

March 31, 2026
Peach Aviation Limited

**Peach to Undergo 15th Anniversary Brand Renewal
World-renowned design office, nendo, appointed as design partner
- New design aircraft to be introduced in Spring 2027 -**

Peach Aviation Limited (hereinafter: Peach, Representative Director and CEO: Kazunari Ohashi) will implement a brand renewal to mark its 15th anniversary, aiming for further growth and the provision of new value to customers. The world-renowned design office, nendo (Representative: Mr. Oki Sato), has been appointed as the design partner for this renewal.

This brand renewal is more than a simple design update. While staying true to our core value of "casual travel," it represents Peach's commitment to reaching the next level by further improving our essential quality.

By providing warm and comfortable service, we will continue to evolve as a reliable airline that stays true to our promises to our customers.

The new logo will be introduced starting tomorrow, April 1, and aircraft featuring the new design are expected to enter service in Spring 2027.



<About the new logo>

The new logo inherits the spirit that Peach has held dear over the past 15 years since its founding. Based on the existing design using circles and straight lines, it has evolved into a friendlier, gentler impression with the addition of roundness to the corners. By adding more space between the letters, this logo achieves a calm appearance.

In addition, it uses a gentle, calm color tone to express a sense of security and trust, and the leaf icon, the symbol of the new logo, represents Peach's unique playfulness and spirit of challenge. This new logo will be rolled out starting on April 1 on everything from airport signage to the official website and app.

<New aircraft design>

In the aircraft design, we expressed the excitement of travel by arranging a random pattern of overlapping circles.

The various circles in different colors and sizes create visual fun and embody the brand's stance of warmly embracing our customers.

For the color, we added a sense of high quality amid the vividness by layering beige over a fresh pink.

Furthermore, the bright pink that has been popular as the Peach color remains in the center of the cabin and on the tail.

<New Design Concept (Comment from Mr. Oki Sato of nendo)>

In this brand renewal, we aimed to create an experience where a sense of security and trust coexists with subtle playfulness and fun. By layering details including negative space, shapes, and organization of information, we designed an appearance that feels "proper but informal," and by carefully balancing seemingly contradictory elements such as seriousness and playfulness, as well as reliability and lightness, we aim to be a brand that anyone, regardless of age or travel experience, would naturally choose. With this renewal, Peach has evolved into a "slightly more grown-up" version of itself, retaining its lightness while adding a greater sense of calm and quality.

In addition, the circle motif and leaf icon incorporate a sense of anticipation and playfulness for the extraordinary experience that is travel, and they will be deployed everywhere from in the airport to the cabin and on digital platforms. The corporate colors are based on a pink reminiscent of a fresh peach, layered with ivory and brown, creating an outlook that combines gentleness with a sense of trust and quality.



n e n d o (www.nendo.jp)

A design office established in 2002 (Representative: Mr. Oki Sato). Working on a wide range of designs including architecture, interiors, products, and graphics, Nendo has won numerous global design awards. Their major works are including in the collections of museums around the world, including the Museum of Modern Art in New York (USA), the Centre Pompidou (France), and the V&A (UK). CEO Oki Sato was in charge of the cauldron design for the TOKYO 2020 Olympics. In addition to designing France's new TGV high-speed train cars, he served as the General Producer/General Designer of the Japan Pavilion at the 2025 Osaka-Kansai Expo.

<Comments from Kazunari Ohashi, Representative Director and CEO>

Since its founding, Peach has envisioned the concept of a “flying train,” aiming to create a world where anyone can easily travel by air. Thanks to you, our cumulative number of passengers has exceeded 75 million, and we have grown to become Japan’s third-largest airline. As we celebrate our 15th anniversary, we are moving on to our next phase. In this brand renewal, we are very honored to be able to create a new Peach together with Mr. Oki Sato, who continues to surprise the world. We will begin gradually rolling out our renewed branding starting on April 1. While refining our on-time performance and fundamental quality, we will continue to pursue Peach's unique value and take on new challenges. Please look forward to the newly reborn Peach.

Special website for Brand renewal: <https://www.flypeach.com/information/brand/en/>

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. In addition, from April 10, 2025, the Osaka (Kansai) and Nagoya (Chubu) – Seoul (Gimpo) routes will inaugurate service, further enhancing the international route network. Peach will increase the number of flights on Osaka route starting February 2026, operating up to 8 round-trip flights per day between Osaka (Kansai) - Seoul (Gimpo / Incheon). In addition, from January 1, 2026, the Tokyo (Narita) – Taipei (Taoyuan) route will increase the number of flights to 3 round-trip flights per day, further expanding travel options. We will continue to prioritize safety and pursue fundamental quality, aiming to be an airline loved by even more customers.

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