

April 24, 2023
Peach Aviation Limited

Reached Over 50 million Passengers

- Peach also boosts inbound recovery! Let's enjoy travel this year! -

- The total number of routes has increased to 36 – of which 28 are domestic and 9 are international – in about eleven years since our launch
- Commemorative event held at Kansai Airport to welcome the 50 millionth customer
- "Over 50 million Customers! OOKINI Sale" starting today at 8:00 p.m.
- Peach is pushing forward with more and more things, goods, and inbound!

Osaka 24 April, 2023 - Peach Aviation Limited (Peach; Representative Director & CEO: Kazunari Ohashi) announced today that the cumulative number of passengers since its launch on March 1, 2012 has exceeded 50 million on April 24, 2023.



Peach has been expanding its routes at the fastest pace of any Japanese airline since our establishment in 2012 as the first Japanese LCC under our "Flying Train" concept. Peach started with two domestic routes to and from Kansai International Airport, and now, on its 11th anniversary, we operate a total of 37 routes, 28 domestic and 9 international, from seven different airports. In addition to domestic and short-haul international flights, in 2022 we will also enter the medium-haul international market, which is our long-cherished goal, and our wings will spread far and wide across the skies of Asia. In addition to providing easy, low-fare transportation, we have also taken on the challenge of making air travel more accessible through exciting projects such as the "Bullet Round-Trip Fare" for overseas travel with zero overnight stay, the "Peach Unlimited Pass" for unlimited rides on domestic flights, and the "Travel Lottery" for enjoying travel where the destination is not chosen, even in the difficult circumstances of the Coronavirus pandemic, thereby changing the concept of travel to something completely new.

Today, the total number of passengers exceeded 50 million, and a commemorative event was held at Kansai International Airport to express our gratitude to all passengers who have flown with us and supported us. Passengers on flight MM212, the Okinawa (Naha) – Osaka (Kansai) route, were given commemorative Senshu towels in the arrival lobby, and the chosen 50 millionth passenger received Peach points worth 50,000 yen and Peach goods. The passenger commented, "I have flown Peach about 40 times since the second year of service, but I never thought I would be the 50 millionth passenger. Next time, I would like to go to Niigata, which is the only place I have yet to visit from Kansai".

Toshiyuki Naba, General Manager of Corporate Planning Department who has been involved with Peach since before the launch of our first flight, said, "For about three years since 2020, we had some difficult times due to the Coronavirus pandemic, but with the support of many people, we were able to continue operations while creating various measures unique to Peach. I am reminded once again that we could not have reached this day without the support and thoughts of everyone who had high expectations for Peach and the many customers who have flown with us. We would like to thank all of you from the bottom of our hearts. Now that inbound consumption is on track to return to pre-pandemic levels, we will continue to ensure safe operations and, as a bridge between Asia and Japan, we hope that even more people from Japan and abroad will visit the Osaka-Kansai Expo in 2025 to help enliven the country".

In addition, starting today, April 24, at 8:00 p.m., the "Over 50 Million Passengers! OOKINI Sale" will be held for both domestic and international visitors to enjoy. For this sale, domestic one-way fares will start at 2,525 yen and international one-way fares will be on sale at 10% off, not only Simple Peach fares but also Value Peach fares. The "Over 50 Million Passengers! OOKINI Sale" tickets will go on sale from 8:00 p.m. on April 24 to 7:59 p.m. on April 27, and will be available for domestic flights from May 9 to October 28, and for international flights from May 8 to October 28. 27 domestic routes and 10 international routes are eligible.

As Peach celebrates its 11th anniversary and has welcomed over 50 million passengers, we will continue to pursue "Ordinary is no fun" by returning to our original intention, with safety as our top priority. As a public transportation service that connects various regions, we will work together with local residents to help them feel the excitement of flying to a new world, and we aim to be a company that is loved by customers as well as to encourage the recovery of inbound travel.

<History

March 2012	Peach begins service
November 2012	Cumulative total of passengers reached 1 million
August 2015	Cumulative total of passengers reached 10 million
August 2017	Cumulative total of passengers reached 20 million
March 2019	Cumulative number of passengers on international routes reaches 10 million
June 2019	Cumulative total of passengers reach 30 million
December 2021	Cumulative total of passengers reach 40 million

<About the Over 50 Million Passengers! OOKINI Sale >

https://www.flypeach.com/en/um/specials/sale/sale_domint

[Sale Period] April 24, 2023, 8:00 p.m. to April 27, 2023, 7:59 p.m.

[Boarding period] Domestic flights: May 9 - October 28, 2023; International flights: May 8 - October 28, 2023

[Eligible Routes] 27 domestic routes and 10 international routes

[Fare] Domestic flights from 2,525 yen (one way), International flights 10% off Simple Peach/Value Peach fares

<Special Notes>

- The above fares are one-way simple Peach promotional fares per seat.
- Boarding periods differ depending on the route.
- Sale fares change depending on seat availability. For flights eligible for the sale, a minimum of one seat per flight will be offered on discount two days prior to the start of the sale; however, even flights eligible for the sale may not be sold at the discounted fare depending on seat availability.
- Some price ranges may not be eligible for discounts.
- The number of discounted seats on sale is limited, and the sale ends as soon as they are sold out.
- Domestic flight fares, fees, and charges include consumption tax.
- Handling fees and airport usage fees, etc. are charged separately.
- Booking fees will be charged separately when purchasing tickets at the Contact Center or airport counter.
- Simple Peach Promo fares incur a separate fee for check-in baggage and seat selection.
- Value Peach Promo fares incur a separate fee for checking the second and subsequent pieces of baggage and selecting Fast Seats and Smart Seats.
- No fuel surcharges (special fuel surcharges) will be collected.
- Fares and terms of use are subject to change or addition without notice.
- If a number of sale/campaign conditions are met simultaneously, the lowest applicable fare and its conditions will apply.
- Sale details may vary depending on the language of the website.
- Similar sales/campaigns may be held in the future.
- Application and approval by the relevant authorities is assumed.

<History>

March 2012:	Peach starts operating
November 2012:	Reached 1 million passengers
August 2015:	Reached 10 million passengers
August 2017:	Reached 20 million passengers
March 2019:	Reached 10 million passengers on international routes
June 2019:	Reached 30 million passengers
December 2021:	Reached 40 million passengers
April 2023:	Reached 50 million passengers

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 9 international routes with 33 aircraft. In addition, the Osaka (Kansai) - Shanghai (Pudong) route will resume service on May 11, 2023, and the Tokyo (Haneda) - Shanghai (Pudong) route on May 12, 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.