

## Peach Takeoff to Bring 2025 World Expo to Osaka!

Osaka's "Flying Trains" to boost momentum to bring the Expo to Osaka

- To operate aircraft with special painted design to bring the World Expo to Osaka
- All check-in machines at Kansai Airport to be adorned with logos to bring the World Expo to Osaka
- Cabin attendants and airport staff to wear pins to bring the World Expo to Osaka; to also make in-flight announcements

**Osaka 26 February, 2018** - Peach Aviation Limited ("Peach"; Representative Director and CEO: Shinichi Inoue) has announced that it will serve as an official partner for the 2025 Japan World Expo Committee and conduct activities to bring the World Expo to Osaka.



Concept of Peach aircraft adorned with a special painted design, scheduled to start flying in early May

As of the end of December 2017, more than 21 million passengers have flown to and from the international terminal at Kansai Airport throughout the year, and in addition to Japanese nationals, Peach's foreign passengers chiefly from Asia continue to increase in number since the company began services in 2012.

Peach has declared publically that it will contribute to the Japanese government objective to bring in 40 million foreign tourists to the country in 2020 and its target of bringing in 60 million foreign visitors in 2030. A hosting of a World Expo in Osaka in 2025 would be a major tailwind for bringing in 60 million foreign tourists in 2030. As the sole Japanese airline based at Kansai Airport, Peach is stepping forward as an official partner for conducting activities to bring the Expo to Osaka.

Peach Representative Director and CEO Shinichi Inoue provided the following comment on the company's participation in activities to bring the World Expo to Osaka:

"Born in Osaka in nurtured by the people of Osaka, Peach will be marking its sixth anniversary on March 1. With our desire to continue to proceed as one with everyone in Osaka to invigorate Kansai, we would like to offer our full support to bring the World Expo to Osaka. It is our mission to become a bridge between Japan and Asia. From Osaka to the rest of Japan and to all countries in Asia, we will build momentum to bring the 2025 World Expo to Osaka."

Peach is planning to conduct the following activities between March 1, 2018 through the end of November 2018 to serve as the hosts for the World Expo, here in Osaka in 2025:

## <Activities planned by Peach to bring the World Expo to Osaka>

### 1) **Displaying a logo to bring the World Expo to Osaka on all Peach aircraft (scheduled to begin in early May 2018)**

Starting at the beginning of May, a logo to bring the World Expo to Osaka will be displayed on the passenger door on the front left side of all 20 aircraft owned by Peach as an appeal to many passengers who fly Peach in a location that will be seen during boarding.

### 2) **Operation of a special aircraft to bring the World Expo to Osaka (scheduled to begin in early May 2018)**

Out of the fleet of 20 aircraft owned by Peach, one aircraft will be painted with a special logo on the rear side and be called the “Special Expo Aircraft tentative” to bring the World Expo to Osaka, with operations due to begin in early May.

From Hokkaido to Okinawa and from South Korea to Thailand, the aircraft will be operated not only on all domestic routes but on all international routes as well, to contribute in boosting awareness of the activities taking place at home and abroad to bring the World Expo to Osaka.

### 3) **The check-in “KIOSK at Kansai Airport” to become new versions to bring the World Expo to Osaka (scheduled for the end of March)**

The design for the 18 Peach check-in KIOSK at Terminal 2, Kansai Airport (domestic and international) will be revamped at the end of March.

The outer parts of these check-in machines are made of cardboard, the characteristics of which will be used to print logos to bring the World Expo to Osaka as we aim to boost awareness of Osaka’s bid to host the exposition among passengers departing from Kansai Airport.



Concept of check-in machines

### 4) **Public call for naming the “Special Expo Aircraft (tentative)” (scheduled to be announced at a later date)**

Peach will make a public call for naming its specially designed aircraft due to start flying at the beginning of May.

Details including the start of the public call will be announced at a later date.

### 5) **All cabin attendants and airport staff to wear pins to bring the World Expo to Osaka (scheduled to begin on March 1)**

Starting on March 1, all cabin attendants and all domestic airport staff will wear pins to bring the World Expo to Osaka to invigorate Peach’s activities to win selection as hosts for the 2025 World Expo.

**6) In-flight announcements to be provided (scheduled to begin on March 1)**

Starting on March 1, cabin attendants will offer during in-flight-announcements upon arrival at their destinations introductions to the bid to bring the World Expo to Osaka to boost awareness of these efforts among Peach passengers.

Peach will offer its full support in bringing the 2025 World Expo to Osaka and continue to contribute in invigorating Kansai.

About Peach ([www.flypeach.com](http://www.flypeach.com))

Peach began its operation in March 2012 with Kansai Airport as its hub. In July 2014 it opened Naha Airport and Sendai Airport in September 2017 as secondary hubs to follow Kansai Airport. It currently flies 20 aircraft on 14 domestic and 14 international routes, operating a maximum of more than approximately 100 flights daily and serving more than 13,000 passengers. It is also scheduled to open an Osaka (Kansai) – Niigata route on March 1, 2018 and an Osaka (Kansai) – Kushiro route on August 1 as well as set up a hub at Shin-Chitose Airport during fiscal 2018.