CSR & SPONSOSRSHIP 2015 Report





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



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



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

Welcome

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."

Welcome to Gulf Air's Annual Corporate Social Responsibility (CSR) & Sponsorship Report - 2015

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 2015 Gulf Air's dedicated CSR & Sponsorship Committee continued to deliver on its 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.

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.

Chairman Message



Thank you for taking the time to learn of Gulf Air's journey to achieving greater corporate responsibility in 2015.

Since the Kingdom of Bahrain's national carrier was established in 1950, corporate social responsibility and strategic sponsorship has been vital to the airline's mission, critical to its operations and aligned with its corporate values of trust, unity, quality and excellence.

In 2014 the airline's newly appointed, dedicated CSR & Sponsorship Committee delivered upon a mission to support global communities, both within the workplace and beyond, in the areas of: Governance and Ethics, Our People, The Arts, Sport, Society and Environment.

In 2015 the airline built upon its 2014 achievements through an expanded range of initiatives and, to date, it continues to channel and utilize the Gulf Air family's collective 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 sponsored by Gulf Air not only have a positive influence but also support the carrier's mission of promoting Bahrain to a diverse, global audience.

As the airline develops leaders and invests in members' futures, it reduces its carbon and environmental footprint, contributes to building stronger and happier societies, and embraces an ethical business ethos while propelling Bahrain onto a global stage. To whatever extent Gulf Air has succeeded thus far, the airline's global family continues to strive, daily, to deliver upon a commitment to build a brighter future for its workforce, the communities in which it operates and the world we live in.

I hope you take the time to critically examine Gulf Air's CSR & Sponsorship Report – 2015. Please know that your feedback is invaluable and can be directed to sponsorship.csr@gulfair.com.

Your comments are welcomed.

Khalid bin Abdullah Al Khalifa

Chairman

Board Members



Shaikh Khalid bin Abdullah Al Khalifa



Mr. Kamal bin Ahmed Mohammed



Mr. Zayed Rashid AlZayani



Shaikh Mohammed bin Essa Al Khalifa



Mr. Mahmood Hashim Al Kooheji



Dr. Samer Al Jishi



Mrs. Hayam Al Awadhi



Mr. Abdulhakeem AlMutawa

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 serving 43 cities in 24 countries spanning three continents. The airline operates one of the largest networks in the Middle East, with double daily flights or more to 10 regional cities, in addition to select destinations in the Indian Subcontinent and Europe, 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 (2015):



2808
Employees



56%
Bahranisation (Network-wide)



8
Board of Directors



14
Executive Management

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

Gulf Air Partners with UNEP to Celebrate World Environment Day

Reinforcing the airline's commitment to operate as a responsible global citizen, Gulf Air sponsored the United Nations Environment Programme's (UNEP) celebration of World Environment Day which is celebrated internationally on 5 June of every year.

Gulf Air helped bring members of a band specializing in environmental entertainment and their equipment from Lebanon to Bahrain; where they performed a very informative play on the environment to youth and parents in City Centre Mall, Bahrain.



Gulf Air and Dreams Society Partner for World Charity Day

Gulf Air partnered with Dreams Society, which aims to realize the dreams of children affected by terminal illness or debilitating disease, on the occasion of World Charity Day, donating airline tickets to the local charity in order to help them realize the dreams of children effected with terminal illnesses and debilitating diseases.

Declared by the United Nations General Assembly in 2012, World Charity Day is celebrated globally on 5th September and is a day dedicated to the promotion of dialogue, solidarity and mutual assistance among people.



Gulf Air Sponsors the Second Edition of "Shop Bahrain"

The airline offered a 15% fare discount to visitors of the family shopping festival to come to Bahrain and enjoy everything the festival and the Kingdom have to offer.

"Shop Bahrain" 2015 marks the second collaboration between the national airline and the festival; with the shared goal of promoting the Kingdom as a family friendly tourist destination.

البحرين تتسوّق
SHOP BAHRAIN

Gulf Air and the Cultural Attaché Office in The Embassy of the Kingdom of Bahrain in London Partner Again to Hold the Bahraini Students' Annual Gathering

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. In light of the ongoing cooperation, the airline sponsored the annual gathering of Bahraini students in UK which was held in October 2015.







Gulf Air Celebrates Nowruz in Ontario

Nowruz is the traditional Iranian festival of spring which starts at the exact moment of the vernal equinox, commencing the start of the spring. It is considered as the start of the New Year among Iranians.

In 2015, Gulf Air helped the Iranian community in Ontario, Canada mark this day by sponsoring the much anticipated event.

Gulf Air goes French!

Gulf Air has always been keen on engaging with the various different communities in Bahrain, which is why the airline collaborated with the French School of Bahrain to sponsor the school's annual Family Day.



Gulf Air sponsors the 4th Arab-Hellenic Economic Forum in Athens

In June, Gulf Air sponsored the 4th Arab-Hellenic Economic Forum in Athens. The event was titled "35 years of Excellence in Partnership", as it coincided with the 35th anniversary since the establishment of the Arab-Hellenic Chamber of Commerce and Development.

This year's Forum focused on the Hashemite Kingdom of Jordan, presenting the investment climate and opportunities offered there.





Society

Gulf Air Welcomes Participants of the Capital Governorate's Summer Programme

Kids dream of flying and, in 2015, Gulf Air gave 50 young participants in the Capital Governorate's summer programme a behind the scenes look at how the Gulf Air family work together to make flying a reality, providing them with a tour of the airline's headquarters, a site visit to the dedicated Gulf Air museum and an interactive discussion on the national carrier's history in Bahrain and the region.



Gulf Air Sponsors the Islamic Competition of Imam Al Shafee Institute for Islamic Studies

Helping out the local community yet again, the national carrier helped the renowned Imam Al Shafee Institute for Islamic Studies by sponsoring the institute's annual Islamic competition.



Gulf Air Distributes Diwali Sweets Across India

It's an annual tradition that is eternally popular! In 2015, on the happy occasion of Diwali, Gulf Air representatives across all six of the airline's India stations (Delhi, Chennai, Kochi, Mumbai, Trivandrum and Hyderabad) distributed Diwali sweets to travel and trade partners.



Celebrating Bahraini Students' Achievements In Qatar

At an event held in Doha and under the patronage of H.E. Mr. Waheed Mubarak Abdullah Sayyar the Ambassador of the Kingdom of Bahrain to Qatar, the airline once again sponsored the Embassy of the Kingdom of Bahrain in Qatar's annual celebration of high-achieving Bahraini students in Qatar. The event was attended by Gulf Air Qatar Country Manager, Mr. Wael Mattar and Mr. Yousif Al Kuwari from the Cultural Attaché's Office of the Embassy of the Kingdom of Bahrain in Qatar.



Gulf Air Participates In Bahrain Training Institute Career Week

Gulf Air participated in the Bahrain Training Institute Career Week 2015 which was held in April under the patronage of His Excellency Dr. Majid bin Ali Al-Nuaimi, Bahrain's Minister of Educatio .

Representing the airline at the event were members of Gulf Air's Human Resources and Learning & Development Department who met with students and graduates and spoke to them of the broad range of technical and non-technical divisions within our airline - one of the largest employers of Bahraini nationals.



Gulf Air Kicks Off its Annual Ramadan Itar Meal Box Distribution Initiative

During the holy month of Ramadan, we once again kicked off our annual Ramadan iftar meal box distribution initiative that, saw members of the Gulf Air family helping ensure the safety of drivers on the road and facilitate the breaking of their fast by distributing Ramadan iftar meal boxes in different areas of Bahrain during the Maghreb prayer. Thanks to all who participated this year!



Gulf air Chief of Operations Visits Salmaniya Medical Complex's Children's Wards

The airline's Chief of Operations Captain Nasser Al Salmi reached out to the local community during the holy month of Ramadan by paying a visit to Salmaniya Medical Complex's children's wards, to distribute gifts and entertain the hospital's younger patients. Accompanied by a cabin crew member and members of the airline's workforce; Captain Nasser toured the children's wards, distributing gifts and wishing the children good health and wellness.

In discussions with Ministry of Health's Senior Advisor – Patient Experience and Patient First Mr. Mohammed Jassim, Captain Nasser stressed the importance of supporting the local community and embracing the spirit of Ramadan while, joined by a crew member, he regaled stories of flying to the young patients.



Sport

Gulf Air Continues to Take Pride in being the Title Sponsor of the Bahrain Grand Prix

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.



Bahrain Football Association Recognizes Gulf Air's Sponsorship of the King's Cup

In an official ceremony thanking sponsors of the King's Cup, the Bahrain Football Association, headed by President of Bahrain Football Association Sheikh Ali bin Khalifa Al Khalifa, recognized and thanked Gulf Air as a key sponsor of the annual event.



Gulf Air Sponsors the Bahrain – Colombia Football Match

The airline brought over the Colombian football team from its camp in Dubai in March for a friendly match in Bahrain, which was won by the Colombian team, despite the great effort paid by our National football team.

Gulf Air Sponsors Airline's Cricket Team

Gulf Air celebrated the airline's cricket team's return from Manila where they participated in the Clark Sixes tour – reaching semi-final stage. The Gulf Air team, led by Captain Waqas Riaz, defeated four teams (including Chinese Taipei, Manila Ross, AFC 1 and IQOR) at the Clark Cricket ground. The Gulf Air cricket team, which was established in 1994, is a strong brand ambassador for the airline, competing globally throughout the year and have previously won the Nomads Cricket Club Annual Tournaments for four consecutive years in addition to winning over ten finals including six-a-side and one day matches. Most recently, Gulf Air won the Centenary of Nomads Tournament playing against Manila team: Nomads CC.



The Gulf Air cricket team also successfully participated in the BAHRAIN SIXES local cricket tournament that took place in August 2015. The 15 day tournament saw a total of 32 teams participating of which Gulf Air's cricket team took 2nd place.

Gulf Air Sponsors a Number of Bowling Events

The airline sponsored numerous bowling events in 2015, of which Gulf Air supported both the airline's own Bowling team and the National Bowling team:

- Second Arab Bowling Cup 2015
- 13th Kingdom of Bahrain International Open Bowling Championship
- GCC Bowling Championship 2015
- 18th GCC All Filipino Bowling Tour 2015



Sport

… And sponsors a Bahraini Bowling Star

Sponsoring the international Bahraini bowling star Mr. Mohammed Janahi means he's a regular Gulf Air passenger whenever he travels to represent the Kingdom in international bowling events. Mr. Janahi is also a member of the official Gulf Air bowling team representing our airline in local industrial leagues. Within Gulf Air, the professional bowler is also active in teaching our airline's staff and their children various bowling techniques and establishing inter-departmental bowling competitions.



Gulf Air Sponsor's the Airline's Annual Ramadan Football Tournament

In Ramadan, the airline held its annual Ramadan football tournament, which saw 8 teams representing different departments and divisions within the airline competing to win the tournament cup. The tournament, held in Al Najma Sports Club, was won by Gulf Air's Cabin Crew team who were awarded the winner's cup by A/Chief Executive Officer Mr. Maher Salman Al Musallam.



Sport

Gulf Air Sponsors Qatar TEC WLL – 5th Annual Cricket Tournament 2015

Gulf Air sponsored QATAR TEC's 5th Annual Cricket Tournament 2015. This annual event gathered over 5,000 spectators during the ten day cricket tournament, representing a cross section of various different communities in the state of Qatar.





Sport

Gulf Air Supports Saint-Nom La Bretèche Golf Tournament

Gulf Air's Paris team supported the renowned Golf Tournament "Saint Nom la Breteche" in 2015. The event which saw 71 golfers participating in the tournament along with various partners at the award ceremony, ended with a lucky draw travel package for Gulf Air flights.



Great Accomplishments for the Airline's Sponsored Gulf Air Darts Team

The Gulf Air Darts Team was ranked in 3rd place in the 2014-2015 Bahrain Darts League while Team Captain Fathi Mahmood Sulaibeekh was awarded a trophy for his third consecutive year in the top position as a solo player.

The Gulf Air Darts Team was also victorious at the open dart championship held at The Bahrain Yacht Club on 30th October 2015.



Sport

Gulf Air Brings Home Bahrain's Winning Junior Rugby Team

As sponsors of the Bahrain Rugby Club's junior team, the airline flew them to and from Dubai to compete in the HSBC Rugby Festival Dubai 2015. The highly competitive final match resulted in the Bahrain under 12s winning the plate competition and returning victorious to Bahrain.



Gulf Air Promotes Bahrain's Art through ArtBahrain

To promote the artistic and cultural life in Bahrain, Gulf Air proudly sponsored the first edition of ArtBahrain – an exhibition designed to showcase the very best creative design and arts that the Kingdom has to offer, and bring to Bahrain the very best from all over the world. The exhibition is another collaboration between the national carrier and the Bahrain Culture and Antiquities Authority.

Gulf Air is the Official Carrier of the 2015 Routes Middle East & Africa

In June 2015, Bahrain welcomed over 350 delegates from across Africa and the Middle East, representatives from over 50 airlines, 70 airports and 10 tourism authorities all gathering to attend the 2015 Routes Middle East & Africa – hosted by Bahrain Airport Company. Gulf Air was the event's official carrier partnering with Bahrain Airport Company – a key industry partner for the airline – to welcome such a first-time industry event to not only Bahrain but the entire region.



Gulf Air Sponsors GITEX 2015 and Wins at the Esteemed Event

The national carrier sponsored and participated in GITEX 2015 – the largest Information Technology exhibition and conference in the Middle East. Celebrating its 35th anniversary this year, the renowned IT expo was held in Dubai and saw Gulf Air, the only Bahraini organization to participate – take home three wins: "Best Hospitality and Tourism Implementation of the Year" and "Middle East Chief Information Officer (CIO) of the Year" by Arabian Computer News, and "Best Project Execution of the Year in the Aviation Industry" by Enterprise Channel (ACN).



Gulf Air and Airbus Conclude Successful Seminar

Joining forces with leading aircraft manufacturer, Airbus, Gulf Air recently celebrated the success of the A320 Family Regional Seminar for Middle East, Africa and India operators – jointly hosted by Airbus and Gulf Air and held in Bahrain.

Bringing together the region's aviation experts, technical professionals and engineering managers, the two day technical seminar served as a forum for knowledge-sharing and detailed and collaborative technical discussions on regional fleet performance, top technical issues and associated solutions, the operations of the A320 family aircraft, Airbus' ongoing and upcoming developments in support of airline operations along with invaluable insight into the A320 family product evolutions.



Gulf Air Brings AACO Business Technology Forum to Manama

The Arab Air Carriers' Organization (AACO) Business Technology Forum, under the theme of 'Empowerment through Mobile Technology' held recently in Bahrain, was a platform for AACO members and partners to share and discuss mobile technology and how best to deploy it to better serve the customer and meet the future prospects of this trend. As the official airline partner Gulf Air were delighted to join forces with AACO – a key industry partner for the airline – as they continue to strengthen partnerships and cooperation among Arab carriers in various fields.



Table of Usage

No.	Organization	Event	Month	Station
1.	French School Bahrain	Family Day	January	Dubai (DXB)
2.	Bahrain Bowling Association	Second Arab Bowling Cup 2015	February	Doha (DOH)
3.	Bahrain Football Association	King's Cup Football Tournament 2015	April	Bahrain (BAH)
4.	Bahrain Bowling Association	13th Kingdom of Bahrain International Open Bowling Championship	March	Bahrain (BAH)
5.	Gulf Air Bowling Team	Sponsorship of Professional Bahraini Bowler Mohd Janahi	February	Bahrain (BAH)
6.	Gulf Air GSA – Ontario, Canada	Iranian Nowruz in Ontario	March	Ontario (ONT)
7.	Bahrain Football Association	Bahrain – Colombia Match	March	Bahrain (BAH)
8.	Arab Hellenic Chamber of Commerce and Development	4th Arab-Hellenic Economic Forum in Athens	June	Athens (ATH)
9.	Dubai Station	GITEX 2015	October	Dubai (DXB)
10.	Imam Al Shafee Institute for Islamic Studies	Cultural Islamic Competition	April	Bahrain (BAH)
11.	United Nations	World Environment Day	June	Bahrain (BAH)
12.	Doha Station	5th Annual Cricket Tournament	June	Doha (DOH)
13.	Gulf Air	Gulf Air Ramadan Football Tournament	June	Bahrain (BAH)
14.	Airbus	A320 Family Regional Seminar	November	Bahrain (BAH)
15.	Bahrain Bowling Association	GCC Bowling Championship 2015	August	Muscat (MCT)
16.	Gulf Air Cricket Team	KSB Bahrain Sixes Tournament 2015	August	Bahrain (BAH)
17.	Filipino Club Tenpin Bowlers	18th GCC All Filipino Bowling Tour 2015	September	Dubai (DXB)

Table of Usage

No.	Organization	Event	Month	Station
18.	Dreams Society	World Charity Day	September	Bahrain (BAH)
19.	Bahrain Culture and Antiquities Authority	Art Bahrain	October	Bahrain (BAH)
20.	Gulf Air Cricket Team	Manila Cricket Tournament 2015	November	Manila (MNL)
21.	Doha Station	The Pink Walk	October	Doha (DOH)
22.	Cultural Office – Bahrain's Embassy to UK	Annual Bahraini Students' Gathering	October	London (LHR)
23.	Tamkeen	Shop Bahrain	December	Bahrain (BAH)
24.	Capital Governorate	Visit of the Governorate's Summer Program Participants	August	Bahrain (BAH)
25.	Gulf Air	Distribution of Diwali Sweets Across Indian Destinations	November	India
26.	Bahraini Embassy in Qatar	Celebration of Bahraini Students' Achievements In Qatar	May	Doha (DOH)
27.	Bahrain Training Institute	Career Week	April	Bahrain (BAH)
28.	Gulf Air	Distribution of Iftar Meal Boxes	June/July	Bahrain (BAH)
29.	Gulf Air	Al Salmaniya Medical Complex Ramadan Visit	July	Bahrain (BAH)
30.	Saint-Nom La Bretèche	Sponsorship of Annual Golf Tournament	December	Paris (CDG)
31.	Gulf Air	Gulf Air's Dart Team Sponsorship	October	Bahrain (BAH)
32.	Bahrain Rugby Club	The Club's Junior Team Sponsorship	February	Dubai (DXB)
33.	AACO	Business Technology Forum	October	Bahrain (BAH)
34.	Bahrain Airport Company (BAC)	Sponsorship of Routes MENA	June	Bahrain (BAH)