

Delicious Collaboration Between Sushiro Taiwan and Peach! Food x Travel to Further Boost Travel Between Taiwan and Japan

- Taiwan Will Also Get a Peach Original Design Restaurant! -

- **The Collaboration will run from June 15 to July 2, 2023**
- **The Exterior and Interior of the Taipei Zhonghua Road Shop will get a Peach Original Design**
- **Special 'Peach Parfait' Menu to Celebrate the Collaboration**
- **Special Campaign to Win Peach Points and Other Prizes**

Osaka 15 June, 2023 - Peach Aviation Limited (Peach; Representative Director and CEO: Kazunari Ohashi) announced a collaboration with Sushiro Taiwan Co.,Ltd (Taiwan Sushiro Taiwan; President: Deguchi Kotaro). The collaboration is scheduled to run from June 15 to July 2.



Taiwan Sushiro Staff, Peach Pilot and Cabin attendant

The collaboration was made possible by the desire of both companies to express their gratitude to customers who used Sushiro Taiwan and Peach in the past and to contribute to the future development of travel between Japan and Taiwan. In March 2022, Peach and Sushiro in Japan, collaborated at approximately 300 shops nationwide on a well-received “Tabikuji” in which you enjoy a journey where you cannot choose the destination.

For more information on the collaboration with Sushiro Taiwan, see next page.

Sushiro Taiwan, a conveyor-belt sushi chain from Japan, celebrates its fifth anniversary in Taiwan today. Peach became Japan's first LCC to fly between Japan and Taiwan in October 2012 and has served a cumulative total of 5.3 million passengers. It currently operates five routes between Japan and Taiwan, and will resume the Osaka (Kansai) - Kaohsiung route in August.

At the Sushiro Taiwan Taipei Zhonghua Road shop, whose exterior and interior have been decorated with a Peach original design starting today, Lin Xiang, a cheerleader and model for Taiwan's professional baseball team, and Peach pilots and cabin attendants visited and held live on SNS and photo sessions to celebrate the fifth anniversary of Sushiro Taiwan.

Peach will continue to develop exciting and mind-blowing initiatives and collaborations, regardless of industry genre, on the 11th anniversary of its launch. Peach also aim to be an airline that is loved by customers by providing easy and affordable travel as a bridge between Japan and Asia.

<Collaboration Overview>

Sushiro Taiwan Taipei Zhonghua Road Restaurant Gets a Peach Original Design!

Starting today, for a limited time only, the restaurant gets a Peach original design, with the Peach logo and an illustration of an aircraft on the exterior. The interior is decorated with a reception area that makes you feel like you are passing through a boarding gate, originally designed posters and timetables from various Japanese destinations currently flying to Taiwan, and a runway at the foot of the passenger waiting area.



Special Limited-Time-Only “Peach Parfait” menu

The “Peach Parfait”, a special limited-time-only menu item to celebrate the collaboration, will be available at 35 Sushiro restaurant in Taiwan. The peach, which is associated with Peach, is considered to be a lucky fruit in Asia. Order a Peach parfait and receive a coupon code that can be used to purchase tickets for Peach's six Taiwan routes.



About the Sushiro Taiwan x Peach Special Campaign

[Period of use] 15 June - 2 July 2023

[Distribution target] Customers who eat and drink a total of TWD1,500 -or more at any of the 35 Sushiro restaurant in Taiwan

[How to participate] 1. Follow Sushiro Taiwan's Facebook or Instagram.
2. Show the screen of the followers when paying.
3. Give a ticket with the image of a boarding pass.

[Contents] Scratch off a lottery ticket and scan the QR code to scratch off online. Winners will receive meal vouchers that can be used at Sushiro Taiwan and Peach points that can be used to purchase Peach airline tickets. Once it is sold out, it will end

[Prizes] Tomica Plarail (50 winners)
Taiwan Sushiro meal coupons
TWD 10,000(10 winners), TWD 5,000 (20 winners), TWD 500(100 winners)
Peach Points
JPY 10,000 (10 winners), JPY 3,000 (70 winners), JPY 500 (150 winners)



About Peach(www.flypeach.com)

Peach started operating as Japan's first low-cost carrier on March 1, 2012. With seven hub airports at New-Chitose, Sendai, Narita, Chubu, Kansai, Fukuoka, and Naha, Peach currently operates 28 domestic routes and 11 international routes. In addition, the Osaka (Kansai) - Kaohsiung route will resume service on August 1, 2023, further enhancing our international route network. Peach will continue to support people's travel by providing a more convenient means of air transportation, contributing to regional revitalization, and aiming to be an airline that customers are happy with and love.