

Peach Celebrates Ten Years in the Skies

- Our sincere thanks to more than 40 million people who have supported LCCs -

- Tenth Anniversary of Service on March 1, 2022, Total Number of Passengers Over 40 million
- A Thank You Sale to Celebrate Our Tenth Anniversary with One-Way Fares Starting at 10 Yen.
- We aim to realize sustainable air transportation by introducing new equipment with excellent environmental performance.
- We will drive the revitalization and growth of the Japanese economy after COVID-19.

Osaka - March 1, 2022 - Peach Aviation Limited (hereafter “Peach”; Representative Director and CEO: Takeaki Mori) celebrates its tenth anniversary of service today, March 1.

As the first LCC in Japan, Peach began operating two routes with three aircraft between Osaka (Kansai) – Sapporo (New Chitose) and Fukuoka on March 1, 2012. Since then, we have developed routes at the fastest pace in the history of Japanese aviation. We are currently the third-largest* airline company in Japan and have served 33 domestic and 17 international routes* with 33 aircraft. This is the largest LCC record in Japan, and we have offered our services to more than 40 million passengers.



Celebrating the 10th anniversary of service, CEO Takeaki Mori said, “I am deeply grateful that we can celebrate our 10th anniversary today with the support of many customers and destinations. Ten years ago, Peach started service as the first LCC in Japan with the concept of ‘flying trains’ with the desire to make air travel easier and more accessible. With unprecedented low fares, we have created new values and options in the aviation industry, such as school-commuting, long-distance caregiving, and day trips abroad. While online and virtual communications have become popular, people are reconsidering the value of real communications. Moving forward, we will strive to maintain safe operations and provide stable low fares, while keeping in mind our mission as a ‘flying train’.”

Since its founding, Peach has been hiring cabin attendants focusing on their personality regardless of nationality, age, gender, or career. In addition, Peach has also offered in-flight shopping of cars and “Tabikuji” which provides journeys with no choice of destination. In this way, Peach has placed importance on challenges and a playful spirit that are not bound by the industry’s stereotypes. In celebrating our tenth anniversary, we have created a commemorative logo to express our desire to evolve constantly. We will further improve our unique services and deploy a variety of initiatives. In addition, we set up a special website to introduce our ten-year history since our foundation and post our employees’ interview videos.

To commemorate our tenth anniversary and express our sincere appreciation to all customers, we plan to offer three consecutive special sales with a one-way price from 10 yen for all 33 domestic routes. The 10 yen fare, which is a special price, is offered on a total of 1,000 seats, and the

target routes will vary in each sale. Please see the next section for further details.

Peach has introduced new models (A321LR and A320neo), which are approximately 20 percent more fuel-efficient than the conventional aircraft (A320ceo), for the first time as an LCC in Japan.* We plan to switch all of our aircraft to new ones by the end of 2025, aiming to achieve sustainable air transportation.

In the future, Peach will further enhance its route network and safe flights through cooperation with local residents as a public transportation system connecting various regions. In this way, we aim to drive the revitalization and growth of the Japanese economy after the COVID-19 pandemic ends.

* The third largest airline company in Japan based on the number of routes.

* International flights are currently suspended.

* A321LR was introduced for the first time by a Japanese airline company.

<Special Tenth Anniversary page> (Only in Japanese)

<https://www.flypeach.com/campaign/10th/>

<Special Tenth Anniversary Sale page> (Only in Japanese)

https://www.flypeach.com/um/specials/sale/sale_10th

<Details of the Special Tenth Anniversary Sale>

	Sales Period	Boarding Period	Target Routes	Fares (One-way)	10 Yen Target Routes
Part 1	March 2 10:00 p.m. to March 4 9:59 p.m.	March 22 to June 30	Domestic All routes	From 10 yen	Narita, Kyushu Route
Part 2	March 4 10:00 p.m. to March 6 9:59 p.m.				Hokkaido, Tohoku, Niigata Route
Part 3	March 6 10:00 p.m. to March 8 11:59 p.m.				Okinawa, Ishigaki Route

<Special Notes>

- The above fares are one-way Simple Peach promotional fares per seat.
- No fuel surcharges are levied on the customer.
- Payment fees, airport usage fees, etc. are charged separately.
- Domestic flight fares, fees, and charges include consumption tax.
- Check-in baggage and seat reservations are charged separately.
- Booking fees are charged separately when tickets are purchased at the Contact Center or airport counter.
- The number of seats on sale is limited, and the sale ends as soon as they are sold out.
- Some flights may be excluded.
- Fares and usage conditions may be changed or added without prior notice.
- If more than one of the sales/campaign applicable conditions are met simultaneously, the lowest applicable fare and associated conditions will apply.
- The content of the sales that are held depends on the language of the website.
- Similar sales/campaigns may also be held in the future.
- This sale assumes that the authorities concerned will grant authorization.

About Peach (www.flypeach.com)

Peach began operating out of Kansai Airport in March 2012. With hub airports in the 7 locations of New Chitose, Sendai, Narita, Chubu, Kansai, Fukuoka, and Naha, Peach operates 33 domestic routes and 17 international routes. The shareholder composition is ANA Holdings Inc.: 77.9%; INCJ, Ltd.: 15.1%; First Eastern Aviation Holdings Limited: 7.0%.

