



# AIR CANADA

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## Letter from Michael Rousseau, President and CEO: Rising Higher



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Air Canada was recently named one of Montreal's Top Employers for the ninth consecutive year, and we also earned a spot on Forbes' list of Canada's Best Employers for the third year in a row in 2022. We are proud of these achievements, as they speak highly of our company, but even more so of our people.

Great employees make great workplaces, and the quality of our people is unsurpassed and widely celebrated. They were named the Best Airline Employees in Canada and Best in North America in the latest Skytrax World Airline Awards, and we ranked among the 50 Most Engaged Workplaces in the most recent Achievers Awards. We have also been listed among Canada's Top Diversity Employers.

The strength and depth of Air Canada's culture has been on full display these last two years as we navigated the pandemic, something else Skytrax lauded us for by giving us an award for Covid-19 Airline Excellence. Taken together, these and other awards show our employees' deep commitment to not only keeping our customers safe, but also comfortable and well cared for.

Our focus now is on preparing for returning customers. This has included rebuilding our schedule, acquiring new aircraft and reinventing our Aeroplan loyalty program. But more important is readying our people, which is why in the last year we have been delighted to recall more than 10,000 employees affected by the pandemic — and we continue to hire more.

To further prepare, we have now launched an internal program called Rise Higher, designed to elevate all aspects of our business in a greatly changed world. Customer service will be a major focus. Employees will be supported through innovation in technology, loyalty and products to make the superior customer journey that Air Canada already provides even better.

We know our customers are eager to travel again and return to flying with us. When you do, you will get the warm and friendly greeting you are accustomed to receive, but you will also notice an extra bounce in our step as we Rise Higher.

The letter from Mike appears in enRoute Magazine, Air Canada's award-winning in-flight magazine found onboard all Air Canada, Air Canada Rouge and Air Canada Express flights. This edition is from the [March-April](#) issue.

A STAR ALLIANCE MEMBER 