

December 2, 2014

Total Number of Peach Passengers Hits 7 Million **Offering low fares 365 days/year through route expansion and by securing profit**

- **Most important for an LCC business is both early-stage profit and route expansion**
- **A sound business foundation makes it possible to offer low fares in a stable manner**
- **Okinawa (Naha) – Hong Kong route to open in February 2015**

Peach Aviation Limited (Representative Director & CEO: Shinichi Inoue, Head office: Izumisano-shi, Osaka) announced today that since starting its operations in March 2012, it welcomed its seven millionth passenger on board on November 24.

Representative Director & CEO Inoue said on the company's achievement of seven million passengers: "I am very grateful that many customers have been flying Peach. The most important thing for developing an LCC business in Japan, in addition to expanding operational routes, is to secure revenue at an early stage and build a concrete business foundation. Furthermore, by maintaining high standards of operational quality and by creating new values through innovative initiatives, it becomes possible to offer low fares in a stable manner, 365 days a year, and to have many customers take advantage of the services offered with peace of mind."

Posting profits only 25 months after the start of its operation in March 2012, Peach has proved that its business model works. It currently flies 10 domestic and 6 international routes with Naha Airport serving as a second hub in addition to Kansai Airport. Peach is scheduled to open its second international route from Naha Airport to Hong Kong in February 2015.

Peach will continue to steadily develop its business and contribute to the healthy development of the aviation industry.



Website: www.flypeach.com

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

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