



Socially responsible flying



Gol Social



Linhas aéreas inteligentes



Dear Collaborators:

It is our responsibility to look after the society in which we live. For this reason, I share with you our pride in taking part in these projects. Social responsibility is part of Gol's history and it has been present since the inception of our activities, through the granting of air tickets to some of the entities listed herein. Gol's good deeds are saving lives. This is a good opportunity for us to thank the commitment and dedication of everyone involved. The result of our work benefits society.



Constantino de Oliveira Junior
Chief Executive Officer
Gol Transportes Aéreos S.A.



Social responsibility

Gol Linhas Aéreas Inteligentes has definitely made the air space a more democratic place. It is a philosophy primarily based on an ethical and moral commitment, which goes beyond hangars and offices. A commitment to humanitarian recovery, with the possibility of a better and fairer future. A social commitment. Gol mobilized its departments across the company's hierarchical levels to materialize support for social initiatives. The Company has researched projects and their results. And we were pleasantly surprised to find highly qualified partners such as "Pastoral da Criança" and the "Fundação Gol de Letra", among others.



Gol Social

"Pastoral da Criança" (Children Pastoral Entity)

This is a pastoral entity founded and presided by Dr. Zilda Arns, who received the Hero of Public Health in the Americas Award in 2002. Pastoral is one of the largest worldwide non-governmental agencies (ONGs) and develops excellent programs to combat malnutrition and infant mortality. Gol has committed a R\$ 1 million donation over two years, "without indicating the destination of the funds for specific projects of the institution". This initiative provides Pastoral with full autonomy to invest the resources in any of its programs.

*"Gol's collaboration is extremely valuable, since this will assist Pastoral to strengthen the augmentation of knowledge and solidarity".
Dr. Zilda Arns.*



"Projeto Felicidade" (Happiness Project)

This is an institution that works with children with cancer. These children come to São Paulo for one week and go for tours escorted by their parents and siblings. This is a moment to forget about the hard routine of treatment. One of these outings always with full integration and support of the company's employees includes a visit to Gol's offices and to the Congonhas Airport. Such interaction remains even after the children leave, through letters, phone calls and surprise birthday parties.



"Fundação Gol de Letra" (Gol de Letra Foundation)

This Foundation deals with supplementary learning programs. Currently, it assists approximately 540 children and adolescents between 6 and 14 years of age, in São Paulo and Rio de Janeiro, and invests in the Qualification of Community Agents through workshops involving 200 youngsters. Gol Linhas Aéreas Inteligentes became the official airline of this project by donating air tickets between Rio de Janeiro and São Paulo, encouraging the discussion of methods by professionals, improving the quality of the workshops and projects.



"Parcerias do bem" (Partnerships for good deeds)

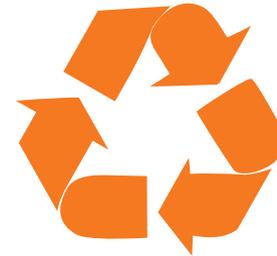
To fulfill the dream of a better and fairer country, it is important to start with big ideas. With this issue in mind, Gol supports and invests in the "Faça Parte" (Participate) campaign, which joins volunteers throughout the country with a single purpose: to make Brazil a better country. "Faça Parte" believes in the voluntary workforce and in the idea that each Brazilian citizen can feel he or she takes an active part in the fulfillment of this great dream. Gol is also responsible for the transportation of coordinators in the Northeast Solidarity Project, which recently was given the "NGO I want to help" status. This project was created by volunteers who were moved by the drastic life conditions in Jaguaruna (Ceará State). And encourages people throughout the Country to adopt deprived families in the region. The Company also supports the "Instituto Criar de TV e Cinema" (Create - TV and Cinema Institute), founded by Brazilian TV presenter Luciano Huck which offers professional training to low-income youngsters in the audiovisual area, in addition to sponsoring apprenticeships in companies connected with film and television production. The "Futebol dos Atores" (Actors Soccer), in which actors/actresses promote soccer games to benefit children and the elderly of the region, is also supported by Gol.



INSTITUTO CRIAR
DE TV E CINEMA

"Projeto Reciclagem Gol" (Gol's Recycling Program)

When one of our passengers throws a cup in the garbage, he/she can be sure of having helped a charitable institution. We can explain: Gol, once more proving it is ecologically aware, has created the Gol Recycling Program, which works as follows: all plastic bags consumed in our aircrafts are recycled and all the funds collected from this recycling are donated to charitable institutions. Every month, we collect approximately 100 tons of recycled plastic items, results in savings of one ton of oil, plus avoiding the 450 years it would take for the material to decompose. Thus, through this program, Gol looks after the future of the environment, contributes to the generation of employment and improves the quality of life of many people.



Cultural projects

Culture is undoubtedly one of the most important virtues of an individual. Culture entertains, enriches the soul, and generates dignity. Gol is well aware of this fact, and for more than three years it has supported culture in the country, by sponsoring theater plays, movies, dance and sporting events. For Gol, it is just as important to fill aircraft seats, as it is to fill theater and movie seats. See below all the events Gol supported and sponsored in the last three years:

- Movie in 2003
 - Sexo, amor e traição
- Movie in 2004
 - Casa de areia
- Sports events in 2002/2003/2004
 - Rally Mitsubishi Motor Sports
 - Regata de aço (Steel regatta)
 - Equestrian competition
 - Polo tournament
- Dance events in 2003
 - Cia. de ballet (Classic ballet company)



- Shows in 2002/2003/2004
 - All shows presented at Rede Cie Brasil facilities (Credicard Hall, Directv Music Hall and Claro Hall).
- Theater plays in 2001
 - Três homens baixos
 - Eles preferem as loiras
- Theater plays in 2002
 - Zastrozzi
 - O exercício
 - Dorotéia minha
 - Alice no país das maravilhas
 - Inimiga pública número 1
- Theater plays in 2003
 - É o bicho! A ordem natural das coisas
 - Sete minutos
 - Dois na gangorra
 - Na medida do possível
 - Tartufo
 - Tormentas da paixão
 - Cia. de Teatro Fundação das Artes de São Caetano
- Theater plays in 2004
 - O caso da rua ao lado
 - Anjos de cara suja
 - Hemanoteu na terra de Godha
 - Córcegas
 - Homem Objeto



ANNUAL SOCIAL BALANCE SHEET – 2003

1) Calculation Basis	Amount (Thousands of R\$)
Net Revenue (NR)	1,400,590
Operating Income(OI)	16,599
Gross Payroll (GP)	62,342

2) Internal Social Indicators	Amount (thousands of R\$)	% of GP	% of NR
Food	4,801	7.7	0.3
Compulsory Social Charges	22,587	36.2	1.6
Training and profes. development	3,823	6.1	0.3
Profit sharing	19,068	30.6	1.4
Total – Internal Social Indicators	50,279	80.7	3.6

3) External Social Indicators	Amount (thousands of R\$)	% of GP	% of NR
Culture	2,093	3.4	0.1
Taxes (excluding social charges)	140	0.2	0.0
Total – External Social Indicators	2,233	3.6	0.2

4) Functional Staff Indicators	
Nº of employees at the end of period	2661
Nº of jobs added during the period	223
Nº of employees over 45 years of age	244
Nº of women working at the company	987
% of management positions occupied by women	2
Nº of black people working at the company	34
% of management positions occupied by black people	0

5) Relevant Indicators Related to Corporate Citizenship

Total number of occupational accidents	22
--	----

Social and environmental projects developed by the company were defined by:	() the chief executives	(X) chief executives and management	() all employees
---	-----------------------------	--	----------------------

Safety and health standards in the work environment were defined by:	() the chief executives	(X) chief executives and management	() all employees
--	-----------------------------	--	----------------------

Profit sharing is comprised of:	() the chief executives	() chief executives and management	(X) all employees
---------------------------------	-----------------------------	--	----------------------

Upon selection of suppliers, the same ethical, social and environmental responsibility standards adopted by the company	() are not considered	() are suggested	(X) are required
---	---------------------------	----------------------	---------------------

Referring to the participation of employees in voluntary work programs, the company:	() is not involved	() supports and encourages	(X) organizes
--	------------------------	--------------------------------	------------------

Awards

Social responsibility, concern for the environment, cultural investments and generation of new jobs: with so many social projects, Gol demonstrates it knows about Brazil and is concerned about its future. This is the reason why Brazil recognizes Gol. This year, Gol conquered two significant awards for its investments in social responsibility: ADVB 2004 (Brazilian Association for Sales and Marketing Managers) and "Prêmio Marketing Best de Responsabilidade Social" (Marketing Award for Best Social Responsibility). It is nice to win awards, but much better than these awards, it is to know that we are in the right path, investing in projects, believing in the future of the country. And you can expect much more. This is only the beginning.



