

## Human Rights Policy - Protecting Children 2014- United Continental Holdings

### WHEREAS:

Human trafficking is the act of recruiting, harboring, transporting, providing, or obtaining a person for compelled labor or commercial sex acts through the use of force, fraud, or coercion. The U.S. Department of State has emphasized the importance of training for individuals who may encounter victims of human trafficking, and has identified transportation professionals as being particularly well-placed to identify trafficking victims.

The Global Slavery Index recently released a new comprehensive measure estimating that there are almost 30 million people enslaved around the world, more than at the height of the transatlantic slave trade. It estimated that there are about 17,000 or 20,000 foreign national trafficked into the U.S. yearly. In the U.S., 200,000 children are at risk of being exploited by human trafficking, and according to National Incidence Studies of Missing, Abducted, Runaway, and Throwaway Children, an estimated one out of every three U.S. children that run away is lured into sex trafficking within 48 hours of leaving home.

Trafficking victims are often hidden in plain view because of its clandestine nature. From December 7, 2007, through December 31, 2012, the National Human Trafficking Resource Center answered 65,557 calls, 1,735 online tip forms, and 5,251 emails — totalling more than 72,000 interactions.

Other airline companies such as Delta and JetBlue joined the “Blue Lightning Initiative,” a training program with the US Department of Transportation. It is meant to help airlines educate their employees on potential indicators of human trafficking and ways to identify potential victims in flight. Delta also signed “The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism” (The Code).

The Code is sponsored by ECPAT, a network of organizations around the world, including tour operators, hotels, airlines and service organizations. The Code contains six criteria:

- Statement of company policy on commercial sexual exploitation,
- An overview of employee education and tourism personnel training,
- Supplier contracts stating a common repudiation of CSEC,
- Plan for communicating information to travelers,
- Methods for informing local "key persons" at travel destinations, and
- An annual progress report.

We believe a company associated with incidents of human trafficking or child sex exploitation could suffer substantial negative impacts in terms of reputation and adverse publicity. We believe commercial advantages may accrue to our company by adopting an effective policy addressing human trafficking and the commercial sexual exploitation of children.

**RESOLVED:** The shareholders request the Board of Directors to adopt a human rights policy including prohibition of sexual exploitation of minors and to report, at reasonable cost and omitting proprietary/confidential information, on implementation of this policy to shareholders by November 2014.

**Supporting Statement:** We believe United Continental Holdings’ policies should be comprehensive, transparent and verifiable and address the provisions of “The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism” ([www.thecode.org](http://www.thecode.org)) that are relevant to United Continental Holdings’ business.