



AEROMEXICO®



REPORT ON ACTIONS OF SOCIAL RESPONSIBILITY





ABOUT THIS REPORT

This report describes the main programs, practices and performance of Mexico SA Airways de CV Social Responsibility in the month of December 2009 in accordance with the commitments made by the company in the SkyTeam alliance by signing the Corporate Social Responsibility Statement.

The report is addressed to employees, shareholders, governments, communities, organizations, authorities and customers with whom the company interacts.





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We welcome your comments and suggestions via email:
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COMMITMENT OF SHAREHOLDERS

As the leader in the domestic air sector, we believe that achieving our business objectives makes sense only insofar as they are in harmony with the economic development of our communities, training and retaining the best human capital and environmental care.

In an increasingly complicated global environment, aviation companies are obliged to act with social responsibility. Therefore, despite the global economic slowdown and adjustment measures it has imposed on Aeromexico group, we renew our commitment to the quality of our service, the security of our operations and the proper management of our significant environmental commitment, which we view as a key factor in generating sustainable value that can be maintained in the long run.

In the years ahead, despite the important challenges we face, our mission is clear that Aeromexico will be ready to support initiatives based on our professionalism and corporate teamwork to transform those challenges into opportunities for profit and improvement of our organization, employees, customers and the environment in which we all live.

Thus we are very glad to give you our first Social Responsibility Report.

Sincerely,

A handwritten signature in black ink, appearing to read 'José Luis Barraza', with a long horizontal line extending to the right.

José Luis Barraza
Presidente del Consejo de Administración

EXECUTIVE COMMITMENT

Aeromexico is committed to strengthening activities that promote social responsibility for our company. There is a daily commitment to collaborate with our partners, and the communities of our destinations to promote and preserve the environment.

For over 20 years we have been committed to invest time and resources to this mission. We have trained our personnel with this goal in their daily activities and skills. We allot resources to sponsor cultural events, sports, health and biodiversity programs, and environmental protection.

We recognize that responsible behavior creates opportunities of value to our shareholders, employees and the community at large. Air transport is the most effective means for Mexico's access to global markets, as well as the influx of visitors to our country. A strong air transportation system is an essential element for increasing competitiveness

On this occasion, we are pleased to share with you these efforts as well as the challenges we face. Aeromexico is proud to be an airline committed to social responsibility, while endorsing our dedication with our country to promote Mexico's presence globally in this matter.

Cordially,



Andrés Conesa
General Director of Aeromexico



ABOUT AEROMEXICO

SOME EVENTS FROM OUR HISTORY

- 1934** Aeronaves de Mexico was established. Due to scarcity of airplanes, parts and motors during World War II, it forced the company to seek a partner in aviation resulting in Aeronaves de Mexico selling 25% of its shares to Pan American.
- 1950** During this decade, we have opened offices in 21 cities in Mexico and two in the United States. Our fleet consisted of 15 planes, which allowed us to obtain permission to fly the routes Mexico - New York and Acapulco - Los Angeles. Towards the end of that decade, the Federal Government by decree acquired all the shares and assets of Aeronaves de Mexico.
- 1960** Our operation had 2,980 employees in this decade and offered service to 32 cities in the country, as well as flights to cities in the United States, Europe, Canada and South America.



1980 The financial crisis of the 80's affected the traffic of passengers and a workers strike on April 15th, 1988 lead to suspension of operations and the trade union coming under government control.

1988 Aerovias de Mexico was created on October 1, 1988, known commercially as Aeromexico with its emblem of the Caballero Aguila (Eagle Knight). Operations initiated with 25 aircrafts and a labor pool of about 3,500 employees.

1990 The Gulf War in 1991 and the economic crisis in 1994 forced us to face our greatest challenge in our young history. Our creditor banks assisted us in stabilizing the company by renegotiating debt and injecting capital.

1996 Corporacion Internacional de Transporte Aero (CINTRA) was founded on June 28, a stockholder for various air transportation enterprises, including Aeromexico. This created a competitive advantage in the global markets.

2000 In June, Air France, Delta and Korean Air formed a global alliance called SkyTeam. Czech Airlines, Alitalia, Continental, KLM and Northwest joined later, permitting us to compete globally and provide added benefits to our customers.

2003 Initiated the renovation of the fleet by purchasing Boeing aircraft B737NG equipped with winglets allowing fuel savings of up to 4%. Three years later, baring our national flag, we acquired the Boeing 777-200ER, with over 270 passenger capacity. This aircraft put us in league of the major European airlines on the routes Mexico-Madrid and Mexico-Paris.



2007 In October, a group of investors acquire Aeromexico.

NEW ADMINISTRATION
Capacity to invest capital into the company compared the prior government ownership.
Commitment to complete projects focused on creating value.
Contributing valuable business experience for the benefit of the airline.
Capacity to build strategies and implement them into successful projects rapidly.

Current shareholders continue to demonstrate their commitment to the airline industry and supporting Aeromexico's leadership in Latin America.

In the last two years, we have led, before any other national airline, in establishing regular flights to Japan and China in Asia, as well as routes to Buenos Aires, Lima, Sao Paulo and Santiago in Latin America, Madrid, Barcelona and Paris in Europe.





BRANDS, PRODUCTS AND MAIN SERVICES

SALONES PREMIER

Leader in products for Latin America with the largest and most important frequent flyer program of over 2.5 million registered members. Includes a network of 11 Salones Premier -VIP lounges at major airports in the country, which receive more than a million visitors annually. The Gran Plan offers travel packages with a selection of hotels to choose from. Some packages have ground transportation included in the ticket price among other services.

CLUB PREMIER

The largest frequent flyer program in Mexico. We are the only airline that has a program that meets the needs of its passengers, Club Cometa, Skape, Universitario, and Club Premier, Club Premier Corporativo y Empresaria. The loyalty program allows you to exchange Premier kilometers for tickets, upgrades, access to Salones Premier plus more.



GRAN PLAN

Is the first package program that offers the widest range of destinations in Mexico, United States, South America, Central America, Europe and Asia.

All packages accumulate "miles" in the Club Premier program, in addition to a solid marketing strategy together with 17 hotels that are represent about 650 hotels worldwide.





SALON *Premier*[®]
AEROMEXICO BY PLAN



Salones Premier T2.



SHARED CARD BENEFITS

We have many benefits with reciprocal member cards, including bonus kilometers, Club Premier membership, ticket and Club Premier membership benefits at no cost to corporate cardholders.



OPERATING STRUCTURE OF THE ORGANIZATION

Aeromexico group is comprised of several subsidiaries, including: Aeromexico, the largest transcontinental airline in Mexico, Aeromexico Connect, feeder airlines, Aeromexico Travel, charter flight operator and EMA, a company dedicated to aircraft maintenance. It has a fleet of Boeing 777-200ER, 767-200/300ER, 737-700/800 and Embraer EMB190 ERJ145 and art.



AEROMEXICO CONNECT

Aeromexico Connect-formerly Aerolitoral-started operating in 1991, distinguishing itself as the largest regional airline in Mexico. Headquartered in Monterrey with operating bases in Mexico City, Monterrey, Guadalajara and Hermosillo.



EMA

In 2006, we initiated operations of the Aviation Maintenance Company (EMA), a new business subsidiary, which aims to provide major maintenance service to aircraft at our bases Group Maintenance of Mexico and Guadalajara.



AEROMEXICO TRAVEL

In June 2008, Aeromexico initiated single class service with service throughout the Americas.



SCOPE

Aeromexico's main hub is located in Terminal 2 Mexico City International Airport. Operating approximately 500 flights daily and transporting over 11 million passengers a year. Aeromexico offers flights to various cities in Mexico, the United States and Canada, Central and South America, as well as Europe and Asia.

Aeromexico is a founding member of the SkyTeam global alliance that brings together different airlines, Aeroflot, Air France, Alitalia, China Southern, CSA Czech Airlines, Delta Air Lines, KLM, Korean Air and 2 member airlines, Air Europa and Kenya Airways.

Through a network of facilities in the world's largest airports, SkyTeam offers its more than 384 million annual passengers a worldwide system of approximately 13,133 flights daily to 856 destinations in 169 countries. In the Northern Hemisphere, SkyTeam handles nearly 80 percent of flights in the world, while it continues to provide quality and special attention in the service it provides its customers.





DIMENSIONS OF THE COMPANY

Aeromexico is a leader in the domestic market with a 33% presence and the largest network of domestic destinations. We are also the main operator of flights in the country with over 500 flights daily and a total of more than 11 million passengers, of which 7.8 million are for domestic destinations and the rest international.

Our successful revenue stream allows us to access various sources of funding in the international markets.

Domestic Passengers	7.8 million in 2009
	Aeromexico (3.9 million passengers in 2009)
	AM Connect (3.9 million passengers in 2009)
Domestic Market Participation	Grupo Aeromexico (32%)
	Aeromexico (16%)
	AM Connect (16%)
Destinations	Total
	Destinations (over 40)
	International (over 30)
	Only Latin-American airline with flights to Asia
Daily Flights	Operating 500 Daily
	Aeromexico (over 300 daily)
	AM (over 200 daily)
Daily departures from Mexico City	28% of the slots
Major frequent flyer program in Mexico	2.5 Million Club Premier Members



SIGNIFICANT CHANGES

OPENING OF NEW ROUTES

Our presence in routes to international destinations has been strengthened to include:

BARCELONA

Barcelona is one of the most important business and tourist destinations in Europe, a metropolitan area with a dynamic economy known internationally for its industries in textile, chemical, pharmaceutical and publishing. The port of Barcelona is the first in the Mediterranean and the city has a system of highways and railroads that allow effective transportation to all parts of the Iberian Peninsula.

NARITA

Since 2006, this destination offers our passengers the opportunity of various connections within Asia. Aeromexico is the only Latin American airline to fly to Asia and the first flag in aviation to reach the Far East.

An advantage of having direct flights between Mexico and Japan is reducing immigration stops in the U.S. Landing in Tijuana provides great opportunity to trade between the two countries, since many Asian duty free spots are located in these destinations in the north.

SHANGHAI

Operations in Shanghai began in 2008, but were temporarily suspended due to the health emergency that arose in China with the influenza A (H1N1). Operations are expected to resume during the first quarter of 2010.

This flight is aimed primarily at business and tourist travel from Mexico and China, but also attracts travelers from Central and South America by giving them the option of flying to China without being required to apply for an entry visa into U.S. territory.



MD 80'S ACCELERATED REPLACEMENT

In June 2009, Aeromexico retired its last fleet of MD-80, which allowed the consolidation with one of the youngest and most modern fleets that exists in the industry, whose average age is less than 7 years.

Aeromexico strengthens its leading position and commitment to service to its customers, renewal of its fleet, along with the preservation of the environment. Boeing 737-700/800 has the following benefits compared to the MD.

- 27% reduction in fuel consumption.
- Increased operational reliability.
- Increased passenger comfort.
- Entertainment on board.



GUADALAJARA MAINTENANCE BASE

In October 2008, we began operations in the new Major Maintenance Hangar Aeromexico International Airport located in the city of Guadalajara. This hangar controlled by the Aviation Maintenance Company (EMA), part of Aeromexico.

Hangar facilities occupy more than twenty thousand square meters, with capacity for up to three narrow-body planes simultaneously. It is equipped with technology that allows us to optimize maintenance costs and provide high quality services worldwide. Its location near the market with major demand worldwide for maintenance, allows us to be more efficient in service time and motion, making it a EMA world-class business unit.



TERMINAL 2 MEXICO CITY INTERNATIONAL AIRPORT

Aeromexico maximized its presence in Terminal 1. In Terminal 2 (T2) of AICM (Mexico City International Airport) with larger space available, operations focused on creating greater agility for our passengers.

This terminal offers important advantages such as 30 automated counters, higher parking capacity, AeroCare service, jet ways, and many other conveniences.

The airlines new Salones Premier rooms, located at both the National and International sections, offer entertainment areas, a children section, business center among other amenities. This makes it most desirable for travelers in Latin American.

NEW TERMINAL AT THE MONTERREY INTERNATIONAL AIRPORT

Upon completion of our new Terminal B, Aeromexico and SkyTeam members will be able to travel domestically and internationally from this terminal.

The terminal's capacity is up to two million passengers annually, with separate arrival and departure flow. Its infrastructure is designed with the latest technology, larger modern interior space with function and comfort in mind for travelers. Aeromexico offers here a higher capacity world-class Salon VIP lounge in an atmosphere of comfort and efficiency while giving guests much appreciated services that make travel pleasant.



AWARDS RECEIVED DURING 2007-2009

Over the past 3 years, Aeromexico has won several awards nationally and internationally, among them:

- In 2007, recognized by the Official Guide to Aeronautics (OAG) as the best airline based in Latin America (Caribbean, Central and South America).
- From 2007 to 2009 has been chosen as “Best Airline in Mexico” by readers of Business Traveler magazine.
- In 2008, is recognized as the best brand among all airlines in the country by Millward Brown, a multinational consulting company specializing in marketing and brand awareness.
- Award recognition called, “Alto Reconcimiento 2009” for our International Premier Lounge-located in Terminal 2 International Airport of Mexico City - by Priority Pass™.



ENSURING THE SAFETY OF OUR PASSENGERS

Aeromexico is committed to maintaining the safety of our passengers in all our operations. We work every day in compliance with both national and international regulations and safety standards of the industry that seek to prevent incidents and accidents.

Within the company we have air security programs aimed at the prevention, investigation and analysis of incidents and accidents, prevention of unlawful acts and interference with safety, and preparation of emergency response as per regulated by the Safety Management System.

We are the first airline in Mexico to receive its third consecutive recertification of IATA (International Air Transport Association), exceeding the most stringent safety standards worldwide. In 2005, we were the first airline certified in Mexico.

We also participate in the program to prevent acts of unlawful interference and have the certification of C-TPAT (Customs-Trade Partnership Against Terrorism) and are active in ISASI (International Society of Air Safety Investigators), and international society dedicated to preventing incidents and aircraft accidents.

IOSA

IOSA is an internationally recognized and accepted organization to evaluate control systems and operational management of an airline.



GUARANTEEING THE SECURITY OF OUR PASSENGERS

We are prepared in the event of an emergency to communicate effectively and care for our passengers, crew, and family members in addition to providing our customer service support should a situation arise during travel.



Centro Director
de la Emergencia

Formed by the Executive Directors, Directors and Regional Directors, whose objective is making decisions and to continue the operations of GAM.



Go Team

GAM team is equipped for response and recovery of the aircraft affected.



Comunicación
en Crisis

Trained staff from Public Relations and Internal Communications department are prepared to handle any situation.



Care Team

GAM team is comprised of staff volunteers that provide psychological first aid to passengers, crew, and their families.



Notificación
Telefónica

Call Center agents are trained to handle calls from relatives and loved ones in the event of an emergency.



CORPORATE PROFILE

ESTRUCTURA DE GOBIERNO

The corporate governing structure of Grupo Aeromexico allows it to conduct and implement their activities under Mexican law, the countries where we operate, and in accordance with generally accepted good business practices. The shareholders are the supreme governing body of the corporation. The Management Board is responsible for setting the overall business strategy and monitoring its implementation. For this it relies on various committees involving CEOs of the Board of Directors, namely, the Executive Committee, the Finance Committee, the Marketing Committee and the Audit Committee and Corporate Practices.

The company's daily administration, management and execution of decisions of the Board of Directors is entrusted to a Director General, and is supported by the Steering Committee, comprising of senior executives of the company, as well as various functional committees that been established for the care and monitoring of specific issues. Functional Committees have been established for the care and monitoring of specific issues.

Functional Committees consist of representatives from the areas related to the topics treated here and aim to:

- Discuss issues of operational nature within their reach.
- Simplify and speed up procedures.
- Streamline decision-making.
- Increase income generation.
- Ensuring cost control and corporate assets.

These committees operate only as a collective body and do not engage in management or administration reserved by law or by the bylaws delegated to the Shareholders or the Board of Directors.

Within this system of administration there exist organizational structures that are directly responsible for the security of maintaining operations and its interdependence with other areas, in addition to key positions responsible for the running of operational responsibilities and functions.

Similarly, the organizational structure includes those positions required by regulation to ensure adherence to the conditions and restrictions of an Air Operator Certificate (AOC) issued by transport authorities.



MISSION, VISION, VALUES, PRIORITIES AND ETHICS

The philosophy of Aeromexico includes Mission, Vision, Values, Priorities, Direction and Guidelines to dictate how the business is expected to lead with corporate responsibility.

MISSION

To maintain profitability, efficiency and excellence in aviation services to meet the expectations of our customers. All this while providing security, hospitality and generates value for the shareholders, employees and the community at large.

VISION

To be a leader in the airline industry in Mexico and internationally, for its quality, commitment, participation and integrity of its staff and suppliers while providing excellent service to promote this country's presence in the world.

VALUES

Integrity, Consistency, Commitment, Confidence and Pride.

ETHICS

Aeromexico's position regarding ethics was first described in its Corporate Ethics Code adopted on November 30, 2006 and applies to all officers, directors and employees of the company. It has a hotline to anonymously report any suspected violation of the Code, including concerns regarding conflicts of interest, compliance and discrimination in the workplace

This line is available to anyone interested making a report via e-mail:
denuncias.corporativas@eromexico.com.mx



INDEPENDENT OPINION ON THE PERFORMANCE OF THE COMPANY

INTERNAL AUDIT

In accordance to good corporate governing practices, the corporate audit directors (Dirección Corporativa de Auditoría) reports directly to the council administration (Consejo de Administración) through the committee of internal audit and corporate practices (Comité de Auditoría y Prácticas Societarias). Coordination with the administration is in conjunction with General Directorate of the company. This was formalized through the Policy and Procedure for the internal audit function, which establishes rights and obligations of the audited activities and development of the audits with the greatest possible objectivity and independence.

EXTERNAL AUDIT

In compliance with the applicable law, the company has the services of an external audit firm.





ENVIRONMENTAL DIMENSION

Aeromexico is committed to the principles of environmental responsibility, which is one of the most important aspects of our operations and that sets us apart within the aviation industry.

As holders of a concession to provide the air transportation issued by the Mexican government, we have strived to meet and improve environmental standards in the monitoring of those operations which have a significant environmental impact and to limit them. Compliance with environmental legislation in Mexico has been a key priority for our company. The major maintenance bases at airports in Mexico City and Guadalajara, where Aeromexico is a significant flow of operations, are evaluated constantly.

We are aware that environmental protection is vital for the sustainability of our business over the long term. Most of our business operations occurs through the transport of passengers, mail and cargo, which begin and end in national and international airports. In this regard we emphasize those actions that allow us to perform in the most efficient and environmentally friendly way.



WATER USAGE

One of the ways in which the company seeks to minimize the environmental impact of its activities is to ensure responsible use of water. To this end, our main maintenance base has a plant for the treatment of wastewater from the washing of aircraft, and two plants located in the new maintenance base in line to receive the discharge of the building sanitary and rainwater, for treatment and removal.

In our main maintenance base, the treatment plant employs treatment processes to purify wastewater and sludge filtering to the extent necessary to allow download to collectors without posing a risk to other water sources. The sludge is considered hazardous waste.

Action	Results
Wastewater treatment used in aircraft washing.	In 2008, just over 37,200 liters of wastewater was processed before discharge to waste collectors.



WASTE MANAGEMENT

Proper handling of waste materials generated in our activities in airports and our maintenance bases, to final disposal by specialized companies, is another important factor in ensuring that our operations do not contravene or promote risk to the environment or local ecosystems.

The General Law of Ecological Equilibrium and Environmental Protection (LGEEPA), defines hazardous materials as; elements, substances, compounds, waste or mixtures thereof, regardless of their physical condition, posing a risk to the environment, health or natural resources, due to their corrosive, reactive, explosive, toxic, flammable or biological-infectious makeup.

For purposes of this law, hazardous waste means: "All those wastes, in whatever physical state, which due to their corrosive, reactive, explosive, toxic, flammable or biological-infectious (CRETIB) represent a danger to the balance or ecological environment.

At airports where we operate, all these materials are stored in segregated areas, before being delivered to companies specializing in waste disposal, in accordance with the applicable regulations. These companies must have the infrastructure for processing or disposal of waste in "confinement" locations in Mexico and must be licensed by the Mexican authorities. Additionally, they must apply the appropriate methods to deliver collected waste and be in accordance with established waste disposal methods requirements.

Non-hazardous waste such as glass, aluminum, cardboard, paper and timber are handled in facilities in Mexico City where they are separated into organic waste before being delivered to companies involved in recycling, this revenue allows us to fund other activities. Currently we plan to analyze the ways in which products and non-hazardous waste and non-organic materials are handled, with the aim of finding alternatives to reduce their consumption and even replace them with biodegradable products. This, in turn, represents significant savings and reduces matter which could end up in landfills.

Action	Results
Hazardous waste disposal.	161 tons of hazardous waste collected and channeled through specialized companies.
Non-hazardous waste disposal	Collected and channeled 5,200 cubic meters of various non-hazardous waste.

A large, stylized lightning bolt strikes down from a dark blue sky, branching out into smaller bolts. The background is a gradient of blue, transitioning from dark at the top to lighter at the bottom.

ENERGY CONSUMPTION

Another action in which we are working at our airports is the optimization of the amount of electricity we consume. Actions have been implemented to save energy in our offices and energy efficiency is taken into account in the design of new facilities.

An example is the incorporation of photocells in the new Service Terminal in the International Airport of Mexico City and in our corporate offices in the areas of parking and obstruction lights, which allow on / off automatic lights when not required for user areas.

In 2008, we established a system in our corporate building that progressively turns off the electrical systems in areas when not utilized or out of their operating hours.

We have also conducted campaigns among employees of the company to create awareness about the importance of saving energy.



JET FUEL CONSUMPTION OPTIMIZATION AND CLIMATE CHANGE

Global climate change is another important concern, and Aeromexico recognizes that the emission of greenhouse gases (GHG) such as carbon dioxide (CO₂) should be everyone's concern, and we directly confront the challenges that exist. Like many companies, we do not have all the answers presently, but we are working in the right direction to find a resolution.

Air operation is the activity that has major contribution in the emission of GHG. In this sense we are joining forces to reduce emissions, either with our own programs or in collaboration with the authorities involved. These actions are consistent with the strategies recognized by IATA as:

- 1) Technical improvements
- 2) Efficient operational procedures
- 3) Optimization of air traffic management

2008 FLEET RESULTS

Action	Results
Fleet renovation	Our fleet renewal program, which started 6 years ago with an investment of 3,200 billion dollars, includes the acquisition of modern Boeing 777-200ER and 737-700/800 Next Generation, Embraer 145 and 190, and retirement of 757-200 and MD-80's. This has allowed us to reduce the average aircraft age of 14.2 in 2003 to 7 years currently. In parallel we have improved fuel efficiency by up to 27%. Each year, 737 teams have saved the amount of fuel required to issue 207.970 tons of CO ₂ . In the case of 777-200ER has reduced annual emissions by 100,5 tons of CO ₂ .
Special mission capability	Our Boeing 737, 767 and 777 twin-engine known for safety and reliability, lower fuel consumption and lower GHG emissions than comparable models of 3 or even 4 engines, and certifiable under the rules of operation ETOPS (Extended Twin Engine Operations). For ETOPS operations conducted with 737's on the Mexico-Lima-Mexico route, the estimated annual reduction of about 1,034 tons of CO ₂ is realized compared with operations with B757.



Action	Results
Aerodynamic efficiency	Since 2003, we were the first airline in the country certified to install winglets on B737-700/800 and B757-200 aircraft. We are evaluating the installation of winglets on our B767-300 ER to airport destinations in South America, Europe and Asia. This modification could reduce annual estimated to 4.120 tons of CO2 emissions.
Reduction of weight	On our fleet of B737-700, we are replacing the steel brake discs with lighter carbon models. It is estimated to save 7.900 tons of CO2 annually.

Among the new initiatives we are implementing is the substitution of commissary carts in long-range distance with lighter and more efficient ones as per Performance Improvement Package (PIP) of the B777-200, which is estimated to annually prevent the emission of 3.121 tons of CO2.

Soon we will receive our first Boeing 787-Dreamliner, powered by 2 General Electric low emission engines. This aircraft is considered the most environmentally advanced in the world.





RESULTS 2008 – OPERATIONAL PROCEDURES

Action	Results
Improved ATC participation	Members of “Servicios a la Navegacion en Espacio Aero Mexico” (SENEAM), an entity that identifies, evaluates in simulators and real flights and approves improvements to the terminal area (TMA) at the International Airport of Mexico City (MEX), which annually avoids the emission of 771 tons of CO2.
Optimal use of land vehicles	Provided that the configuration and airport weather conditions permit, and without compromising the safety of operations, we enhance airport traffic by rolling out the aircrafts for arrival using motor vehicles. Next year, we will implement this on our departures saving annually up to 1,840 tons of CO2.
Motor efficiency	We perform an engine compressor wash to remove impurities and restore its efficiency for better combustion cycle for margin of temperature (EGT), which produces fewer emissions and less degradation of internal parts. The routine washing can be improved up to 1.5% specific fuel consumption (SFC)
Additional fuel reduction	With the collaboration of our pilots and dispatchers, requests for extra fuel have been reduced creating save annually 236 tons of CO2.
Paperless operations and Itineraries	With paperless ticketing, millions of papers amounting to 100 trees under 20 years old are saved. The forest acts as a filter for CO2 through its main vital function of photosynthesis, thus contributing to the reduction of CO2 concentration the atmosphere.

With regard to the fourth strategy IATA: “Outlines strategies based on emissions trading, Aeromexico participated from January 1, 2010 compared with the European air traffic emissions trading EU ETS, which aims to reduce by 20% of aviation emissions by 2020.



* Courtesy of: Observatorio de la sostenibilidad en aviación (OBSA)



SOCIAL DIMENSION

At Aeromexico, health care, safety and rights of our employees is an essential element of our operations. The Executive Director of Human Resources is primarily responsible for ensuring the implementation of this task whose scope, in some cases, exceeds the level that corresponds to the company law.

The approximately 8.000 million airline staff, fall into four main categories: Pilots, Flight Attendants, Land Personal and Security.

Employment benefits vary for each of these groups and, in many cases, include medical and life insurance. Also, hospitalization is offered to flight crew under different programs of health insurance.





MEDICAL SERVICES

Aeromexico maintains a medical service consisting of 6 medical specialties, 5 with a specialty in work related issues. There are 3 nurses, who are located in clinics in Service Terminal, Reforma, AICMT2, Mexico and at Hangar GDL that cover the shift operation of the company and staff (not entirely at T2).

While there is staff that is dedicated primarily to the needs of flight personnel in the company's operating facilities, corporate offices also have health services on site for employees, and depending on guidelines, home visits are available.

Good health practices and illness prevention is important and routine monitoring of employees who have diabetes and hypertension is provided.

Throughout the year there are campaigns for preventive purposes against diseases such as, respiratory ailments, alcoholism, migraines, high cholesterol, diabetes, etc.

In addition, talks on preventive medicine are offered, periodic medical examinations for certain groups of employees, and a voluntary vaccine program.



Aeromexico provides workers uniforms if required, safety equipment and tools to perform their duties, and anything necessary for their protection and security.

Programa de Seguridad Ocupacional (Occupational Safety Program) based on compliance with the applicable law, aims to decrease accidents and diseases compared with the same month of previous years.

Furthermore, prevention campaigns are carried out consistently to all staff aimed to prevent disease and maintain safety in the workplace

Notably, industrial safety standards are widely discussed and advised with the relevant associations.

In compliance with labor laws, Comisiones de Seguridad e Higiene (Occupational Safety and Health Commission), composed of union personnel and/or trusted advisors, including:

- Comision de Seguridad e Higiene de Mantenimiento (Health and Safety Commission of Maintenance).
- Comision de Seguridad e Higiene del area Comercial (Health and Safety Committee of Commercial areas).
- Comision de Seguridad e Higiene del area Sobrecargos (Health and Safety Commission for Flight Attendants).

There is also the Brigada de Emergencia (Emergency Brigade), which is staffed by a volunteer force of about 20 employees from the Mantenimiento de Base México (Mexico Base Maintenance).



TRAINING

The aviation industry is constantly regulated to ensure the safety of passengers. Aeronautical technical personnel is periodically reviewed and subjected to rigorous evaluation by the aeronautical authorities and required to maintain licenses needed to perform their functions.

Aeromexico provides, free of cost, periodic technical training programs for our pilots, flight attendants and maintenance staff. Its objectives are:

- Update and improve knowledge and skills in their field of work and training in the application of new technologies relevant to their work.
- Train staff for newly created positions and/or use of new technical equipment.
- Prevention of work related injury.
- Increase the productivity and the efficiency of the operations.
- Maintaining and improving skills needed to perform their duties.



The training and skills are taught in Mexico and abroad. Our country has Centro de Capacitación Alas de América (Training Center Wings of America).

During 2008 and 2009, training in occupational safety spanned over 250 sessions for over 2,000 of our employees, among other topics discussed:

Security Management System
Civil Protection
Working with fire hazards
Basic Life Support
Chemical Material Handling
Use personal protective equipment
Care of hands, head, and ba



TRAINING AND DEVELOPMENT

In Aeromexico we believe that technical excellence is not enough, it also requires the full involvement of our partners to provide the best service to our passengers and maintain a healthy work environment.

That is why the Executive Director of Human Resources has launched several initiatives to strengthen training and development of our employees. Among them in 2009 as follows:

Stress Management Workshop	Measures to reduce stress and disease and improve productivity.
Computer Workshop	Improve work efficiency with improved technical skills.
68	Stimulates initiative and positive attitude personally and professionally.
Communication Workshop	Improve clear communication and employee relationships to work more efficiently.
Organizational Climate	Seeks to maintain a satisfied working environment and improve upon this.
Management skills based on comprehensive evaluation (of performance and 360)	Improve management and leadership skills
Personal Support Program: AEROMEXICO CONTIGO	For the development and health of the employee.
Training Program 2009 Courses for Attention and Service	Improve Service and satisfy expectations of the public.

It should be noted that there are periodical evaluations of work performance of all non-union staff to receive feedback on their performance for their continued improvement.

Finally, we have agreements with various educational institutions so that their students do internships at the company, such as Conalep, aviation training schools and private universities.



EQUAL RIGHTS AND OPPORTUNITIES

At Aeromexico, historically we have maintained close collaborations with trade unions that represent our employees. In this sense, policies of selection, recruitment and promotion of staff are aligned to the agreements with these organizations, embodied in the collective bargaining agreements.

For our non-unionized workers, we have formalized policies for recruitment, and promotion, in practicing equal opportunity and non-discrimination practices for people of different social, cultural, and racial ethnicity.

New vacancies in the company are commonly posted on the Internet by our internal staff.

Additionally, with the “Amigos en Conexión” (Friends Connection), students are offered internships during their holidays, so they can practice and experience first-hand the operations of an airline.



AIDAM - PARTICIPATION IN NATURAL DISASTER

Given the possibility of natural or others disasters that can affect the daily performance of the operation of the company, Aeromexico has provided mechanisms to support employees and affected communities where it operates to facilitate the transport of food, staff, and emergency services to affected areas.

The immediate assistance program, Asistencia Inmediata de Aeromexico, known as AIDAM, integrates all efforts to seek help for personnel and our community in adverse situations, through various strands of action.

This program provides economic and emotional support and transportation (via the Care Team) for colleagues who suffer any loss from a natural disaster.

Within the program, there are different national and international stations in Mexico City prepared for action before, during and after a natural disaster. We take in consideration the different scenarios that may affect its geographical location such as tremors, earthquakes, hurricanes, floods, etc.

Since its launch, AIDAM has always been aware of the needs of our partners in the different destinations around the world, monitoring the development of various natural phenomena, with the intent of providing support in a timely manner.

Lastly, the “Hermanos de Sangre” (Blood Brothers), which emerged in 2006, consists of a network of blood donors, which mobilizes when members of Grupo Aeromexico’s companies communicates directly with Servicio Medico (Medical Service), that manages the database and contacts potential donors, either for themselves or their families.

During 2007-2008, AIDAM intervened directly in the following cases:

- Flooding in Villahermosa, Tabasco.
October and November 2007.
 - Hurricane Ike - Texas
August 2008.
 - Tropical Storm 43 - San Pedro Sula – Honduras
October 2008.
 - Flooding in Villahermosa, Tabasco
October 2008.
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ECONOMIC DIMENSION

AVIATION IS A VEHICLE FOR ECONOMIC DEVELOPMENT

The social and economic impact of the international airline industry generates benefits that few can match. The airline industry maintains nearly 8% of the global economy.

If aviation were a country, it would rank 21 worldwide in terms of its Gross Domestic Product (GDP), generating revenues of 425 billion dollars of GDP, considerably higher than that of some members of the G20.

According to the report “The Real World Wide Web” in the 2009 Oxford Economics, the industry directly employs over 5.5 million workers worldwide, with gross revenues in excess of a trillion dollars. If we add the aviation supply chain and employee spending in these sectors, it would add up to more than 15 million jobs generated.

The airline industry is a strategic factor for competitiveness and national growth. According to the Economic Census of 2003, the air transport sector in Mexico generated:

- 25,691 persons employed in the sector.
- 788 million of contributions to social security programs.
- 3 billion dollars in payments towards airport services.
- 46 million pesos, total income from goods and services.

Additionally, the airline industry is the most effective means of access for Mexico and its citizens to global markets, as well as the influx of visitors to our country. A network of international air transport is crucial to increase competitiveness.

The benefit of air transportation in the Mexican economy, including tourism and the benefits of demand-side, amounts to about 3.0% of total GDP.

AIR TRANSPORT IS STRATEGICALLY IMPORTANT FOR TOURISM.

In recent years, the number of tourists to our country has increased significantly, reaching 22.6 million in 2008, of which 50% arrive by air.

About 80% of tourists that travel to Mexico come from the United States, and there are great opportunities for tourism from Asia, Europe and other regions.



DESTINATION PROMOTIONS

The promotion of destinations operated by Aeromexico allows us to carry more passengers, which translates into economic income generating employment resources for those working in airports, airport service providers and complementary tourist services, etc.

Without these airline routes and destinations, many of these jobs would not exist. Therefore, despite the current financial crisis experienced by airlines worldwide, consideration should be given to the reciprocal effect of aviation on the economy as a whole.

According to study by the IATA: Economic Benefits from Air Transport in Mexico in 2007, the impact of aviation in our country can be quantified as follows:

 Air Service In Mexico Impact of tourism (inclusive of tourist spending)		
	2006	Total contributions in Mexico
GDP	18,632	2.2%
Employees	952,405	2.1%
Salaries	5,411	2.1%
Taxes	1,800	2.2%
Exports	8,664	3.2%

 Air Service In Mexico Impact on the demand of air service and tourism		
	2006	Contribuciones al total en México
GDP	25,108	3.0%
Employees	1,086,489	2.4%
Salaries	9,100	3.5%
Taxes	2,711	3.3%
Exports	9,379	3.5%



SPONSORSHIP AND PHILANTHROPY

HEALTH

Aeromexico supports causes of social responsibility and philanthropy, for individuals or groups that are in need of air transportation for medical treatment and for serious or urgent cases requiring rapid transfer to a hospital. There is philanthropic support for terminally ill patients requiring treatment or hospice, Special Olympics, and the special rescue team Topos de Mexico that mobilize to areas of natural disasters.

Since 2002, Aeromexico has signed an agreement with a transplant center called Centro Nacional de Transplantes (CENATRA), to transfer of organs and tissues on our fleet on routes from Mexico City, Guadalajara, Monterrey, Aguascalientes, Merida and Toluca.

Through programs like this, we support the Ministry of Health to increase access to the Mexican population for the process for donation and transport of organs, tissues and cells.

FUNDACION AEROMEXICO (AEROMEXICO FOUNDATION)

The foundation was founded in 2007 with the objective for transportation of passengers and cargo to support various causes of social impact, such as the food bank, the transfer of bodies and the transfer of persons with disabilities, or indigenous children. It also aims to convey support during natural disasters by providing technical activities and cultural diversions.

All activities carried out by the foundation must only be for non-profit.

SPECIAL SERVICES

Additionally, on board our aircraft and at the request of our passengers, we have additional services such as:

- Wheelchairs
- Oxygen tanks
- Portable Defibrillator
- Stretchers
- Cribs
- Safety instructions in Braille

Boarding of passengers with guide dogs and portable oxygen tanks.



BIODIVERSITY

As of 2005, Aeromexico has been a sponsor of the legendary Chapultepec Zoo, with an interest in participation in various programs of research, dissemination and conservation of wildlife in Mexico and the world.

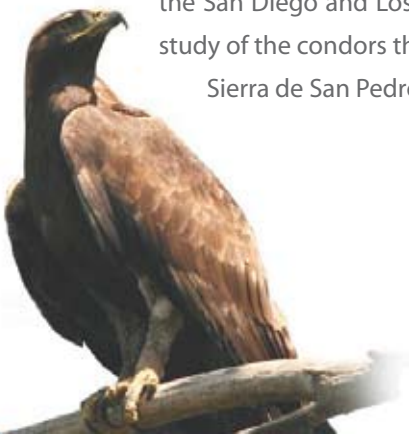
In this project we participated in the biome of the aviary, where hundreds of native species from around the world and Mexico, such as the Golden Eagle, the emblem of our national flag.

For us the Golden Eagle has great historical and cultural significance as a symbol for the heroism and courage of the warrior pre-Hispanic “Caballero Aguila” (Eagle Knight) image that identifies our company with pride in the conquest of the skies of the world.

Aeromexico, in addition to supporting research, dissemination and preservation of wildlife, is actively involved in the implementation of dynamic and educational games to help encourage children to visit the Chapultepec Zoo and have a unique experience with these species.

Additionally to these activities, we have also supported the transfer of veterinarians and five Humboldt penguins from Tokyo to Mexico City in January 2008 aboard the Boeing 777/200.

Similarly, we have supported a US-Mexico bi-national program for the recovery of the California condor. The Chapultepec Zoo staff has trained on several occasions at the San Diego and Los Angeles zoos, enhancing the Mexican veterinarians in their study of the condors that fly freely in the skies of northern Baja California and in the Sierra de San Pedro Martir.





CULTURE

We sponsored in 2009, in collaboration with Fomento Cultural Banamex, a photo contest “El Mexico de los Mexicanos” (Mexico for Mexicans), which attracted national and international participants, accounting for more than 40,000 photographs from 62 countries.

In that same year, we also supported the art brand, Pineda Covalin with an art project: the creation of a Mexican character in the daily life of Mexicans from which the idea is born “XICO, Mexico’s mascot,” originating from the word Mexico, “the navel of the moon.”

Inspired by the dog Xoloitzcuintle of Aztec mythology, this piece of art that shows the roots of our culture and has become a symbol of national identity for present and future generations. We sponsored the transportation of XICO for exhibitions in China, Chile, and New York.

In conjunction with FONART (Fondo Nacional para el Fomento de las Artesanías), a national artisan foundation, we provide the facilities of our Salones Premier in National terminal and International Airport Terminal 2 the airport in Mexico City, the National Fund for the Promotion of Handicrafts (FONART), to conduct a craft fair that seeks to promote human, social and economic development of the artisans of Mexico.

At Aeromexico, we are prepared to face the challenges of the decade ahead. The national and international environment requires us to be leaders in care, service, and social responsibility towards our passengers.

Faced with the difficult financial situation of the global airline industry in recent years, we are working to strengthen our actions and initiatives to meet business objectives, consistent with the environment, communities and people we interact with, and also encouraging the participation and commitment of our employees. All this is done in a harmonious environment that fosters trust and quality of relationships within our company, which is the best way to create value for our customers.

We are on track and confident of building a business that meets our goals and dreams.



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