



Peach Selected As New Member of "World Economic Forum"

- **Peach selected as "Global Growth Company"**
- **To participate in World Economic Forum's Annual Meeting of the New Champions held in China**

OSAKA September 11, 2012 - Peach Aviation (Peach) announced today that it has been selected as a new member of the World Economic Forum's Community of Global Growth Companies at the Forum's Annual Meeting of the New Champions taking place in Tianjin, PRC from today until Sept 13, 2012.

The Annual Meeting of the New Champions, held in China every year, is the foremost global business gathering attended by government leaders and business leaders of growth companies. Mr. Shinichi Inoue, CEO will be representing Peach at this year's Community of Global Growth Companies.

Over 1,500 business leaders from 90 countries will be participating in the Meeting in Tianjin to share strategies and solutions under the theme "Creating the Future Economy."

"We are very proud to be selected as a new member of the World Economic Forum's 'Global Growth Companies'" said Shinichi Inoue, CEO of Peach Aviation. "As the pioneer of Japan's LCC business, Peach has achieved a stable low-cost structure through a business model that is different to existing airline companies. Peach is a new type of airline that provides reasonable pricing 365 days a year with Japanese brand added values. With the proactive expansion of its network, Peach aims at revitalizing human interaction and culture in the Asian region thus contributing to the growth of the regional economy – I believe this is why we have been chosen. I look forward to participating in the World Economic Forum's Annual Meeting of the New Champions and to a valuable exchange of opinions and ideas with world's business leaders."

With the slogan of "Making air travel in Asia closer and more fun," Peach aims to expand its network in order to become a new bridge between Japan and other Asian countries while revitalizing human interaction and culture in the Asian region.

Peach Aviation Limited www.flypeach.com

Peach Aviation started its flights in March 2012 as Japan's first official LCC based in Kansai International Airport. Peach operates 22 flights (11 round-trips) per day to four domestic routes from Osaka (Kansai) to Sapporo (Shin-Chitose), Fukuoka, Nagasaki and Kagoshima, and 8 flights (4 round-trips) per day to two international routes from Osaka (Kansai) to Seoul (Incheon) and Hong Kong. Peach plans to start flights for the Taipei (Taoyuan) route on October 16 and the Okinawa (Naha) route on October 18. By October, Peach will operate 266 flights per week with 5 aircrafts. As the pioneer in Japan's LCC business and the bridge between Japan and Asia, Peach Aviation's mission is to provide innovative airline service with reasonable pricing for 365 days a year while focusing on safety and a stable low-cost structure enabled by a business model that is different compared to existing airline companies.

Homepage: www.flypeach.com

Facebook Page: www.facebook.com/peach.aviation

YouTube Official Channel: www.youtube.com/user/PeachAviation

The World Economic Forum's Community of Global Growth Companies (GGC)

It was formed in 2007 to engage dynamic high-growth companies with the potential to be tomorrow's industry leaders and to become a driving force of economic and social change. As of July 2012, 360 companies from over 60 countries had been admitted to the GGC Community.

Members of the Community of Global Growth Companies convene every year at the Chinese-hosted Annual Meeting of the New Champions and at the World Economic Forum's regional meetings, and collaborate through the private area of the World Economic Forum's website, an exclusive online networking platform for business and government leaders.

Through these activities, GGC members have an opportunity to benefit from:

- New business opportunities across industries and regions
- Networking with the world's leading business and policy experts
- Peer-to-peer collaboration and experience exchange
- Industry-specific and cross-industry knowledge sharing

Membership in the Community of Global Growth Companies is by invitation only and includes the world's fastest-growing corporations.

A typical Global Growth Company has:

- Consistent annual growth rates exceeding industry and regional averages by 15%
- Minimum turnover between US\$ 100 million and US\$ 5 billion, depending on the industry
- Demonstrated growth potential
- Capacity and intent to build a global business
- Exemplary executive leadership