



CSR & SPONSORSHIP
2014 Report



His Royal Highness Prince
Khalifa Bin Salman Al Khalifa
The Prime Minister



His Majesty
King Hamad Bin Isa Al Khalifa
The King of the Kingdom of Bahrain



His Royal Highness Prince
Salman Bin Hamad Al Khalifa
The Crown Prince and Deputy
Supreme Commander

Welcome to Gulf Air's First Annual Corporate Social Responsibility (CSR) & Sponsorship Report - 2014

Gulf Air's CSR & sponsorship strategy is to use our expertise, technology and partnerships for positive social, environmental and business impact – while leveraging the strength of the Gulf Air brand to engage with our stakeholders in support of our values of trust, unity, quality and excellence. In doing so our strategy strives to ensure a sponsorship portfolio that engages stakeholders with the airline and Kingdom of Bahrain, whereby the events/initiatives we sponsor not only have a positive influence but also support our mission of promoting Bahrain to a diverse, global audience.

In 2014 Gulf Air officially established a dedicated CSR & Sponsorship Committee* with a mandate to manage and direct all of the Kingdom of Bahrain's national carrier's activities in support of both the local Bahraini community and those across our airline's network.

Mr. Maher Salman Al Musallam Gulf Air A/Chief Executive Officer

"Today and every day Gulf Air continues to deliver upon a commitment it has held since 1950: to build a brighter future for our workforce, the communities in which we operate and the world we live in. We achieve this through a CSR and Sponsorship ethos that is fully integrated into our day-to-day business operations and that helps us realize not only balanced economic, social and environmental responsibilities in our operations but also positive sponsorships that extend awareness beyond our airline – to the Kingdom of Bahrain."

In its first year of operation the CSR & Sponsorship Committee skillfully drove Gulf Air's CSR & Sponsorship mission of:

- Contributing long-term value by helping to build a sustainable, responsible organization
- Delivering a positive experience for our employees
- Minimizing the negative environmental impact of our operations
- Making a positive contribution to the communities in which we operate
- Becoming the Kingdom of Bahrain's global ambassador: through positive sponsorships that promote the Kingdom of Bahrain and its national carrier – raising awareness while ensuring a more holistic understanding of what each represent



Since Gulf Air was established in 1950, corporate social responsibility and strategic sponsorship has been vital to our mission, critical to our operations and aligned with our corporate values of trust, unity, quality and excellence.

Supporting global communities, both in our workplace and beyond, in the areas of: Governance and Ethics, Our People, Society, and Environment has always been a cornerstone of our business. Accordingly, and with a socially aware workforce and management team, our workplace culture drives us to use our expertise, technology and partnerships for positive social, environmental and business impact while engaging stakeholders with the airline and Kingdom of Bahrain, whereby the events/initiatives we sponsor not only have a positive influence but also support our mission of promoting Bahrain to a diverse, global audience.

As we develop leaders and invest in team members' futures, we also reduce our carbon and environmental footprint, contribute to building stronger and happier societies, embrace an ethical business ethos while propelling Bahrain onto a global stage. To whatever extent we have succeeded to date, Gulf Air's global family continues to strive, daily, to deliver upon our commitment to build a brighter future for our workforce, the communities in which we operate and the world we live in.

Thank you for taking the time to learn of our journey to achieving greater corporate responsibility in 2014. Please direct any feedback you might have to sponsorship.csr@gulfair.com – Your comments are welcomed.

Khalid bin Abdullah Al Khalifa
Chairman

Board members



Shaikh Khalid bin
Abdullah Al Khalifa



Shaikh Ahmed bin
Mohammad Al Khalifa



Shaikh Mohammed bin
Essa Al Khalifa



Mr. Kamal bin Ahmed
Mohammed



Mr. Essam bin Abdulla Khalaf



Mr. Esam Abdulla Fakhro



Mr. Redha Abdulla Faraj



Mr. Mahmood Hashim
Al Kooheji



Dr. Samer Al Jishi

Gulf Air at a Glance

Gulf Air, the national carrier of the Kingdom of Bahrain, commenced operations in 1950, becoming one of the first commercial airlines established in the Middle East. Today, Gulf Air is a major international carrier that also operates one of the largest networks in the Middle East, with double daily flights to over 10 regional cities, from its hub at Bahrain International Airport. Renowned for its traditional Arabian hospitality, evidenced by the airline's signature family and business friendly products, Gulf Air is committed to being an industry leader and developing products and services that reflect the evolving needs and aspirations of its passengers.

Gulf Air connects Bahrain to the world and, as such, is a key national infrastructure asset, serving as a powerful driver for the economy and supporting the Kingdom's on-going economic growth.

An Overview of Our Organization (2014):



Vision and Values:

To be the Kingdom of Bahrain's global ambassador, sharing the spirit of the Kingdom with the world.

TRUST

Trusted by our stakeholders, favored by our customers
My word is my bond

UNITY

United in the vision of our airline
One Team, One Family

QUALITY

Touching lives with our sincere effort
Ahlan Wa Sahlan

EXCELLENCE

Dedication leading to perfection
Better and better all the time

Gulf Air's CSR & Sponsorship Strategy:

To use our expertise, technology and partnerships for positive social, environmental and business impact

To leverage the strength of the Gulf Air brand to engage with our stakeholders in support of our values of trust, unity, quality and excellence

To ensure a sponsorship portfolio that engages stakeholders with the airline and Kingdom of Bahrain, whereby the events/initiatives we sponsor not only have a positive influence but also support our mission of promoting Bahrain to a diverse, global audience

Gulf Air's CSR & Sponsorship Objectives:**To build a constituency that:**

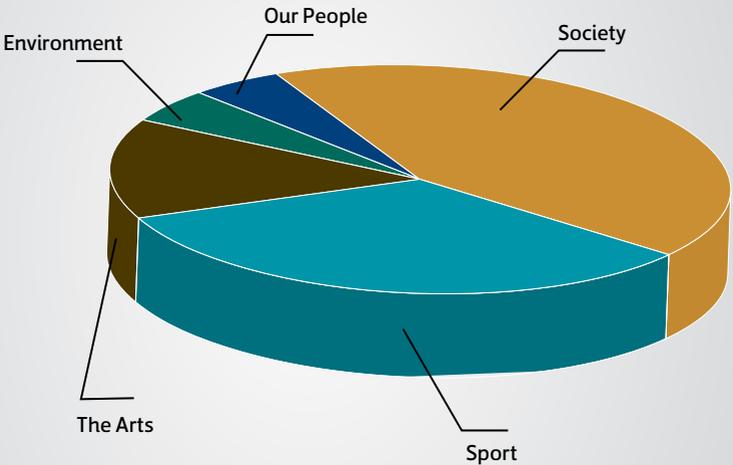
Supports Gulf Air in the Kingdom of Bahrain

Recognizes Gulf Air as leading the way in CSR initiatives in Bahrain

Sees Gulf Air as an employer of choice, committed to responsible business practices

Believes Gulf Air is a good corporate citizen in all communities in which it operates

Breakdown of Gulf Air's 2014 CSR + Sponsorship activities



Gulf Air Rolls Out iPad Electronic Flight Bags



Rolling out our new generation iPad Electronic Flight Bags in mid-2014 was one critical step in facilitating the airline's flight-critical communications while increasing operational efficiency and eliminating paper-based flight materials.

As our flight operations become greener the Electronic Flight Bags also help airline crew perform flight management tasks more easily and efficiently, improving operational performance, while minimizing paperwork, reducing printing costs, cutting onboard weight and giving faster access to data.

"Gulf Air is committed to all new technology that provides integrated solutions for managing information

in the air and on the ground, helping bring the technological advances of computer information delivery and management to the cockpit, while reducing our environmental footprint."

Gulf Air Involves Three Local Charities in Bahrain International Airshow 2014



In preparation for the 2014 Bahrain International Airshow (16-18 January 2014), and as the official carrier of this prestigious event, Gulf Air donated a number of tickets to three local children's charities. The Royal Charity Organization, a charity caring for the Bahraini orphans coming from eligible families, the Dreams Society, which aims at making the dreams of children affected by terminal illness or a debilitating disease

come true, and the Bahrain Society for Children with Behavioral and Communication Difficulties, which promotes lifelong opportunity for all individuals with behavioral and communication difficulties; were all presented with tickets to attend the 2014 Bahrain International Airshow event.

"As Bahrain's national carrier Gulf Air has always had strong ties to the local community and is constantly looking for ways to strengthen these ties while realizing our goal of effectively reaching out to those in need."

Gulf Air and Good Word Society Support the Needy in Pakistan

During the holy month of Ramadan Gulf Air joined forces with the Good Word society to ship 130kgs of dates for the needy in the deserts of Pakistan to facilitate the breaking of fasts and provide some form of sustenance during this period. This is in keeping with the airline's longstanding mission to support the global communities in which it operates.

Gulf Air Gives Back to the Bahrain Islamic Charity and Bahrain Red Crescent Society



In August 2014, the airline donated a selection of items to the Bahrain Islamic Charity and Bahrain Red Crescent Society in an initiative to deliver useful articles to people in need throughout the Kingdom and region.

“Gulf Air’s donation to these two organizations today is in line with our ongoing engagement with the various communities in which we operate – reinforcing our commitment to being a

responsible global citizen and embracing the ethos of social corporate responsibility.”

Gulf Air Pledges its Support of Bahrain Medical Aid

In September 2014, the Kashmir region witnessed disastrous floods across the majority of its districts caused by torrential rainfall. The monsoon floods killed more than 460 people and displaced nearly a million people in both India and Pakistan.

Gulf Air immediately pledged its support of Bahrain Medical Aid, the first medical relief society of its kind in Bahrain. Partnering with the society, Gulf Air facilitated the transport of winter clothes, blankets, temporary shelters and medical supplies to assist affected families in flood-impacted villages across Kashmir.

“Our thought and prayers are with those who have been affected by the floods and, on behalf of the Gulf Air management team and the extended Gulf Air family, we aim to extend our support and help to them in a continuation of our ongoing drive to support the communities in which we operate.”

Gulf Air Participates in Bahrain International Circuit National Day Festival



In line with its own celebrations of the Kingdom's National Day, Gulf Air took part in Bahrain International Circuit's National Day Festival. The national carrier offered a special 15% discount during the event (13 – 17 December), and attracted younger audiences to its dedicated booth with its giveaways and activities.

Gulf Air Recognizes Cancer Awareness Month in Doha

To mark Cancer Awareness month of October 2014, Gulf Air collaborated with Abode Magazine in Qatar to sponsor "Pink Together". The event was aimed at empowering women to fight against breast cancer and was attended by several VIPs and socialites of Doha.

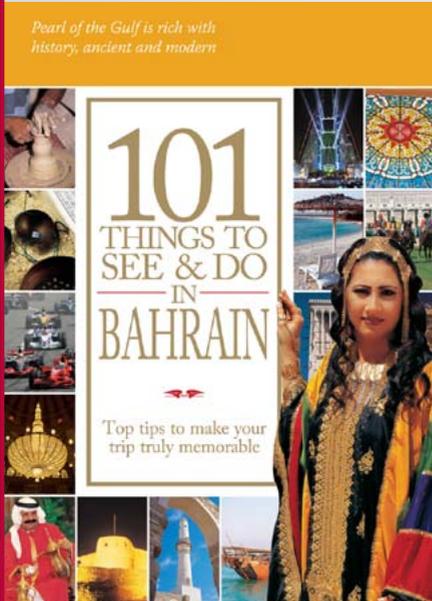
Gulf Air Becomes Official Airline Partner of Bahrain Noor El Ain



In the lead up to the Kingdom of Bahrain's 43rd National Day, Gulf Air became the official airline partner of the Bahrain Noor El Ain shopping festival (held from 15th December 2014 until 14th February 2015) – an initiative aimed at stimulating Bahrain's retail and tourism sectors. With attractive raffle prizes on offer for all shoppers, Gulf Air also offered regional Bahrain Noor El Ain visitors a special 15% discount on airfares to Bahrain – further stimulating traffic to Bahrain.

"This partnership is key to our mission to further bolster the Kingdom's economic development and promote Bahrain on a regional and global level. We are always looking for opportunities to raise awareness of the many attractions Bahrain has to offer, facilitating travel to the Kingdom and giving visitors the chance to experience the trademark Arabian hospitality for which our national carrier is renowned."

Gulf Air's Dedicated Edition of 101 Things to See & Do in Bahrain



As the national carrier of the Kingdom of Bahrain with a mission of raising awareness of, and promoting, Bahrain on a global level, it was only fitting that Gulf Air support the publication of a dedicated edition of 101 Things to See & Do in Bahrain. This dedicated edition was sponsored by the airline for distribution across its network.

Gulf Air Sponsors the Global Quran Reader Competition



Staying true to its CSR principals and its commitment to reach out to the local community, Gulf Air sponsored an international Quran recital competition – the Global Quran Reader. The competition that was held in Bahrain in December 2014 saw the participation of numerous Quran readers whom the airline flew in from v

Gulf Air and the Cultural Attaché Office in The Embassy of the Kingdom of Bahrain in London Join Forces in Support of Bahraini Students Abroad



In 2014 Gulf Air announced its cooperation with the Cultural Attaché office in The Embassy of the Kingdom of Bahrain in London, through the launch of a package of tailored initiatives for Bahraini students abroad, and the airline's sponsorship of a student graduation ceremony that was held by the Embassy of Bahrain in May 2014. The airline's package included sponsorship of student events organized by the Bahrain Cultural Counsellor Mr. Soubah Abdulrahman Al Zayani, special fares and a host of other offers and initiatives.

14

Gulf Air Produces Public Service Video in Cooperation with the Royal College of Surgeons Ireland, Bahrain



Gulf Air and the Royal College of Surgeons Ireland, Bahrain (RCSI) jointly produced and promoted a health awareness video showcasing effective CPR techniques. The video, which featured famous Bahrain footballers Humood Sultan and Mohamed Salmeen, was added to Gulf Air's newest inflight channel "Helwa Ya Bahrain"; a

Gulf Air is Proud Title Sponsor of the Bahrain Grand Prix for 10th Year



With strategic global links to key European, Asian and Middle Eastern cities Gulf Air embraces a global audience, not only through its network offering but through its affiliations, for example, as title sponsor of the Bahrain Grand Prix (since April 2004 when Bahrain made history by becoming the first country in the region to host a Formula One Grand Prix). Since then, the airline has been instrumental in the success of the event and the economic benefits it has brought to Bahrain's economy – further promoting the Kingdom of Bahrain as a destination. Gulf Air has maintained the role of title sponsor of the Bahrain Grand Prix to date.

Gulf Air to Become Official Airline Partner of Challenge Bahrain



Gulf Air entered into a partnership deal with Challenge Bahrain in 2014 under which the carrier became the official airline partner of the first branded international triathlon to be held in the Middle East. With professional and amateur athletes from Bahrain, the region and beyond, competing side by side to complete the 113 kilometer race, Gulf Air's sponsorship agreement further advanced the airline's role of Ambassador to the Kingdom of Bahrain, with highly competitive airfares that facilitated travel to Bahrain, allowing guests from various parts of the world to watch or participate in Challenge Bahrain.

Gulf Air Sponsors Bahrain's National Bowling Team in UAE Championship

As the Kingdom of Bahrain's national carrier, Gulf Air regularly supports local Bahraini athletes and talents representing Bahrain worldwide. Accordingly, in 2014, the airline sponsored Bahrain's National Bowling Team when they played in the World Men's Bowling Championship 2014 held in Abu Dhabi, UAE.

Gulf Air Sponsors Local Polo Team in Hyderabad for Christmas 2014 Cup



Following the resumption of its direct services between Bahrain and Hyderabad (15 December 2014) with five weekly flights, Gulf Air sponsored a local polo team in one of its newest destinations and saw them celebrate their victory at the Christmas 2014 Cup - a polo match held in Hyderabad at Nasr Club between Gulf Air polo team and SAFECO Polo. Bringing a touch of cinema glamour and stardom to the affair, popular Telugu movie stars

Rajasekhar and Jeevitha welcomed the team and presented the winners' trophy to them.

Gulf Air and Bahrain Football Association Partner for Gulf Cup 22

Bahrain's national carrier collaborated with the Bahrain Football Association to fly members of the National football league to Riyadh to participate in Gulf Cup 22. Members of the National league wore Gulf Air branded jerseys during the biennial championship that saw 8 Gulf nations competing to win the prestigious cup.

Gulf Air Cricket Team Score Big at Manila Airline Tournament

The airline supported its own cricket team to participate in a special Cricket Airline Tournament held in Manila in 2014. The airline's team proudly used and wore gear and jerseys branded with Gulf Air as they brought home the Cup!

Gulf Air Darts Team Gets a Boost from the Airline

The airline also supported its own Gulf Air Darts Team which participated in various local and regional tournaments throughout 2014. Gulf Air provided branded darts supplies and jerseys to be worn by the team as it proudly represented the airline at these tournaments.



Bahrain's National Carrier Sponsors Thespis Greek Theatre Group's "Babades with Chantilly"

In support of Gulf Air's resumption of direct flights to the Greek capital city of Athens, June 2014 saw Bahrain's national carrier sponsor "Babades with Chantilly" the first-ever Thespis Greek Theatre Group play shown in Dubai. Written by the highly acclaimed Greek screenwriters M. Reppas and Th. Papatthanassiou, the black comedy represented a caustic satire of contemporary Greek society, filled with humor and thought-provoking messages.

Gulf Air Supports The International Council of Museums-Philippines



Marking International Museum Day (IMD2014) Gulf Air supported The International Council of Museums-Philippines (ICOM-Philippines) – an international organization of museums and museum professionals committed to the conservation, continuation and communication to society of the world's natural and cultural heritage. On this occasion Gulf Air flew speakers and participants from across Asia and Europe to share their insights and best practices in making and keeping museum collections.

Gulf Air Sponsors First Bollywood Movie Filmed in Bahrain

2014 saw the final post-production touches being put on the first Bollywood movie to be filmed in Bahrain. Appealing to a broad cross section of Bahraini and Indian society and reinforcing the airline's role as Bahrain's global ambassador, Gulf Air proudly sponsored the comedy-horror-musical *Khel Kood Aur Bhoot* (Fun, Frolic and Ghost) – a movie that was not only filmed predominantly in the Kingdom of Bahrain but that also saw several Bahrainis acting in it.

Gulf Air Champions Bahraini Feature Film: 'The Sleeping Tree'



In May 2014, Gulf Air partnered with Bahraini feature film "The Sleeping Tree" in support of the Kingdom's performing arts industry. We were honored to be able to support Bahrain's performing arts industry through a Bahraini directed and produced film: an important film that sheds light on our Kingdom's culture and heritage while providing a platform to showcase some of the incredible local talent we have in the Kingdom.

Gulf Air sponsors The First Ninety Nines International Organization of Women Pilots Meeting in Bahrain

This year saw Gulf Air sponsor the annual gathering of the 99s – a three day event that took place, for the first time, in Bahrain under the patronage of the Ministry of Transportation, and which saw more than 40 female pilots from across the globe gather to inspire locals and share with them their passion to fly.

Gulf Air Staff Distribute Iftar Meal Boxes during Ramadan



During the holy month of Ramadan, Gulf Air saw members of the airline's workforce helping ensure the safety of drivers on the road and facilitate the breaking of their fast by distributing iftar meal boxes at various locations around Bahrain each week.

Members of the Gulf Air family volunteered to distribute iftar meal

boxes at busy intersections during the Maghreb prayer and the initiative received much positive feedback from drivers. The over one thousand sponsored iftar meal boxes included items donated by Bahrain Airport Services, and were distributed throughout Ramadan as one of the airline's corporate social responsibility initiatives.

Gulf Air Celebrates International and Local CSR Initiatives with its Staff



In March 2014, Gulf Air marked International Women's Day by sending a shout out to all female employees across the airline's multiple social media channels. International initiatives also included celebrating Labor Day in recognition of all the hard work and efforts contributed by the airline's current and retired workforce towards Gulf Air's ongoing positive development and growth.

Locally, the airline celebrated Bahraini Women's Day with its female Bahraini staff at its headquarters in December, as well as commemorating the Kingdom of Bahrain's National Day in the same month with a variety of competitions and activities.

Gulf Air Launches EthicsPoint Tool

In a reflection of its ongoing commitment to transparency and ethical management, Gulf Air launched "EthicsPoint" in mid-2014: a third party, anonymous, internet-based

reporting tool designed to help ensure greater transparency in the airline's operations. Empowering members of the Gulf Air family to voice their concerns, share positive suggestions and feedback, EthicsPoint helped further Gulf Air's efforts to cultivating a positive work environment and building a culture of integrity and ethical decision-making that extends the airline executive management team's open door policy while providing a new level of support for each member of the national carrier's workforce.

Appointing NAVEX Global, a leading provider of case management services, the comprehensive and confidential reporting tool "EthicsPoint" was rolled out across the organization to assist in identifying and addressing any organizational misconduct by empowering Gulf Air employees to report any violation of policies or standards, concerns or positive suggestions and feedback. All cases submitted to EthicsPoint are delivered to impartial parties in Gulf Air's Audit Committee and Board of Directors for investigation and appropriate action.



(إثكس بوينت)

الأداة الفعالة والسرية للتبليغ عن التجاوزات

- لطلب المساعدة فيها يخص السياسات والإجراءات.
- لتقديم المقترحات والذراء البناءة.
- للتبليغ عن أية تجاوزات للأعراف والمعايير.

للمزيد من المعلومات، يرجى زيارة

www.gulfair.ethicspoint.com

بالعمل معاً، يمكننا الحفاظ على بيئة عمل صحية وفعالة لجميع أفراد عائلة طيران الخليج.

EthicsPoint

A comprehensive and confidential reporting tool

- Ask for guidance related to policies and procedures
- Provide positive suggestions and feedback
- Report any violation of policies or standards

For more information, visit

www.gulfair.ethicspoint.com

By working together, we can maintain a healthy and productive environment for all members of the Gulf Air family.

Gulf Air Establishes Dedicated CSR & Sponsorship Committee



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4. Making a positive contribution to the communities in which we operate
5. Becoming the Kingdom of Bahrain's global ambassador: through positive sponsorships that promote the Kingdom of Bahrain and its national carrier – raising awareness while ensuring a more holistic understanding of what each represent

*Gulf Air's CSR & Sponsorship Committee is Chaired by Mohammed Hulaiwah, Gulf Air Director of Corporate Affairs and Communications and all CSR & Sponsorship requests can be directed to Sponsorship.csr@gulfair.com

Organization	Event	Month	Station
4U & Abode	Breast Cancer Awareness event	September	Doha (DOH)
Tamkeen	Bahrain Nour El Ain	December	Bahrain (BAH)
ICOM Philippines	International Museum Day / “The ICOM-Philippines IMD 2014 Forum”	June	Manila (MNL)
Good Word Society	Shipment of dates to Pakistan for the needy in Ramadan Cargo sponsorship	July	Islamabad (ISB)
Bahrain International Circuit	National Day Festival	December	Bahrain (BAH)
Thespis Greek Theatre Group	“Babades with Chantilly” A Greek play performed in Mall of Emirates	June	Dubai (DXB)
Philippines Bowling	Philippines Bowling Tournament in Kuwait	September	Kuwait (KWI)
Bahrain Football Association	Gulf Football Cup 22	December	Riyadh (RUH)
Ninety Nines	Annual Meeting to be held in BAH for the first time	October	Bahrain (BAH)
Bollywood movie sponsorship	Khel Kood Aur Bhoot	August	Dubai (DXB)
Greek Embassy in Kuwait	Various Greek Embassy in Kuwait events 7 – 9 Nov	November	Kuwait (KWI)
GF Operations Department	MECAP Cup	October	Dubai (DXB)
GF Cricket Team	Cricket Airline Tournament in Manila	November	Manila (MNL)
Doha Station	Mega Star Event	November	Doha (DOH)
Book Author Ali Mushaima	101 Things to See & Do in Bahrain	November	Bahrain (BAH)
Bahrain Journalists Association	Arab sports journalists football tournament and conference (2015)	December	Bahrain (BAH)
The Global Quran Reader	Quran recital competition	December	Bahrain (BAH)
Gulf Air Darts Team	Participation in various darts tournaments	October	Bahrain (BAH)
Film Producer Fareed Ramadan	The Sleeping Tree	May	Bahrain (BAH)
Bahrain’s Cultural Attaché Office in UK	Tailored initiatives package for Bahraini students abroad	March	London (LHR)
RSCI Bahrain	Cardiopulmonary Resuscitation (CPR) Video	August	Bahrain (BAH)