

Travel to Japan to Become More and More Convenient for International Customers! In-Flight Sales of Prepaid SIM "Prepaid LTE SIM" Japan's first domestic-issue prepaid SIM to be sold during flights

- **Sales start on July 15 (Tue)**
- **To be sold aboard international flights bound for Kansai Airport**
- **Two price categories: 100 MB plan at 3,000 yen; 500 MB plan at 5,000 yen**

Peach Aviation Limited (Peach; Representative Director & CEO: Shinichi Inoue, Head office: Izumisano-shi, Osaka) and So-net Corporation (President and Representative Director: Ryuichi Ishii; Head office: Shinagawa-ku, Tokyo) announced today that they will start in-flight sales of So-net's prepaid SIM, the "Prepaid LTE SIM" from July 15. This will be the first time*¹ for prepaid SIM that are issued in Japan to be sold during flights operated by a Japanese airline company that flies regular international routes.



So-net mascot character "Momo-chan" strikes the "Peach pose" with cabin attendants.

Last year, the number of foreign visitors to Japan exceeded*² ten million for the first time ever, and expectations are mounting for the provision of convenient means of communication. According to a survey by the Ministry of Internal Affairs and Communications, one out of three foreign travelers to Japan have a desire to use prepaid SIM in Japan*³. In order to respond to such needs and to secure smooth means of communication for our customers in Japan before they arrive, we are starting in-flight sales of the "Prepaid LTE SIM" cards aboard our international flights bound for Kansai International Airport*⁴.

Website: www.flypeach.com

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

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

The prepaid SIM, the "Prepaid LTE SIM" is intended for our customers who visit Japan chiefly on their travels or for business. By inserting the SIM into their smartphones and other mobile devices*⁵, it will be possible to enjoy LTE high-speed mobile data communication services*⁶ with ease.

There are two plans for the "Prepaid LTE SIM" to choose from (100M and 500M), and they may be picked up by presenting your purchase receipt at the cashier at aerospace store "Applause Terminal 2 shop" located in the departure and arrival lobby at Kansai International Airport Terminal 2. Three sizes of SIM are available to choose from at the store.

Peach will continue to develop collaborations with various companies and entities to offer enjoyable, comfortable travels to customers who visit Japan.

<Details on in-flight sales of Prepaid LTE SIM cards>

Commencement of sales: July 15 (Tue)

Location of sales: Aboard international flights operated by Peach bound for Kansai International Airport

How to purchase: •Step 1: Make a purchase during your flight
•Step 2: Take your receipt to "Applause aeroplaza shop in the Terminal 2 shop"
•Step 3: Present your receipt and pick up your SIM package

Selling price: Choice between two plans, 100 MB and 500 MB depending on size of data
100M plan: 100 MB in size (30-day*⁷ usage period), 3,000 yen (includes tax)
500M plan: 500 MB in size (60-day*⁷ usage period), 5,000 yen (includes tax)

SIM size: 3 types (standard SIM, micro SIM, nano SIM)

Maximum connection speed: 150 Mbps downstream; 50 Mbps upstream*⁸

Other items to note: Additional charging possible.*⁹



標準SIM



MicroSIM



nanoSIM

*¹ Researched by So-net on July 3, 2014; excludes roaming.

*² Source: "January 17, 2014 press release" from Japan National Tourism Organization (JNTO)

*³ Source: "Investigational research on the state of provision of public wireless LAN in Japan and overseas countries and on the needs of foreign visitors to Japan pertaining to ICT services, FY 2013," Ministry of Internal Affairs and Communication

*⁴ Will also be sold aboard aircraft flying on international routes arriving at Kansai International Airport as well as on domestic routes.

*⁵ Some models may be incompatible, such as HTC products, BlackBerries, etc.

*⁶ "Prepaid LTE SIM" is for exclusive use for data communication services.

*⁷ It is necessary to take online procedures (activation) to start using the SIM card. The period of use start after activation.

*⁸ Connection speeds are not for the purpose of indicating the actual maximum speeds for communication. These speeds may vary and be slower depending on connectivity conditions, actual SIM cards to be used by the contracted customer, communication devices, the network environment and other reasons.

*⁹ Remaining data may be checked as well as charged by the user through the Web. The registration of a credit card will be necessary for making additional charges.