

May 26, 2025
Peach Aviation Limited

Momotetsu × Yoshimoto × Peach “Buttobi Lottery” at the Expo 2025 Osaka, Kansai, Japan - Fly to Peach’s Destinations with the “Buttobi Card” ! -

- **Participation in the Regional Development SDGs FES organized by the Cabinet Office within the Expo 2025 Osaka, Kansai, Japan**
- **Event period: May 28, 2025 – June 1, 2025**
- **Special photo spot painted by Momotetsu x Peach**
- **Momotetsu × Yoshimoto × Peach ‘Buttobi Lottery’ on the weekend**

Osaka, May 26, 2025 - Peach Aviation Limited (“Peach”; Representative Director and CEO: Kazunari Ohashi) has announced that will participate in the Regional Development SDGs Festivals organized by the Cabinet Office. The event will be held for five days from May 28, 2025, to June 1, 2025, at the Expo 2025 Osaka, Kansai, Japan.

This event is a fun, game-like way to learn about the SDGs for local development in the world of Momotaro Dentetsu, the nationally popular classic backgammon game by Konami Digital Entertainment Co., Ltd. The venue is characterized by its staging. Visitors can tour 39 local government booths connected by railway tracks and experience the immersive sensation of entering the world of the game while learning about local development SDGs initiatives throughout Japan.



©AKIRA SAKUMA ©Konami Digital Entertainment

A special photo spot in collaboration with Momotaro Dentetsu will be set up at the venue. The photo spot is an original illustration, specially drawn for the venue of Expo 2025 Osaka, Kansai, Japan exclusively. The illustrations of the iconic trains and stations of Momotaro Dentetsu have been transformed into Peach aircraft and blue-sky versions, with the aircraft faithfully depicted down to the logo and color scheme.

The "Buttobi Lottery" will be held on the live stage during the "Laughing Regional Revitalization" event, part of the "Local Revitalization SDGs Festival", in this weekend. The "Buttobi Lottery" is inspired by the "Buttobi Card" featured in the "Momotaro Dentetsu" game. Participants roll a dice, and the resulting number corresponds to a Peach flight destination. The prize is a "Buttobi Card Peach Edition" worth 30,000 Peach Points which can be used to purchase the tickets on Peach's destination indicated by the dice rolled.

On the day of the event, characters from Momotaro Dentetsu, Yoshimoto comedians and Peach cabin crew will take to the stage to add to the thrill and excitement of the event, as it is up to the dice to decide

where the flight will take off. We hope you will enjoy the unique local experience by actually visiting the destinations that the dice roll out, using Peach.

See next section for the details.

Peach will collaborate with the Cabinet Office and KONAMI on this event to boost regional development from the Osaka/Kansai Expo. We hope you will enjoy Peach's world view in Momotaro Dentetsu, which can only be experienced locally with limited time of period. In addition, we will continue to work with the local community to deliver exciting measures that strike a thrilling pulse, free from the boundaries of industry genres.

<Special page with great excitement> (Japanese Only)

<https://www.flypeach.com/campaign/osakaexpo2025>



<Participation details for "Regional Revitalization SDGs Festival">

・Special collaboration photo spot set up with special drawings

Event period: May 28, 2025 – June 1, 2025

Venue: EXPO Messe 'WASSE' at Expo 2025 Osaka, Kansai, Japan

Reservation: Not required

Cost: Free of charge

・Buttobi Lottery

Event period: May 31, 2025 and June 1, 2025

14:30 - 15:30 (The second half of the program, approx. 10 minutes)

Venue: Live stage in EXPO Messe 'WASSE' in Expo 2025 Osaka, Kansai, Japan

Reservation: Not required

Cost: Free of charge

*Hours of event is subject to change



<About Regional Revitalization SDGs Festival>

<https://future-city.go.jp/sdgs/sdgs-fest.html>

A festival of the SDGs for Local Development organized by the Cabinet Office's Local Development Promotion Office! In collaboration with the nationally popular game 'Momotaro Dentetsu', this five-day project is designed to be 'fun, playful and educational'. In addition to the attractive booths at the venue where visitors can experience and feel the unique characteristics of each region of Japan, there will also be a mechanism that allows visitors to enjoy a game-like tour of the venue using an application.



©AKIRA SAKUMA ©Konami Digital Entertainment



©AKIRA SAKUMA ©Konami Digital Entertainment

About 'Momotaro Dentetsu' (<https://www.konami.com/games/momotetsu/>)

Momotaro Dentetsu is a board game that has been enjoyed for 35 years since its first release in 1988. Players take on the role of the president of a company and aim to become number one in total assets by travelling around the country and buying properties! ~has sold more than 4 million units in total (as of the end of 2023), and the latest 'Momotaro Dentetsu World - Chikyu wa kibou de Mawatteru' was released in November 2023! ~has shipped more than 1.5 million units in total (as of December 2024). From 2023, 'Momotaro Dentetsu Education Edition Lite - Japan is interesting', which runs on notebook PCs and tablet terminals, will be launched in schools and educational institutions! ~Of the more than 12,300 schools where the game has been introduced, approximately 6,800 are elementary schools, which corresponds to approximately 35% of all elementary schools in Japan. (*Number of schools with the system in place as of March 2025).



About Peach (www.flypeach.com/en)

Peach is based at six airports: New Chitose, Narita, Chubu, Kansai, Fukuoka and Naha, and services 25 domestic routes and 15 international routes with a fleet of 36 aircraft. In addition, from April 10, 2025, the Osaka (Kansai) – Seoul (Gimpo) route has launched, further enhancing the international routes network. We will continue to prioritize safety and pursue fundamental quality, aiming to be airline loved by even more customers.