

Notice on Shandong Airlines Officially Launching Branded Fare on Part of Flights to Japan and South Korea

Shandong Airlines officially launch international and regional branded fare on the Qingdao-Osaka and Jinan-Seoul routes.

1. Launch Date

Sales Start Date: October 26, 2025

Travel Start Date: October 26, 2025

2. Overview of Branded Fare Products

Shandong Airlines' international and regional route branded fare products are divided into four sub-brands: "Standard", "FLEX", "Comfort" and "Latitude". These products feature differentiated services based on core elements such as refund/change policies, checked baggage allowances and mileage accumulation. They are scheduled to be put into operation on the above-mentioned routes starting from October 26, 2025 (subject to the sales start date).

Subsequently, based on the sales feedback and market performance of the routes, Shandong Airlines will promote the branded fare products to all international and regional routes in a phased and step-by-step manner, so as to comprehensively enhance its competitiveness in the international market with branded fare products. For detailed information, please refer to the attached documents.

3. Update of the International Fare Usage Guide

To better align with the characteristics and requirements of the branded fare products, '*International Fare Usage Rules of Shandong Airline*' (both Chinese and English versions) have been fully improved and updated. The revised regulations include additional content such as explanations of the TRI for branded fares, operation examples and classifications of Shandong Airlines' existing branded fares. The old version '*International Fare Usage Rules of Shandong Airline*' are hereby repealed officially after this notice. For specific details, please refer to the attached documents.

Shandong Airlines

22th Oct. 2025

Notes:Language Version Clarification

1. This notice is issued in both Chinese and English。

2. In case of any discrepancy or inconsistency in interpretation between the Chinese and English versions, the Chinese version shall prevail.
3. The Chinese version is the original issued version, and the English version is a translated text of the Chinese version.