholder Engagement

祥鹏航空在日常经营及服务的各个环节,积极拓展与利益相关方的沟通渠道,充分倾听相关方的意见和反馈,并通过建立常态化沟通机制,持续提升与相关方的沟通成效。

Lucky Air actively enriched its communication channels with stakeholders in all aspects of daily operations and services to learn their opinions and feedback, and established a regular stakeholder engagement mechanism to continually improve the effectiveness of its stakeholder communication.



INTERNATIONAL

Lucky Air

我国西南地区腹地广阔，资源丰富，但因地形地势复杂，地面交通受到制约，航空运输成为社会公共服务体系中的重要组成部分。祥鹏航空立足西南，发挥航空企业特点和优势，助力地区发展。

The southwestern region of China is endowed with a vast stretch of area and abundant resources, but its development was hindered by difficult ground transportation due to the complicated geographic conditions, giving aviation transportation a unique advantage as an important component of the public transportation system. Based in Southwestern China, Lucky Air leveraged its advantages and expertise as an aviation company to support regional development.

祥鹏之行 · 合作共赢未来
Presence · Cooperating for a Win-win Future

立足西南，服务经济发展 Supporting Economic Development

祥鹏航空立足西南，积极响应国家战略以及地方需求，大力投入运力开辟航线，开通了省内支线机场至国内主要省会及重点城市直飞航线，实现了 85% 以上昆明至省内支线的覆盖，在云南民航强省建设进程中起到了积极助推的作用，影响意义深远。

Lucky Air promptly responded to national strategies and local needs and made significant investment in developing airline routes. We had launched direct flights from the province's regional airports to major provincial capitals and key cities in China and achieved over 85% of provincial regional airports from Kunming, playing an active and important role in promoting the civil aviation development of Yunnan.

同时，祥鹏航空通过低成本运营推进云南民航大众化，增大航空运输规模，发挥航空效用，为西部旅客出行提供更加实惠、便捷、高效的旅行服务，促进云南旅游业的发展。

At the same time, we continued to increase the accessibility of civil aviation services to the public by promoting the low-cost operation model. We expanded the scale of our operation and improved operation efficiency to provide more affordable, convenient, and efficient travel services for passengers in Western China and support the development of tourism in Yunnan.

2017 年，祥鹏航空已初步形成以昆明、成都、丽江、郑州、绵阳为运营基地，连通全国一、二线及各大省会城市的国内航线布局，助力西南地区与全国空中互联互通。

In 2017, we had initially formed a domestic route layout that connected China's first-tier and second-tier cities and major provincial capital cities, with Kunming, Chengdu, Lijiang, Zhengzhou and Mianyang as our operating bases, connecting Southwest China to the rest of the country by air.



祥鹏航空助力沧源实现空中发展

Lucky Air Helped Cangyuan Realize Aviation Development



云南省沧源佤族自治县地处我国西南边陲，是全国最大的佤族聚居县，拥有沿边、佤族文化和生态环境三大优势旅游资源。但由于历史条件和地理区位的制约，沧源贫困面大、基础设施落后，是国家重点贫困县。

Cangyuan Autonomous County in Yunnan is situated near the southwestern border of China and has the largest community of the Wa ethnic minority in China with major tourism resources of exotic borderland location, Wa cultural heritage and beautiful ecological environment. However, Cangyuan still suffered from widespread poverty and underdeveloped infrastructure and is a key poverty county in China due to its historical conditions and geographic location.

在沧源佤山机场建成通航之际，祥鹏航空积极响应云南省委、省政府对于沧源发展的部署要求，第一时间开通了昆明 = 沧源航线，大大缩短了沧源与昆明的时空距离，为当地人民出行和物流来往提供了更为便捷的交通保障。同时，航线进一步增强了沧源与全省各州市乃至全国的交流联系，有效促进了沧源连通外界、获取外部资源，推动了沧源在经济、旅游、文化建设等多方面的发展。

Upon the completion of the construction of the Cangyuan Washan Airport, we actively responded to the government's policy priorities and promptly opened the Kunming-Cangyuan flight, greatly shortening the travel time between the two cities and allowing more convenient transportation of people and goods. The flight further strengthens exchanges between Cangyuan and other cities in the province and even the whole country, allowing Cangyuan to have better access to the outside world and external resources, and supporting economic, tourist, and cultural development of Cangyuan.



昆明

祥鹏航空以昆明为运营总基地，目前投放昆明基地的飞机有 27 架，通航 65 个国内城市，为云南地区“一带一路”的互通建设提供最切实的保障。同时，祥鹏航空加大国际航线的开通，累计通航 26 个国际城市，进一步增进了云南与东南亚、东亚、东欧的往来，为旅游、经贸、投资、教育等合作互通提供更加高效便捷的服务。

Kunming Operating Base

As the headquarter, Kunming Operating Base now has 27 airplanes and 65 navigable domestic cities, providing assurance for building "Belt and Road" in Yunnan. Meanwhile, Lucky Air has increased international routes and navigated to 26 international cities, further enhancing Yunnan's communication with Southeast Asia, East Asia and East Europe, and providing more efficient and convenient services for tourism, trade, investment, education and other cooperation.



丽江

丽江基地 2013 年正式设立。2017 年基地在丽江市场占有率列居第二位，市场份额约 14.31%。基地在丽江机场共运营航班 6633 架次，运输旅客 109.78 万人次，为丽江少数民族团结、经济发展、社会进步做出杰出贡献。2017 年，丽江 = 吉隆坡国际航线开通，为商务旅客出行带来更多便利，推动两国在政治、经济、文化、旅游等领域的深入交流与合作。

Lijiang Operating Base

Officially established in 2013. In 2017, with a market share of approximately 14.31%, the base ranked second in Lijiang's market and operated 6,633 flights at Lijiang Airport and transported 1,097,800 passengers, making significant contributions to advancing the development and solidarity of ethnic minorities, and promoting economic growth and social progress in Lijiang. The opening of the Lijiang-Kuala Lumpur international flight in 2017 further brought convenience to business travelers and promoted the in-depth political, economic, cultural and tourist exchange and cooperation between China and Malaysia.



2017 年祥鹏航空国内在飞航线图
Lucky Air domestic routes in operation in 2017



成都

成都分公司 2014 年正式设立，成为成都双流国际机场第六家基地航空公司。2017 年运送旅客 109.22 万人次，全年起降航班 7727 架次，占成都市场份额约 2.15%。2017 年开通了首条成都前往伊尔库茨克的直飞航线，为四川及周边地区的旅客提供了更加便捷的选择。

Chengdu Branch

Officially established in 2014. As the sixth base airline at Chengdu Shuangliu International Airport, the base accounted for approximately 2.15% of Chengdu's market in 2017. And it transported 1,092,200 passengers and operated 7,727 flights throughout the year. The first Chengdu-Irkutsk direct flight was opened in 2017, providing a more convenient option for travelers from Sichuan and surrounding areas.



郑州

郑州基地 2016 年正式设立。2017 年市场份额达到 6.88%，共开通郑州 = 昆明、郑州 = 贵阳、郑州 = 长春、郑州 = 南宁等十余条国内航线，郑州 = 普吉（泰国）一条郑州出港国际航线。郑州基地将继续拓展连接东南、东北、西北地区乃至国际城市的航线，为河南地区旅客提供更加多样和便利的出行服务。

Zhengzhou Operating Base

Officially established in 2016. The base accounted for 6.88% of the local market share in 2017. With over ten domestic routes, such as Zhengzhou-Kunming, Zhengzhou-Guiyang, Zhengzhou-Changchun and Zhengzhou-Nanning, etc. and one international route of Zhengzhou-Phuket (Thailand), the base continued to expand its connections with cities in the Southeast, Northeast and Northwest of China as well as overseas cities, providing more diverse and convenient travel options for passengers in Henan province.



绵阳

绵阳基地 2017 年正式设立。2017 年市场占有率 16.29%，市场份额第一，目前开通绵阳 = 昆明、绵阳 = 大理、绵阳 = 天津等十余条国内航线，为绵阳地区经济发展和社会进步做出了贡献。

Mianyang Operating Base

Officially established in 2017. The base accounted for 16.29% of the local market share and ranked the first. With over ten domestic routes, such as Mianyang-Kunming, Mianyang-Dali, Mianyang-Tianjin, the base made great contribution to economic and social development of Mianyang.

开拓国际，助推“一带一路”

Supporting the “Belt and Road” Initiative

“一带一路”倡议为西部地区实现跨越式发展提供了契机，其中云南位于“一带一路”的重点板块，具有贯通中亚、南亚、东南亚，连接欧洲和亚太两大经济圈的区位优势。自2014年开通首条国际航线以来，祥鹏航空逐步完善了南亚、东南亚地区国际航线布局，积极助力“一带一路”合作发展，为中国与世界交流搭建更加便捷、快速的“空中丝路”。

The “Belt and Road” Initiative provides an opportunity for the western region to realize leap-forward development. With a pivotal location of the “Belt and Road” region, Yunnan links up Central, South and Southeast Asia, and connects the European economic zone with the Asia-Pacific economic zone. Since the opening of the first international route in 2014, Lucky Air had been steadily improving international route coverage in South Asia and Southeast Asia, effectively facilitating “Belt and Road” cooperation and development with a Silk Road in the Air that linked China and the rest of the world faster and more conveniently.

2017年3月，祥鹏航空引进首架宽体机A330-300，为开辟远程洲际航线奠定基础。同年6月，祥鹏航空开通昆明至俄罗斯洲际航线，开创了国内低成本航空在远程运营领域的先河。作为云南首条直飞东欧的定期洲际航线，昆明=莫斯科航线不仅有助于促进云南对外开放并融入国际舞台，也成为连接欧洲与南亚、东南亚沟通的重要桥梁，助推“一带一路”沿线国家的合作发展。

We introduced the first wide-body aircraft A330-300 in March 2017, laying the foundation for opening long-haul intercontinental routes. In June, we opened the intercontinental route between Kunming and Russia, setting a precedent for domestic low-cost carriers to undertake long-haul operations. As the first regular direct intercontinental flight from Yunnan to Eastern Europe, the Kunming-Moscow route not only further helped Yunnan open up to the outside world and become more international, but also boosted the cooperation and development of “Belt and Road” countries as an important bridge connecting Europe and South and Southeast Asia.



昆明=莫斯科首航仪式
Inaugural flight ceremony of Kunming-Moscow



在国际化建设的过程中，祥鹏航空积极打造国际形象，先后出席2017亚洲航空节、2017亚洲航线发展大会、2017低成本航空峰会、第二十三届世界航线发展大会等国际知名的行业内展会论坛，并蝉联世界旅游大奖(WTA)颁发的“2017亚洲国内领先航空奖”。

We made a series of efforts along our process of internationalization, including the participation of various world-renowned industry events such as the Aviation Festival Asia 2017, the Asian Route Development Conference 2017, the 2017 China Low-cost Carriers Summit, and the 23rd World Route Development Conference, and was continually awarded “Asia’s Leading Domestic Airline 2017” by the World Travel Awards (WTA).



1 获得2017WTA亚洲领先国内航司奖
Won WTA “Asia’s Leading Domestic Airline 2017” Award



2 2017年亚洲航线大会
Asian Route Development Conference 2017



3 2017低成本航空峰会
2017 China Low-cost Carriers Summit



4 第二十三届世界航线发展大会
23rd World Route Development Conference

SAFETY

Lucky Air

航空运输活动事关各方的生命和财产权利，保障航空运输安全是航空企业最首要的社会责任。祥鹏航空秉持过程与结果并重的安全管理理念，坚守“安全是企业的生命线”的行为准则，切实为每一位乘客把好每一条航线和每一次飞行的安全关。

Air transport activities matter lives and great property value of all parties involved. Ensuring air transport safety is the top social responsibility of aviation companies. Lucky Air adheres to the safety management philosophy that emphasizes both process and result, and acts in compliance with the code of conduct dictating that "Safety is the life of a company", sparing no effort to ensure the safety of every passenger on every route and flight.

祥鹏之翼 · 安全承诺至上

Flying · Unwavering Commitment to Safety



人为原因运输航空事故征候万时率

Incident Rate per 10000 Flight Hours of Man-made Causes

0



运输航空严重事故征候万时率

Incident Rate per 10000 Flight Hours of Air Transportation Serious Incident

0



地面事故征候万架次率

Incident Rate per 10000 Flight of Land Accident

0

年安全飞行

Annual Safe Flight Time

16万飞行小时

160,000 hours

累计安全飞行

Cumulative Flight Time

超过 70万飞行小时

Over 700,000 hours

安全运送旅客

Passenger Volume

1053万人次

10.53 million person-times



安全管理体系 Safety Management System

祥鹏航空于 2010 年通过中国民航局安全管理体系 (SMS) 运行合格审定, 目前已形成以安全政策、风险管理、安全保证及安全促进为四大支柱、十二个建设要素为框架的安全管理体系, 并不断向更系统、更规范、更精细、更国际化的 SMS 发展。

Lucky Air obtained the Safety Management System (SMS) certification from the Civil Aviation Administration of China in 2010. We had established a safety management system based on the framework of four pillars of safety policy, risk management, safety guarantee and safety improvement and twelve key elements, and made continuous improvement to ensure our safety management system being more systematic, standardized, detailed, and international.

为满足国际化发展需要, 祥鹏航空分别于 2015 年、2017 年通过了国际航空运输协会 (IATA) IOSA、E-IOSA 审核认证, 安全管理部分均以“零发现项”的成绩顺利通过, 公司安全管理体系日益完善。

In order to meet our needs for international development, we obtained the International Air Transport Association (IATA) IOSA and E-IOSA certifications in 2015 and 2017 respectively, passing the safety management audits with an outstanding score of “zero finding” as a showcase of improving safety management.

国际化的风险管理 International Risk Management

祥鹏航空引进英国民航局先进的 BowTie 风险分析模型, 将 BowTie 和核心风险管理工作有效结合, 从减轻事件发生后果的严重程度和减少后果发生的可能性两方面对核心风险进行全方位的管控。

We introduced the advanced BowTie risk analysis model of the UK Civil Aviation Authority and effectively integrated the BowTie model with our core risk management system, applying all-round management and control of the core risks by reducing both the severity of risk outcomes and the likelihood of their occurrence.

2017 年, 祥鹏航空分别针对防空停、防偏航、防可控飞机撞地以及飞行管理效能提升等四个方面成立了飞行运行安全专项提升工作小组, 持续开展高原运行、外籍机长管理、A330 运行、洲际航线运行、HUD 运行等 8 个专项风险评估, 加强运行风险管理。

In 2017, we established a taskforce dedicated to flight operations safety improvement in four aspects, namely engine failure prevention, yaw prevention, controllable crashing prevention, and flight management performance improvement. The taskforce carried out eight special risk assessments for strengthening operational risk management, including high altitude operations, foreign captain management, A330 operations, intercontinental flight operations, and HUD operations, etc.



数字化的绩效管理 Digital Performance Management

作为中国民航局在云南辖区第一家安全绩效试点单位, 祥鹏航空持续完善安全绩效管理体系建设, 目前已形成公司和部门两级安全绩效指标体系, 覆盖飞行系统、维修系统、运控系统、客舱安全、地面保障及航空安保六大系统。开展安全绩效管理后, 公司能够通过数据采集与分析, 及时对各项指标进行预警并实施改进, 实现安全工作可测量和数字化管理。

As the first safety performance demonstration unit of the CAAC in Yunan, we continued to improve our safety performance management system and developed a safety performance indicator system, covering six major systems such as the flight system, maintenance system, operations and control system, cabin safety, ground support and aviation security. With the safety performance management in place, we could develop early warnings and improvements based on the collection and analysis of the various indicators, allowing measurable and digital management of safety issues.

在此基础上, 2017 年祥鹏航空进一步优化了分机型安全绩效指标, 增加关键核心风险指标, 全面提升公司评估安全状态的能力, 并着手开发安全管理 BIM 数字化平台, 以发挥安全绩效评估对公司安全状况的监督和促进作用。

In 2017, we further optimized model-specific aircraft safety performance indicators and added new key risk indicators to comprehensively improve our ability on assessing safety status, while also started developing a safety management BIM digital platform to ensure the value of safety management assessment for monitoring and promoting our safety performance.





安全技术系统

Safety Technical System

高效率的运行控制中心

High-efficiency Airline Operational Control (AOC)

祥鹏航空 AOC 运行体系将飞行签派、机务维修、地面保障、机组调配、载重平衡等各类业务信息集中起来，实现了公司内部信息与资源的整合，提高公司整体运行效率。

We integrated various business information, such as flight dispatch, maintenance, ground support, crew deployment, and load balancing, into our Airline Operational Control (ACO) system, improving overall operating efficiency by integrating internal information and resources.

自主研发签派系统: 公司自主研发了签派员值班排班管理系统及次日计划生成工具，并完成“PDC 正班库比对系统”，以最大限度地规避人为差错，并减轻相关人员的工作负荷，确保安全、高效的运行控制。

Independently developed the dispatching system: To reduce the workload of on-duty staff and avoid human errors, we independently developed the dispatcher shift management system and next-day planning tool, as well as the PDC shift database comparison system, to ensure the safe and efficient control of our operations.

引进先进管理系统: 引进 SKYVIEW 系统，实现了对飞机自地面滑出、空中飞行到目的地着陆的运行实时监控；同时对盘旋、复飞等不正常运行事件进行弹框提示，以使事件得到及时处理；引进华东空管 CDM 系统，实现异地对华东区域机场 CDM 时间输入，及时掌控预计起飞时间、流量管制等信息。

Introducing advanced management system: The introduction of the SKYVIEW system enabled real-time monitoring of aircraft operations from taxiing, flying to landing and allowed the timely handling of abnormal incidents such as circling and flying-around. The introduction of the CDM system developed by the CAAC East China Regional Administration realized more accurate forecast of departure times and flow control information with the remote CDM time input of East China regional airports.

安全文化建设

Safety Culture Construction

祥鹏航空注重营造积极向上的安全文化氛围，通过开展形式多样的安全文化主题活动，将安全落实到公司运营与发展的每一个角落。

Lucky Air attached great importance to fostering a positive safety culture, embedded safety into every aspect of the Company's operations and development and carried out various forms of activities to raise safety awareness.

安全生产月

Safety Month Event

祥鹏航空充分利用机场候机楼售票处、公司一线人员准备室、公司办公区等公众区域及生产工作场所，通过展示展板、悬挂横幅、发放材料、播放视频等形式，集中宣传安全生产方针政策及民航安全规章和安全知识等，提高全员安全意识。

We made full use of public spaces and workplaces such as the ticket counter at airport terminals and frontline personnel preparation room to display exhibition boards and banners, distribute materials and broadcast videos to promote safety policies, civil aviation safety regulations and safety tips to raise safety awareness of all employees.



Outstanding Safety Management Unit in Yunnan Jurisdiction of CAAC



"Outstanding Unit for Aviation Safety" issued by Kunming Airport Safety Management Committee



“安全生产现场咨询日”活动 Safety Day On-site Consultation

为传播航空安全知识，提升旅客安全出行的意识，公司通过在昆明长水国际机场、成都双流国际机场、丽江三义国际机场候机楼、售票柜台等公共场所向旅客发放《航空安全知识宣传册》，讲解航空安全知识，并结合乘机相关实际情况，与参与活动的旅客进行了良好的航空安全知识互动。



In order to promote aviation safety knowledge and enhance passengers' awareness of travel safety, we distributed the Aviation Safety Knowledge Brochure to passengers at public places, such as terminal buildings and ticket counters of the Kunming Changshui International Airport, Chengdu Shuangliu International Airport and Lijiang Sanyi International Airport. We also introduced aviation safety knowledges and carried out interactive activities with passengers on air travel safety.

星火计划 The Spark Program

为加快公司安全管理领域的专业化人才培养，持续提升安全监管效能，祥鹏航空实施了安全管理后备人才“星火计划”：从内部选拔安全管理后备人才和安全教员。经过六轮培训和严格的笔试和面试，“星火计划”已选拔出9名后备人才，为全公司安全人才储备输入了新鲜血液。

In order to accelerate team building of professional safety management personnel and continuously improve the effectiveness of safety supervision, we implemented the Spark Program for selecting our future safety management personnel and safety training staff. After six rounds of trainings and strict written examinations and interviews, the Spark Program had already selected nine potential talents, infusing fresh blood into our safety management team.



“星火计划”人才选拔
The Spark Program selected safety talents



星级团队护航 Star Teams Safeguarding Flight Safety

飞行安全是航空安全工作的重中之重。职业、严谨的飞行员队伍和安全员队伍是祥鹏航空实现安全飞行的强大保障。

Flight safety is the top priority for aviation safety. A professional and rigorous team of pilots and safety personnel is a powerful contributor to ensure flight safety at Lucky Air.

优秀精干的飞行员队伍 Outstanding and Competent Pilot Crew

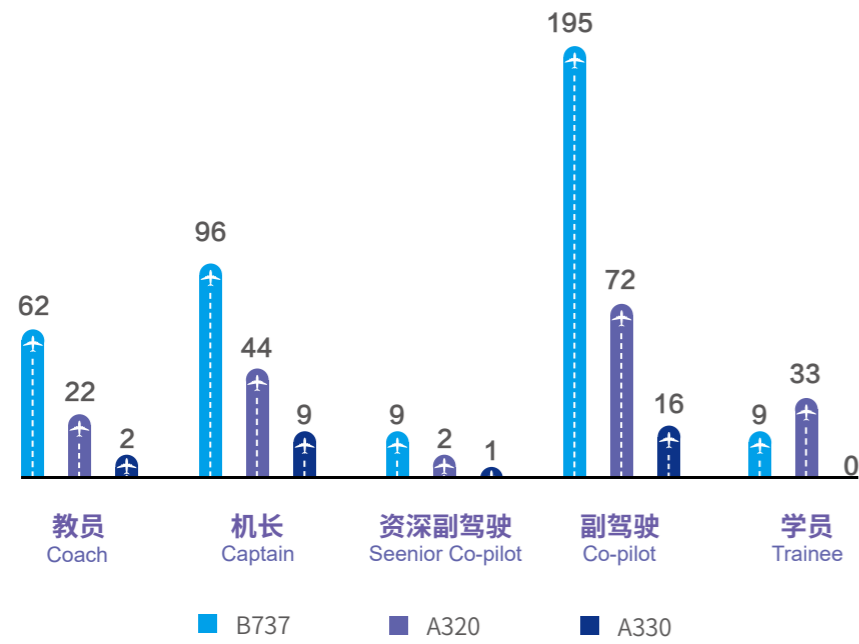
祥鹏航空致力于建设一支“思想红、作风硬、技术精”的职业化飞行员队伍，不断完善飞行员培训体系，增进安全和思想作风管理。公司严格按照 CCAR-121 部和国家、中国民航局有关规定及公司飞行运行系列手册、各项训练要求等，对飞行员实行专业化管理和高水准培训，并通过建立安全技术小组，充分调动飞行员自我管理、积极学习的能力。

Lucky Air are committed to building a professional pilot team with "strong determination, strong work ethics, and excellent skills", continually improving our pilot training system and enhancing safety and compliance management. We strictly followed requirements of CCAR-121, the state and the CAAC, and our own flight operation manuals and training requirements, in order to carry out professional management and trainings on pilots. We also organized safety technology groups to drive our pilots to improve their ability on self-management and self-study.

扎实的特殊机场训练 Training for Special Airports

针对祥鹏航空运行特点及运行机场中特殊机场占比较高的情况，祥鹏航空着重加强特殊机场运行人员的培养。2017年共完成91人次特殊机场理论和模拟机培训，较2016年增加15%，获得特殊机场运行资格。

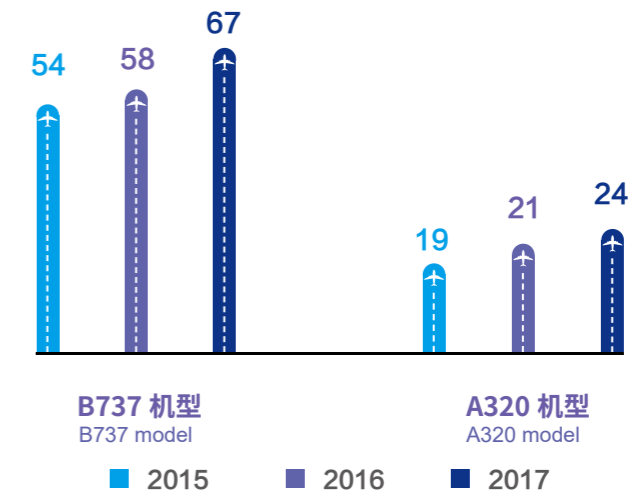
Due to the relatively high proportion of special airports operated by Lucky Air, we gave emphasis to strengthening trainings on special airport operators. In 2017, a total of 91 special airport operators completed theoretical and simulator trainings, an increase of 15% compared with 2016, and we were authorized with the qualification of special airport operation.



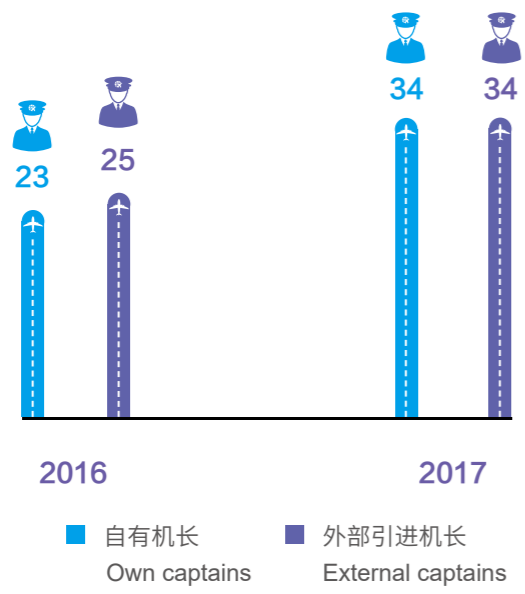
2017年在飞飞行员结构 (单位: 人)
2017 Pilot Structure (Unit: person)

2017年，祥鹏航空在机长培养工作中取得突破性进展，共完成68位机长培养，较2016年增加41%。

In 2017, we made a breakthrough in captain cultivation with 68 captains trained, an increase of 41% compared with 2016.



特殊机场实力储备 (单位: 人)
Special Airport Talents (Unit: person)



机长培养情况 (单位: 人)
Captain Cultivation (Unit: person)

技术过硬的安全员队伍 Competent Aviation Security Team

航空安全员作为捍卫飞行安全的航空保卫人员，是保障航空安全的重要力量。2017年，祥鹏航空拥有297名安全员，其中98名具有国际资质认证。

Aviation security personnel plays an important role in ensuring aviation safety. In 2017, we had 297 aviation security personnel, of which 98 owning international qualification certifications.





结合《航空安全员管理手册》《航空安全员执勤手册》等相关规定，祥鹏航空的安全员中队在军事化管理基础上引入先进管理手段，积极推动一线安全阿米巴建设，对各阿米巴小组实施量化、分权的安全管理体系，奖惩分明，保障航班及乘客安全。

In accordance with the provisions of the Aviation Security Personnel Management Manual and Aviation Security Personnel Operation Manual, we introduced advanced management methods besides the regular militarized management on our aviation security personnel, building "amoeba" teams among frontline security personnel and forming a security management system with quantitative and decentralized management approaches and clearly defined accountabilities to better protect the security of flights and passengers.

2016年，祥鹏航空保卫部安全员一中队荣获“2016年度民航西南地区青年安全生产示范岗”荣誉，成为24个获此殊荣的优秀集体之一。

In 2016, the No. 1 Security Personnel Team of Lucky Air Security Department won the honor of "2016 Civil Aviation Southwest Youth Safety Demonstration Post", which was one of the 24 outstanding teams that won this honor.



孕妇机上突发癫痫，安全员及时施救

Timely Help for Pregnant Passenger in Seizure

2017年3月，我司丽江=昆明航班落地前15分钟，一名有孕旅客突然浑身抽搐并很快失去了意识，机组的安全员凭借在部队服役时的丰富医护经验，初步判断这名旅客犯了癫痫，当即实施急救。航班抵达后，旅客被迅速往急救中心，安全员和乘务长全程进行看护直到旅客苏醒。

In March, 2017, a pregnant passenger on Lucky Air Lijiang-Kunming suddenly started a seizure 15 minutes before landing. The aviation security officer on board, immediately came to the passenger and found her in unconsciousness situation. Based on medical experience during services in the army, the security officer knew that she was suffering from an epilepsy seizure and immediately carried out first aid with the chief purser together. After landing, an ambulance was waiting at the airport and the passenger was sent to nearby emergency center. The officer and the chief purser accompanied until the passenger recovered.

该名安全员是一名退伍军人，在成为祥鹏航空专职安全员前，曾参加过汶川抗震救灾，获得了四川省及绵阳市分别颁发的荣誉奖章。

This officer was a veteran who had participated in the disaster relief operations after the Wenchuan earthquake and received honorary medals from Sichuan provincial and Mianyang municipal governments before he became a security office at Lucky Air.

2017年，祥鹏航空的航空安全员累计保障航班86602班，总飞行185244.12小时，圆满完成春运、两会、“一带一路”国际合作高峰论坛、夏季达沃斯、党的十九大等重大活动的安全保卫运输保障任务。

In 2017, our aviation security personnel had provided security services for 86,602 flights with a total flight time of 185,244.12 hours, and successfully fulfilled the security supports for many major events such as the Chinese New Year, the NPC&CPPC conferences, the "Belt and Road" Summit, the Summer Davos Forum, and the 19th CPC National Congress, etc.



安全员风采
Lucky Air security officers

SERVICE

Lucky Air

祥鹏航空始终追求更高效、更便捷的服务目标，以“旅客感知度”为导向，打造差异化的服务体系，使旅客享受到高度个性化、高性价比的出行体验。

Lucky Air is fully committed to providing more efficient and convenient services, and creating a differentiated service system focusing on passenger perception to provide passengers with highly customized and cost-effective travel experience.

祥鹏之志 · 服务引领发展
Aspiration · Service-led Development

推进品质服务 Improving Service Quality

祥鹏航空坚持“高品质低成本”的发展定位，以打造国际知名的高品质低成本航空品牌为目标，聚焦于客户直观体验，全力提升服务品质。

Adhering to the “high-quality and low-cost” development orientation and aiming at building an internationally renowned, high-quality and low-cost aviation brand, Lucky Air focused on customer experience and strove to improve service quality from all aspects.



为提升旅客乘机体验，祥鹏航空从客舱舒适度、服务便利性等多方面出发，推动客舱服务质量提升，打造公司精品客舱服务文化。机上娱乐系统可为乘客们提供高清、高品质的娱乐体验；洗手间配备仿真花、壁式花瓶、香氛牌、纳艾系列的香水和护手霜等洗化用品，使得机上洗化用品品质和环境得到大大提升。

We focused on passenger experience to improve cabin service quality and create an exquisite cabin service perception, making our cabin more comfort and more convenient. In-flight entertainment system can provide high-definition and high-quality entertainment experience. High-quality in-flight toilet environment is equipped with artificial flowers, wall vases, fragrance, branded perfumes and lotions, etc.



2017年，伴随A330宽体机引进及航线网络拓展，祥鹏航空进一步完善了宽体机客舱及洲际航班服务流程，新增公务舱餐谱、宽体机经济舱一次性小耳机发放、洲际航线吧台等服务。

With the introduction of the A330 wide-body aircraft and the expansion of the route network in 2017, we improved our cabin service procedures for the wide-body aircraft and intercontinental flights by adding a new business class menu, earphones for wide-body economy class, and bar service for intercontinental flights, etc.



引进A330宽体机
Introduction of A330 wide-body aircraft



贵宾室服务
VIP Room

坚持真情服务 Offering Sincere Services

祥鹏航空珍惜与旅客的每一次接触，把真情服务的理念落实到每一项工作中，让旅客在旅途中切实体会到“真”与“情”。

Lucky Air valued every opportunity to engage with passengers and deliver sincere services from all aspects, ensuring that passengers could feel our “sincerity” and “care” during their journeys.

为满足特殊旅客的需要，祥鹏航空在A330-300型客机上配备了机上轮椅及婴儿摇篮设备，同时设置残疾人专用洗手间，提供无障碍的关怀服务。

For passengers with special needs, we offered on-board wheelchairs, baby cradles and toilets for disabled people on the A330-300 aircraft to provide them with barrier-free services.



优化常规服务，以旅客利益为先 Passenger Priority Services

行李服务: 2017年12月下旬某日晚间，一位旅客致电我司寻找自己错拿的行李。为了解决旅客的燃眉之急，我司客服人员立即行动，帮助查找，终于在深夜联系到了错拿行李的另外一位旅客，并在第二天成功交接双方行李。我司客服人员真诚的服务与高效的工作受到了旅客的赞美和感谢。

Luggage service: In the evening of late December, a passenger called us regarding a piece of his baggage that was taken by another passenger by mistake. To handle this urgent request, our customer service representative promptly investigated and identified the other passenger who took the wrong luggage. Eventually, both pieces of luggage were returned to their owners on the second day. The sincere and efficient work of our customer service representative was highly appreciated by the passengers.

拾金不昧: 2017年9月上旬，在我司成都=昆明航班上发现了一名旅客在机上遗失的钱物，机组人员第一时间将钱物移交给公司，公司地服人员尝试了多种方式，几经周折最终联系上了失主，并帮助失主顺利领回了自己丢失的钱物。在交接过程中，工作人员婉拒了失主的酬谢金，并表示：“这是空地服务环节的爱心传递，也是对祥鹏航空乘客的超标式服务的践行。作为服务标准制定者，我更乐意将地服的延伸付诸于实际工作中。”

Returning lost money: In early September, a passenger's left belongings were found out on a Lucky Air Chengdu-Kunming flight. The captain handed over them to our company immediately. Our ground service personnel tried many ways and successfully contacted this passenger. At the airport, the passenger got back his belongings and decided to give some money to our staff for expressing his appreciations. Our staff declined and said, "This is our care for customers both at cabin service and ground support, as well as a showcase for our commitment of delivering over-standard services to passengers. As a maker of service standards, I am very glad to extend our ground services in practice."



乘客重度呼吸性碱中毒，全程陪护渡难关 Intensive Care for Passenger in Critical Medical Conditions

2017年3月下旬，在三亚=昆明航班落地滑行时，机上一名旅客突发重度呼吸性碱中毒。机组立即启用了应急医疗箱进行基础救治，同时通过客舱广播寻找医生对病人进行紧急救护。了解到该旅客有心脏病史，机上乘务人员立即取来丝棉被和氧气瓶，并全程安抚病人。航班安全落地后，该旅客第一时间被送往医院就诊，同时机组安排一名乘务员全程陪伴，最终旅客转危为安。

In late March, 2017, a passenger on the Sanya-Kunming flight suddenly suffered from severe respiratory alkalosis during landing process. Finding out the unusual situation, the chief attendant immediately took the emergency medical kit and started basic emergency treatment while looking for passengers with medical experience on the PA system. Learning the passenger's heart disease history, a flight attendant immediately got blankets and oxygen, and comforted and communicated with the passenger to keep him staying conscious. As the aircraft stopped taxiing, the passenger was sent to the hospital as soon as possible. A flight attendant was accompanying the patient along the way for helps when needed. Eventually, the passenger recovered from the incident.



万米高空传递跨国祝福 Cross-border Greetings up the Air

乘客L小姐和男朋友W先生是一对跨国恋人。L小姐生日当天将独自乘飞机出行，W先生联系我司，希望能帮助他一起送出生日祝福。于是机组成员与W先生共同策划了一份“跨国爱情祝福礼”。2017年3月，在我司乌鲁木齐=昆明航班上，伴随着男友温馨祝福的生日蛋糕在万米高空完好地送到了L小姐手中。航班落地后，L小姐在客舱中同机组成员一起度过了一个难忘的生日。

Passenger L and her boyfriend Mr. W lived in different countries. Miss L was going to travel by air on her birthday. Mr. W got into contact with us, hoping that we could help him send birthday wishes to her. Our crew members helped Mr. W jointly make the plan for a "cross-border love wish". In March, 2017, a birthday cake was sent to Miss L in the air, together with the birthday greetings from her boyfriend. After landing, Miss Li celebrated an unforgettable birthday with the crew members in the cabin.



2017 年客舱主题活动

2017 Cabin Thematic Activity

7月27日,在中国人民解放军建军90周年来临之际,我司在昆明=兰州=乌鲁木齐航班上开展了“军民协作、情系边关”2017阿里军分区官兵慰问宣传活动,通过在飞机上发放明信片,邀请旅客为边防官兵写祝福,将祝福带到了阿里边防官兵身边。

On July 27, we carried out a thematic cabin activity on the Kunming-Lanzhou-Urumqi flight before the 90th Army Day. We distributed postcards to passengers, asked them to write their greetings, and then sent postcards to soldiers stationed in Ngari in Tibet.

提供个性服务

Providing Customized Services

祥鹏航空从旅客需求个性化程度较高的行李托运着手,实施行李差异化服务,将无差别的行李托运费从机票中解绑,让有托运需求的旅客可按需购买托运行李额,使旅客享受到更加实惠的票价。

Lucky Air offers differentiated luggage services to address different passenger demands for checked-in luggage and excluded the expense of checked-in luggage from the flight fare. Passengers who needed check in their luggage could pay for the service, while passengers with no checked-in luggage could have better experience.



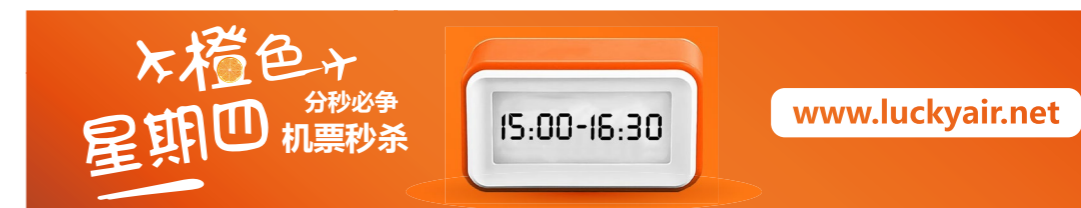
优行联盟(U-FLY Alliance)是全球首个低成本航空联盟,以旅客需求为服务宗旨,致力于提供更庞大的航线网络和更多的航班选择,让旅客以更优惠的票价畅游亚洲。祥鹏航空加入优行联盟后,通过与联盟成员的相互合作,实现资源共享、优势互补,在提升抗风险能力的同时建立更加完善和坚实的航线网络,为旅客带来更多样、更便捷的出行选择,并在引进先进飞行设备、增强安全运行能力、提升客户服务水平等方面得到更大提升。

The U-FLY Alliance is the world's first low-cost airline alliance. With the purpose of serving passenger needs, U-FLY Alliance is committed to providing a larger airline network and more flight options to passengers and allow them to travel in Asia at more favorable fares. Joining the U-FLY Alliance would allow Lucky Air to cooperate with other members and share their sources and unique advantages, while enhance our risk resistance capabilities and build a more extensive and solid route network, so as to provide passengers more convenient travel options. Meanwhile, we also made significant improvements in introducing advanced flight equipment, enhancing safe operations capabilities, and improving customer services.



依托“一张机票”,祥鹏航空整合上下游资源,为旅客提供一站式服务和系列集成产品。在传统机票销售和自助服务办理的基础上,祥鹏航空还为旅客提供接送机、旅游套餐预订等周边服务。在“畅行优选”组合产品中,旅客还可根据个人所需选择高中低不同价位的产品及出行前中后的服务套餐,一方面为部分旅客提供了更大的自主选择空间,另一方面满足了部分旅客一键式购买的需求,为旅客提供了更多的选择、更便捷的服务。

Starting from “one ticket”, we integrated upstream and downstream resources to provide passengers with one-stop services and a series of integrated products. On the basis of traditional ticket sales and self-service check-in, we also provided passengers with peripheral services such as airport car services and tour package booking. The Travel on Choice product portfolio allowed passengers to choose different price products and service packages before, during or after the trip based on individual needs, providing greater choices as well as one-click purchase options for passengers with needs and offering them more options and more convenient services.



2017年,祥鹏航空全面升级了客户服务及互动平台,已上线全新官方网站、全新手机APP“祥鹏惠”以及全新服务热线95326。其中,“祥鹏惠”APP不仅打破了用户享受服务的空间和设备限制,还新增了线上行李购买、不正常航班自助改期、二维码值机等便捷功能及“橙色星期四机票秒杀”等特色服务;全新服务热线95326新增国际服务专席,满足了外籍旅客英文服务需求。

In 2017, we upgraded our customer service and interaction platform, including the launch of a new official website, a new mobile app “Lucky Air”, and a new service hotline 95326. The “Lucky Air” mobile app not only allowed users to access our services at any time, from any place and using any device, but also added new convenient functions such as on-line purchase of checked-in luggage, flight self-rescheduling, QR code check-in, and special services such as the Orange Thursday Flight Ticket Flash Sale. With newly added international service, the new service hotline 95326 could meet needs of foreign travelers with English service.

ENVIRONMENT

Lucky Air

保护生态和环境是交通运输行业企业社会责任的重要方面。一方面航空运输活动与气候条件密切相关，另一方面，来自国际、国内的相关政策也影响着企业的发展。祥鹏航空以中国民航局的《民航节能减排“十三五”规划》为指导，始终坚持建设生态文明和低碳经济的可持续发展战略，开展能源与碳资产管理，践行节能环保，实施绿色运营。

Ecology and environment protection is an important social responsibility for the transportation industry. Aviation operations are closely related to climate conditions, while global and domestic environmental policies also play an important role in the development of the industry. Following the 13th Five-Year Plan on Energy Conservation and Emission Reduction for the Civil Aviation Industry, Lucky Air insists on sustainability strategy on constructing ecological civilization and developing a low-carbon economy, explores energy and carbon asset management, carries out energy conservation and environmental protection, and implements green operations.

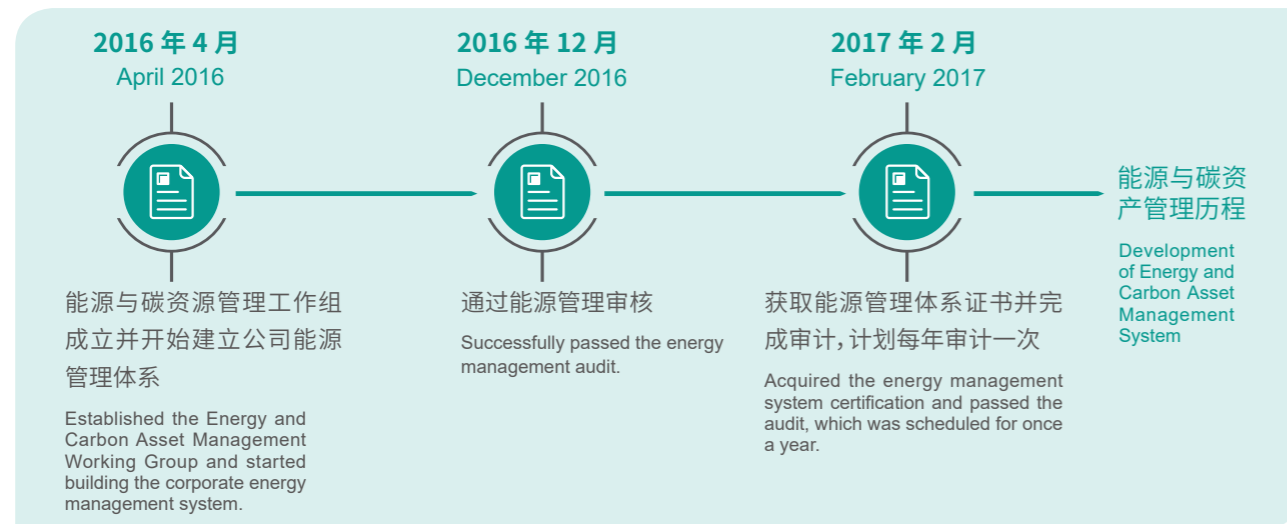


祥鹏之姿 · 共建绿色航空
Attitude · Co-constructing Green Airlines

成就绿色飞行 Flying Green

祥鹏航空建立了规范和高效的能源管理体系，全面梳理公司主要能源使用区域和环节，大力采用节能新技术、新工艺、新材料，降低能源消耗，提高能源利用率。

Lucky Air established a standardized and efficient energy management system and strove to improve energy efficiency by assessing main areas and processes for energy use and actively applying new energy-saving technologies, procedures and materials.



航路优化 Route Optimization

祥鹏航空通过与管制单位协调，在某些特殊航段申请直飞，节省飞行距离及时间；同时积极研究、主动申请 X、V 系列临时航线，提高临时航线使用率。

Based on coordination with air traffic control authorities, we tried to apply direct flights in some special flight segments to reduce flight distance and time. Meanwhile, we positively researched and applied for the X and V series of temporary routes to improve the utilization of temporary routes.

2017年，航路优化项目累计节省飞行距离 368,690 海里，累计节约飞行小时数 867.224 小时，节省航油 2124.28 吨，节油量逐年上升。

In 2017, the route optimization project saved the flight distance of 368,690 nautical miles, cumulatively saving flight time for 867.224 hours, and reducing jet fuel consumption for 2124.28 tons, with annual fuel save keeping rising each year.

发动机水洗 Engine Water Washing

祥鹏航空通过严密的发动机水洗项目监控流程，设置合理的水洗时间周期，确保水洗工作得以正常实施，并定期对发动机水洗数据和飞行数据进行统计和分析，以提高发动机的清洗效果，降低油耗。

Based on the strict monitoring process for engine water washing, we set up a reasonable water washing cycle to ensure regular water washing results, and periodically collected and analyzed engine water washing data and flight data to improve cleaning effects of engines and reduce fuel consumption.

餐车减重 Light Weight Trolleys

2017年，祥鹏航空通过更换轻型餐车，合理降低餐车上机重量，减少因重量带来的燃油损耗。经计算，使用复合材料餐车替代普通铝制餐车，全年节省燃油消耗 54.697 吨。

In 2017, we replaced traditional cabin service trolleys with light weight models, reducing fuel consumption by cutting the weight on-board. It was estimated that replacing regular aluminum trolleys with composite material ones could reduce fuel consumption by 54.697 tons per year.

重心优化控制 Optimization Load Distribution

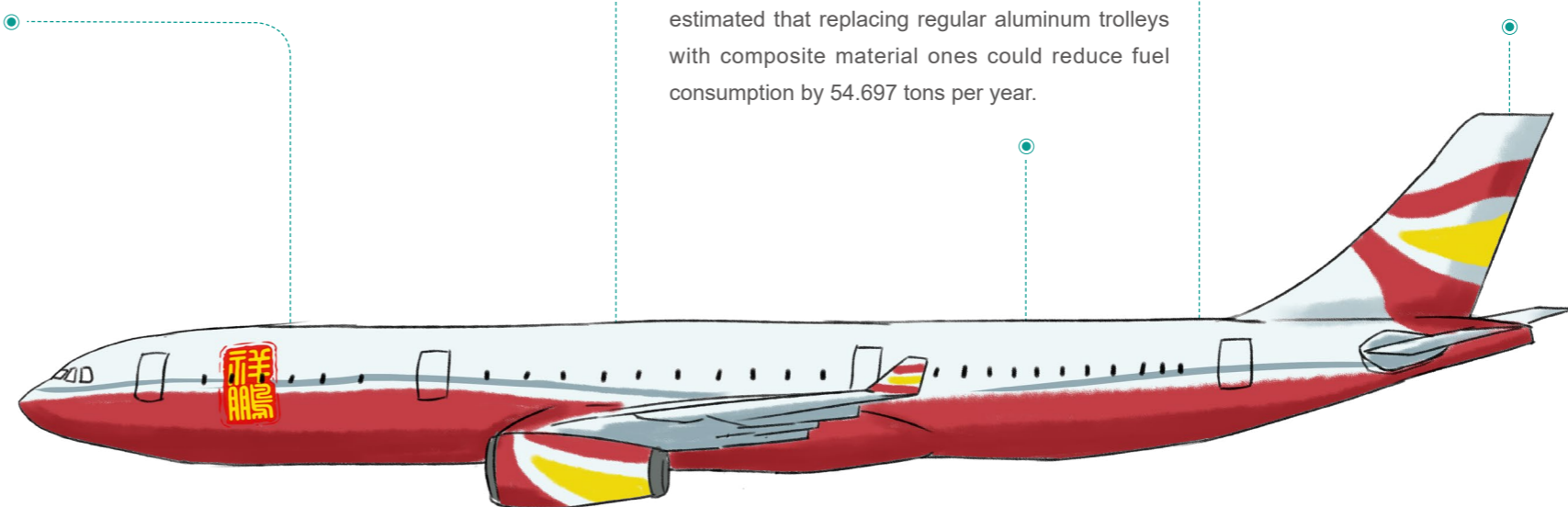
祥鹏航空通过有意识地调整客舱旅客座位及配置货舱货物、邮件、行李的装载舱位等方式，将飞机起飞重心合理控制在各机型规定的重心范围之内，在保障航班安全正点的基础上，减少航班运行中的燃油损耗。

We consciously adjusted passenger seats and configured the cargo hold loading plan for cargoes, mails and luggage, so as to ensure the load distribution meeting the requirements for different types of aircrafts, reducing fuel consumption while ensuring the safe and punctual operation of the flights.

座位减重 Light Weight Seats

祥鹏航空优先考虑新型轻质座椅，并通过定期对机队轻质座椅数量进行统计和分析，测算飞机减重情况，以更好地达到环保节能的效果。

We gave priority to light weight seat and periodically collected and analyzes the number of light seats to calculate weight reduction data for better meeting our targets of energy conservation and emission reduction.



绿色飞行绩效 Green Flight Performance		2016	2017
年节油量(吨) Reduction of fuel consumption (tons)		3,189	3,658
新引进飞机(架) Number of new registered aircrafts		12	7
飞机退出(架) Number of aircrafts retired		1	0
单位里程消耗量(国内)(吨/万公里)① Unit km fuel consumption (domestic)(ton / 10,000km) ①		39.59	41.53
单位里程消耗量(国际)(吨/万公里)② Unit km fuel consumption (international) (ton / 10,000km) ②		33.31	35.68
单位里程温室气体排放量(吨/万公里) Unit km greenhouse gas emissions (tons / 10,000km)		122.96	128.64
公司温室气体排放吨数(吨) Greenhouse gas emissions of the Company (tons)		937,796	1,225,660

注：①②数据为航油能耗。 Note: Statistics marked with ① and ② are calculated on the basis of jet fuel consumption.

营造绿色文化 Creating a Green Culture

祥鹏航空积极践行环保理念，促进人与环境和谐发展，不仅在公司内部营造节能环保的氛围，提升员工的节能意识，而且面向公众发出低碳倡议，推广绿色出行，助推环保事业。

Lucky Air actively advocates for environmental protection concepts to promote harmonious development between people and the environment, by creating an internal atmosphere of energy conservation and environmental protection to improve employees' awareness of energy conservation and launching a low carbon initiative to the public to promote green travel and environmental protection.

倡导绿色出行 Advocating for Green Travel

作为国内首家航司与全球最大的智能共享单车平台 - 摩拜单车达成全面战略合作，祥鹏航空依托摩拜智能共享单车平台以及祥鹏航空高品质低成本的国际化品牌及资源优势，以“绿色低碳，文明出行”为主题，依照“优势互补、相互支持、整合资源、共同发展”的原则，通过品牌骑行日、低碳出行奖励计划、联名专属停车区等系列合作，推动地面交通与空中交通在出行领域的交互。

We were the first domestic airline who forged comprehensive strategic cooperation with the world's largest intelligent bike sharing platform MoBike, aiming at creating synergy with the MoBike platform and Lucky Air's resources and international brand featuring with high-quality and low-cost. We had launched a series of joint campaigns under the theme of "Green and Low Carbon Travel", including the Lucky Air Bike Day, Low Carbon Travel Award Plan, Special Parking Lot, etc. to promote green travel by integrating ground transportation with air transportation.

2017年，民航主题骑行活动共吸引了超过150人参加，“低碳出行奖励计划”参与人数达840人，活动传播覆盖约52万人次。

In 2017, over 150 people participated in our branded Bike Day event and 840 people participated in the Low Carbon Travel Award Plan. A total of 520,000 people was covered by these events.



坚持绿色运营 Insisting on Green Operation

祥鹏航空坚持绿色办公，号召员工从点滴做起，积极投身环保工作之中。公司从日常办公入手，全面推行无纸化办公，及时优化灯具、空调和电梯等电器运行，按需使用办公设备，杜绝浪费。

We adhered to green office and called on our employees to actively participate in environmental protection. We comprehensively promoted paperless office, optimized office lightings, air conditioner and elevators, made use of official equipment according to real needs, and eliminated waste.

绿色运营绩效 Green Operation Performance		2016	2017
总能源消耗(吨标煤) Total energy consumption (tons of standard coal)		438,236	573,152.06
总耗水量(吨) Total water consumption (tons)		116,407.4	209,415
电力消耗量(千瓦时) Total electricity consumption (KWH)		1,886,657.8	1,904,719.3
视频会议次数(次) Number of video conference (time)		221	511

注：以上数据为昆明基地。 Note: All data are from Kunming Operation Base

RESPONSIBILITY

Lucky Air

祥鹏航空坚持“以人为本”的理念，一方面重视员工权益和发展，为更多人群创造体面的就业机会，另一方面聚焦当地社区，关心弱势群体，支持中国公益事业发展。

Lucky Air insists on the concept of “People Oriented”, attaching great importance to employees rights and growth and creating decent job opportunities for more people, while also focusing on communities to take care of disadvantaged groups and support charity development in China

祥鹏之心 · 以人为本共成长
Heart · Insisting on People Oriented
Development

与员工共成长

Growing together with Employees

员工是企业可持续发展的内在动力,和谐的劳动关系为企业的发展奠定基础。自 2006 年开航以来,祥鹏航空持续关注员工需求、优化人才管理模式、勇于承担社会责任,为国内外优秀人才提供了良好就业平台和发展空间。

Employees are the internal driving force for corporate sustainability, and harmonious labor relations lay the foundation for corporate development. Since the launch in 2006, Lucky Air has been constantly paying attention to employees' needs, optimizing talent management, and fulfilling its employee responsibilities, in order to provide a great employment platform and development space for talents at home and abroad.

多元人才建设

Attracting Diverse Talents

祥鹏航空立足西南,坚持国际化与本土化发展并重,重视员工权益与发展,重视团队多元文化建设和交流。

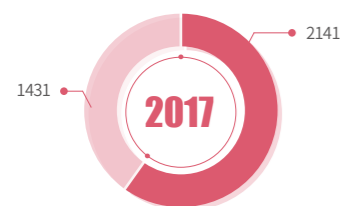
Located in Southwestern China, we focused on development both at home and abroad, and attached great importance to employees' rights and growth, aiming at developing a diverse workplace and culture.

2017 年,祥鹏航空拥有 3572 名员工,其中 384 名为少数民族员工,分别来自白族、彝族、哈尼族等 31 个少数民族。此外,公司拥有一支年轻化的团队,员工平均年龄 28 岁。

As of the end of 2017, we had 3,572 employees, among which 384 were ethnic minorities from 31 different ethnic minority groups, including Bai, Yi, Hani and others. Also, we had a very young team with an average age of only 28.

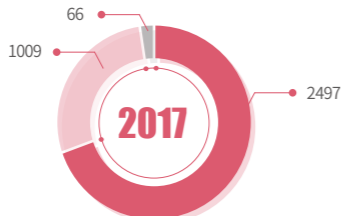


2017 年员工性别构成 (单位:人)
2017 Employee Gender Composition
(Unit: person)



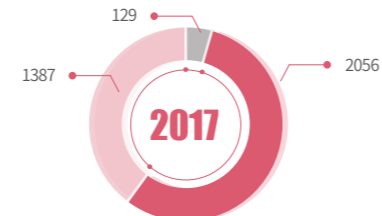
- 男性 Male
- 女性 Female

2017 年员工年龄构成 (单位:人)
2017 Employee Age Composition
(Unit: person)



- 小于等于 30 岁 ≤30 years old
- 30 岁到 50 岁 30 - 50 years old
- 50 岁以上 > 50 years old

2017 年员工受教育程度 (单位:人)
2017 Employee Education Background
(Unit: person)



- 硕士及以上 Master's degree and above
- 本科 Bachelor's degree
- 大专及以下 Junior college or below



促进多元文化融合

Promoting Cultural Integration

祥鹏航空已成为中国西南地区外籍飞行员最多的航空公司,共有来自韩国、加拿大、巴西、俄罗斯、西班牙、澳大利亚等 15 个国家及地区的外籍飞行员近 80 人。为此,公司专门成立了外籍飞行员机队,配有专门的外籍机队行政管理人员,保障外籍飞行员入职和培训。

We had the largest team of foreign pilots in Southwest China, with nearly 80 pilots from 15 countries such as Korea, Canada, Brazil, Russia, Spain and Australia, etc. We established a dedicated foreign pilot team with specialized administrative staff to ensure the proper induction and trainings of foreign pilots.



同时,为了促进不同文化的沟通和融合,营造亲切友善的生活氛围,公司开展了丰富多彩的活动。2017 年,公司组织外籍飞行员中队 10 余名外籍飞行员及家属一同前往晋宁双河民族小学进行慰问和交流,与当地社区进行了良好的互动。

Meanwhile, in order to promote communication and integration between different cultures and create a welcoming environment, we organized various events and activities. In 2017, we organized more than 10 foreign pilots and their families to visit the Shuanghe Minority Primary School in Jinning county in Yunnan for a community charity event, exchanging friendly interactions with local communities.



保障职业健康

Ensuring Occupational Health

祥鹏航空重视每一位员工的职业健康与安全,严格执行国家和中国民航局颁布的各项卫生规章制度,建立公司卫生医疗体系和标准。2017 年,员工参与健康体检的比率为 71%,同比增长 16%;女性员工中共有 129 人休产假,返工率为 100%。

We attached great importance to occupational health and safety of each employee, strictly abided by all health rules and regulations issued by the government and the Civil Aviation Administration, and established proper corporate health care system and standards. In 2017, 71% of our employees received health exams, with an increase of 16% compared with the same period of last year. 129 female employees took their maternity leave and all of them returned to work after the leave.



飞行员个性化健康服务

Customized Health Services for Pilots

祥鹏航空针对飞行员量身定做了个性化健康促进计划,简称飞行员 PHP 计划。该计划通过对飞行员的生活习惯、运动习惯、饮食习惯、体检数据等个体信息的收集、整理,对飞行员身体整体状况进行分析和调整。该计划运用国际通用疾病模型,提出个性化的量化促进意见,积极进行行为干预、健康考核,从而逐步提升飞行员身体健康水平。

We provided a customized health program to our pilots. The Pilot PHP Program collected and analyzed information of the pilots, including personal habits, sports habits, dietary habits and physical exam results, to produce comprehensive evaluation of their physical conditions and make suggestions accordingly. The program adopted the international general disease model to evaluate each pilot's risks for high-risk disability diseases and propose quantitative improvement suggestions, and actively conducted behavior intervention and health assessment, in order to improve the health conditions of pilots.



妈妈乘务员关爱保障计划

Caring for Flight Attendant Moms

考虑到拥有 3 岁以下小孩的妈妈乘务员的育儿需求和健康状况,祥鹏航空在过夜航班方面给予她们特殊照顾,原则上不安排 4 天及以上周期的过夜航班。

Considering of child care needs and health condition of flight attendants who were moms of children under 3 years old, we gave them special consideration regarding their overnight shift arrangement. In principle, they were not eligible for overnight flights of 4 days or longer.

2017 年,拥有 3 岁以下小孩的妈妈乘务员的月平均过夜天数为 3 天左右,是其他在飞乘务员月平均过夜天数(10 天左右)的约 30%。

In 2017, flight attendants with children under three years old had an average overnight nights of stay of approximately 3 days each month, which was about 30% of the average number of other flight attendants (about 10 days).

促进员工发展

Supporting Employee Development

员工发展是公司对员工工作的认可与尊重。祥鹏航空制定了完善的培训体系,采取创新性的培训方式,支持员工学习和成长。

Employee development shows the recognition and respect for employees' work by a company. We had developed a sound training system and adopted innovative training methods to support employees to improve and grow up.



"Fantastic Journey" 人才发展体系

The "Fantastic Journey" Talent Development System

随着 90、95 后逐步成为职场生力军,祥鹏航空在人才培养及管理上积极开拓新思路,将互动式人力资源的全新理念引入到管理中,形成“Fantastic Journey”人才发展体系。

As young people born after 1990 and 1995 became the majority in our employees, we actively developed new ways on talent training and management, and introduced the new concept of interactive human resources management into our employee trainings to create the "Fantastic Journey" talent development system.

"Fantastic Journey" 将所有人才发展项目比喻为一场旅行,以趣味培养内容设计关卡,以最终达到旅程终点来达成培养目的,组建各类人才梯队,储备核心岗位人员。

The system considered all talent development programs as a "Journey". Each individual program was designed to be fun and the training goals were designed as the destination of each journey, so as to help us develop talent teams and build up the talent reserve for key positions.

2017 年,祥鹏航空“Fantastic Journey 新员工入职培养项目”荣获 2016 中国人才发展菁英奖“最佳学习项目”。

In 2017, "Junior Journey" Program had won the "Best learning program award" of China Talent Development Elite Award 2016.



"Fantastic Journey" 人才发展体系
The "Fantastic Journey" Talent Development System

落实员工关爱 Caring for Employees

祥鹏航空注重维护员工工作与生活的平衡，开展丰富的文体活动，帮助困难员工，增强员工的幸福感。2017年，祥鹏航空累计帮扶困难员工19人次，举办文体活动61场，参与人数达4331人次，员工总体敬业度达90%，同比提升12%。

We paid attention to the life-work balance of our employees and organized a variety of cultural and sports activities. We also supported employees in difficulties to help them feel supported. In 2017, we accumulatively helped 19 difficult employees and organized 61 employee events with a total participation of 4,331 person times. Our employee engagement score reached 90% in 2017 with an increase of 12% compared with the previous year.



2017年“迎新杯”篮球赛
2017 New Year Basketball Game



EAP系列活动——万圣节超级枕头大战
EAP activities - halloween super pillow fights

与社区共发展 Developing together with Communities

祥鹏航空致力于建立科学、完善的社会公益体系，以教育发展和环境保护为抓手，积极推动公益事业的发展及社会进步。

Lucky Air has established a scientific and sound public welfare system with dedicated charity philosophies and processes, and actively promotes the development of public welfare and social progress by focusing on education support and environmental protection.

助力公益慈善 Contributing to Public Welfare

从成立之初起，祥鹏航空持续开展社会公益活动。截至2017年，累计开展社会公益活动超过110次，资助人群超过100万人，累计捐款捐物超过1800万元。

Since the establishment, we had been constantly carrying out public welfare activities. As of the end of 2017, we had accumulatively organized over 110 charity activities with over 1 million people benefited. Our cumulative donations reached over RMB18 million.



2017年，祥鹏航空正式成立海航志愿者协会祥鹏航空分会，目前分会已拥有200名志愿者，累计开展志愿活动20次，累计志愿服务时间达130小时。

In 2017, we formally set up the Lucky Air Branch of HNA Volunteers Association. As of the end of 2017, the branch had already had 200 volunteers and organized over 20 volunteering events with a total service time of 130 hours.



盘龙助学基金

The Panlong Scholarship

为推动教育良性发展, 保证每个学生受教育的权利, 祥鹏航空联合海南省慈航公益基金会成立“盘龙助学基金”, 为困难学生提供日常生活补助、奖学金鼓励, 帮助他们顺利完成学业。截至 2017 年底, 盘龙助学基金已为 850 人次学生提供了约 33 万元的爱心资助。

To promote the development of education and ensure equal education rights of every student, we jointly set up the Panlong Scholarship with Hainan Cihang Charity Foundation to provide living expense subsidies and scholarships for students in difficult financial conditions. As of the end of 2017, the Panlong Scholarship had granted 850 scholarships with a total amount of RMB330,000.



积分换公益, 带山里孩子看世界

Mileage Rewards for Change

2017 年, 祥鹏航空与同属海航集团旗下的金鹏俱乐部携手, 利用海航公益互联网平台, 号召金鹏俱乐部会员捐赠积分兑换公益机票, 帮助山区的孩子们走出大山看世界。经过金鹏会员与祥鹏航空的共同努力, 共为 19 名孩子和老师提供了免费往返机票, 成功开启了孩子们的圆梦之旅。

In 2017, based on HNA Online Charity Platform, we cooperated with Fortune Wings Club, which also owned by HNA Group, calling on members of the Fortune Wings Club to donate their mileage reward points, which were redeemed for free tickets for students in remote mountain areas. A total of 19 children and teachers were given free round-trip flight tickets for a journey that let them to see the outside world and start a dream.



投身扶贫救灾

Poverty Alleviation and Disaster Relief

企业的发展离不开当地社区的理解与支持。祥鹏航空在发展自身的同时, 也不断利用企业资源反哺社会, 造福地方百姓。

The understanding and supports of local communities play an integral role in the development of an enterprise. While growing rapidly, we also gave back to the society by helping local people.



九寨沟地震救援

Disaster Relief after the Jiuzhaigou Earthquake

2017 年 8 月 8 日 21 时 19 分, 四川省阿坝州九寨沟县发生地震。祥鹏航空第一时间启动应急响应, 与四川省委、四川省人民政府取得联系, 安排救援运力, 前往灾区抗震救灾。为最大限度地争取时间、提高救援效率, 首个救援航班由波音 737-700 机型执飞, 于 9 日 13:00 从成都双流机场赶赴九寨沟震区, 完成疏散旅客登机工作后于 16:50 从九寨沟机场起飞, 并于 17:34 最终顺利返回成都。在本次九寨沟救援中, 祥鹏航空共出动三个救援航班, 搭载 397 名旅客顺利返回成都, 并协助需从成都中转至其他城市的灾区旅客免费办理签转手续。



On August 8 2017, at 21:19, a 7.0-magnitude earthquake struck the Jiuzhaigou county of Aba prefecture, Sichuan province. We immediately activated our emergency plan and got in touch with the government to contribute transportation capacity for disaster relief operations. To save time and ensure efficiency, our first rescue flight was served by a Boeing 737-700 aircraft, which flew from Chengdu Shuangliu International Airport to Jiuzhaigou at 13:00 on August 9. Tourists evacuated were arranged to get on-board and the return flight took off on 16:50 then arrived in Chengdu at 17:34. We had organized three special rescue flights and helped over 397 passengers return to Chengdu. We also assisted passengers living in other cities with their transfer at Chengdu free of charge.



“千企帮千户” 精准扶贫行动

Poverty Alleviation with Targeted Measures

秉承着海航“圆融、共享、分享、生态”的理念, 祥鹏航空积极参与到国家精准扶贫事业中。2017 年 11 月, 成都市双流区在蛟龙港海滨城正式启动“千企帮千户”精准扶贫行动, 动员辖区内的各大企业, 结合甘孜州巴塘县贫困群众现实需求, 对贫困群众实施精准扶助, 助力贫困群众早日脱贫。作为成都基地航企, 祥鹏航空向此次“千企帮千户”活动捐赠 5 万元人民币, 用于四川省甘孜藏族自治州巴塘县对口扶贫。

Following the HNA philosophy of “Harmony, Sharing, Offering, Ecology”, we actively participated in the targeted poverty alleviation. In November 2017, Shuangliu District of Chengdu officially launched the “Thousand Enterprises to Help Thousand Households” program, mobilizing local enterprises to help impoverished people in Batang county of Ganze. As an airline based in Chengdu, Lucky Air donated RMB50,000 to support the poverty alleviation efforts in Batang county.

展望

Looking Forward

2018年，祥鹏航空将继续坚持“高品质低成本”的发展定位，紧跟国家“一带一路”倡议与海航航空旅全面战略转型步伐，围绕“高品质服务与低成本管控模式”两个着力点，深化转型力度。

In 2018, Lucky Air will continue to adhere to the development orientation of “high-quality and low-cost”, follow “the Belt and Road” Initiative, implement the comprehensive strategic transformation of the HNA Tourism Holding (Group) Co., Ltd, and further deepen our transformation efforts by focusing on “high-quality service and low-cost control mode”.

祥鹏航空将以运行促服务、服务促品牌、品牌促效益为原则，进一步完善公司产品体系、服务体系与品牌体系，跨越式提升安全、运行品质；调整航线网络布局，强化航线网络枢纽建设，助力打造昆明成为南亚、东南亚辐射枢纽，形成“经昆飞”的国内国际航线网络布局；助力打造成成为洲际航线枢纽，完善西南地区内航线网络布局，与区外基地形成有效联动；初步形成“立足西南、面向全国、走向世界”的立体化航线网络，打造国际知名的高品质低成本航空品牌。

We will further improve our product system, service system and brand system. Furthermore, we will significantly upgrade our safety and operation quality by improving our operations, services, brand and financial performance accordingly. We will adjust the layout of route network, strengthen route hubs, and help make Kunming as the hub covering South Asia and Southeast Asia, therefore shape the domestic and international route network layout centered on Kunming. We will also help make Chengdu as our intercontinental route hub. Moreover, we will try to improve route layout in Southwest China with bases outside to create a three-dimensional route network that “based in Southwest China, covering the whole China, and advancing to the world”, making ourselves an internationally well-known aviation brand of high-quality and low-cost.

祥鹏航空的快速发展离不开社会各方资源的大力支持。积极贡献、回报社会已成为祥鹏航空未来重点努力的方向。为此，公司将进一步完善社会责任管理体系，以可持续发展为目标，打造属地化及国际化的公益项目，深入开展社会责任实践。

Our rapid development is closely related with strong supports from all our partners and the society. We will keep our active efforts to make contributions and pay back to society, continuously improve our social responsibility management system, innovate on local and international public welfare programs aiming at the sustainable development goals, and fully fulfil our social responsibility in operations.

2018年，祥鹏航空愿继续与您一起飞翔，共享美好旅途！

In 2018, Lucky Air will continue to fly with you and share with you many wonderful journeys.

指标索引

Report Index

报告目录 Contents	GRI 标准 GRI Standards
关于本报告 About this Report	102-50/201-52/102-54
管理层致辞 Chairman's Statement	102-14/102-15
关于祥鹏航空 About Lucky Air	102-1/102-2/102-3/102-4/102-5/ 102-6/102-7/102-8/201-1
责任战略 Responsibility Strategy	102-40/102-42/102-43/102-44/ 102-21/102-16
祥鹏之行·合作共赢未来 Presence · Cooperating for a Win-win Future	203-1
祥鹏之翼·安全承诺至上 Flying · Unwavering Commitment to Safety	103-2/102-30/102-8
祥鹏之志·服务引领发展 Aspiration · Service-led Development	103-2/102-13/302-5
祥鹏之姿·共建绿色航空 Attitude · Co-constructing Green Airlines	103-2/301-1/302-4/302-5
祥鹏之心·以人为本共成长 Heart · Insisting on People Oriented Development	103-2/102-8/401-3/403-2/404-1/ 404-2/405-1/413-1
展望 Looking Forward	102-15
指标索引 Report Index	102-55