

Peach to Leverage Bitcoin as it Introduces Direct Payment Services Accelerating inbound demand and contributing to regional revitalization

- **The first such initiative by a Japanese airline**
- **The start of direct payment services using Bitcoin**
- **Expanding services through collaborations with local administrative bodies and local companies**

Osaka 22 May, 2017 - Peach Aviation Limited (“Peach”; Representative Director and CEO: Shinichi Inoue) announced today that in collaboration with BITPoint Japan (“BITPoint Japan Co.”; President: Genki Oda; head office: Tokyo), it will introduce direct payment services leveraging virtual currency Bitcoin by the end of December 2017.

It will be the first introduction of a direct payment service using Bitcoin by a Japanese airline.



Bitcoin is virtual currency that is rapidly spreading in China and other parts of Asia. Since a revised Payment Services Act came into effect in April, the number of participating stores that accept payments by Bitcoin has been increasing and its level of convenience continues to expand.

Representative Director and CEO Shinichi Inoue offered the following comment: “I hope that Peach’s collaboration with BITPoint Japan will make Bitcoin payments familiar for everyone. We will establish Hokkaido, Tohoku, and Okinawa as model areas when it’s time, work together with local governments, companies and increase the number of participating stores where purchases may be made through Bitcoin payments, work on ideas to prompt Asian customers who visit to Tokyo and Kansai to travel to regional areas as well, and aim to promote regional revitalization.”

Peach will continue to deploy innovative initiatives that aren’t bound by the constraints of the aviation industry and create new styles of travel.

About BITPoint Japan (<https://www.bitpoint.co.jp>)

Since its establishment in March 2016 as a subsidiary of Remixpoint, inc., a company listed on the Tokyo Stock Exchange (3825: Tokyo), BITPoint Japan has been offering Bitcoin and other virtual currency transaction services and other FinTech-related businesses. Based on a strict management structure, the company embraces its business motto “to realize safe, secure transactions” as it offers services with full support for customers. BITPoint will continue to strengthen and expand its services and enhance the quality of its products so that virtual currency will further spread as a method for “using, sending, and investing”.

About Peach (www.flypeach.com)

Peach began its services in March 2012 with Kansai Airport as its hub. It established Naha Airport as a secondary hub in July 2014 and began servicing Haneda Airport in August 2015. More than 13,000 passengers currently fly Peach each day as it operates more than 90 daily flights, servicing 12 domestic and 13 international routes with its 18 aircraft. Peach is planning to set up a hub at Sendai Airport in September 2017 and at Shin-Chitose Airport in FY 2018.