

back number × Peach Collaboration Products on Sale! Pop-Up Store Open for Two Days Only

- Appreciate our chance to “Let’s communicate to your loved ones” -

- Collaboration products will be available at PEACH SHOP ONLINE and in-flight from September 20 at 7 p.m^{*1}
- Products with new illustrations by back number members are also available
- back number × Peach pop-up store to open in Kansai Airport
- Details of products available exclusively at the pop-up store will be unveiled during the Peach Instagram Live on September 20 at 6 p.m.

Osaka, September 14, 2023, - Peach Aviation Limited (Peach; Representative Director and CEO: Kazunari Ohashi) will begin sales of products produced in collaboration with the three-man band back number on September 20. In addition, a back number × Peach pop-up store is scheduled to open for two days only, on September 30 and October 1, in the Kansai Airport Aeroplaza “Mizu no Hiroba”, as a special event to mark the finale of the collaboration between back number and Peach.



We are delighted to offer products in collaboration with back number, for which we have received numerous requests since our efforts at collaboration began in March. Flight tags, sticker sets, and stainless steel pint tumblers will be available for sale from September 20 at 7 p.m. The stickers and tumblers feature illustrations specially drawn by back number vocalist and guitarist Iyori Shimizu, and the flight tags feature an image of the back number jet currently in service.

In addition, the two-day back number × Peach pop-up store will feature exclusive collaboration products that will not be available on PEACH SHOP ONLINE or in-flight. Details will be announced during a live broadcast on Peach's official Instagram account, scheduled for 6:00 p.m. on September 20.

The pop-up store will feature a photo booth with new illustrations by the back number members, a back number jet panel, and a message board where visitors will be able to write down words they wish to convey to loved ones, based on the message of the collaborative campaign, “Let’s communicate to your loved ones”. Please feel free to drop in with your thoughts for your loved ones.

For details on the collaboration products and the back number × Peach pop-up store, please refer to the information provided below.

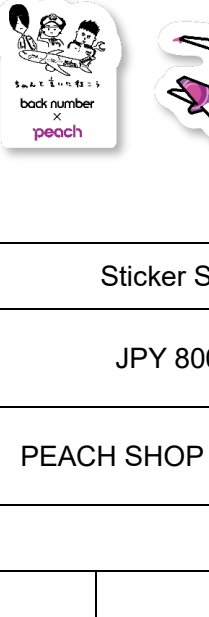
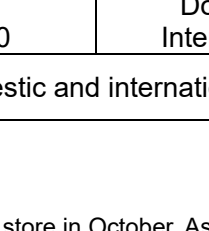
Peach will continue to deliver exciting initiatives free of stereotypical industry thinking, while placing the highest priority on safety. As a provider of a convenient and familiar mode of public transportation, we will continue to support your transportation needs while proposing new ways of travel, always by your side.

*1Sales on board aircraft will start from 20 September, starting with aircraft that have already been equipped with the system.

<back number × Peach Collaboration Products>

			
Product Name	Flight Tag	Sticker Set	Sticker
Price (tax included)	PEACH SHOP ONLINE and domestic flights: JPY 990 International flights: JPY 900	JPY 800	JPY 440
Points of Sale	In-flight (domestic and international flights) PEACH SHOP ONLINE	PEACH SHOP ONLINE	back number online store*

<In-Flight Exclusives>

		
Product Name	In-Flight Exclusive Sticker Set	Stainless Steel Pint Tumbler
Price (tax included)	Domestic flights: JPY 800 International flights: JPY 730	Domestic flights: JPY 1,980 International flights: JPY 1,800
Points of Sale	In-flight (domestic and international flights)	

*Photos are for illustrative purposes only

*Each item can be purchased up to three per person.

*The stickers will be available at the back number online store in October. As soon as it is decided, it will be announced on the back number official site etc.

<back number × Peach Pop-Up Store>

Dates: September 30 and October 1, 2023, 11:00 a.m. – 4:00 p.m. (tentative)

Location: Aeroplaza “Mizu no Hiroba” in Kansai Airport

Details: Products exclusive to the pop-up store will go on sale. In addition, there will be a photo booth with new illustrations by back number vocalist and guitarist Iyori Shimizu, a back number jet panel, and a message board where visitors can write down words they wish to convey to loved ones.

*No appearances by back number members are scheduled

*Times and details are subject to change

*Details of products exclusive to the pop-up store will be announced during a live broadcast on Peach's official Instagram account, scheduled for 6:00 p.m. on September 20.



<back number × Peach Web site>

<https://www.flypeach.com/campaign/backnumber/>

<PEACH SHOP ONLINE Web site>

https://shop.flypeach.com/peach/shop/goods/list.html?cid=backnumber&utm_source=peach&utm_medium=referral&utm_campaign=fp_bn_release

<back number online store >

<https://store.plusmember.jp/backnumberonlinestore/>

About back number (<https://backnumber.info/>)

back number was formed in 2004 in Gunma, mainly by Iyori Shimizu (Vo.Gt), and started activities in 2007 with current members Kazuya Kojima (Ba) and Hisashi Kurihara (Dr). They released their first mini-album “Nogashita Sakana” in 2009, made their major debut in 2011, and released their best album “Encore” in 2017, which includes many hit songs such as “Christmas Song,” “Heroine,” “Takane no Hanako-san” and “Happy End,” which sold more than 800,000 copies. The following year, in 2018, the three major dome tours in Tokyo, Nagoya, and Osaka, with a total of five shows, were a huge success, selling out all locations on the same day. The song “Horizon,” written in response to the cancellation of the Inter- High School Championships in 2020 due to the pandemic, was released to the public in 2021. In the same year, for the first time, back number created and produced the music for BTS's new song “Film out”. It attracted attention not only from

Japan but from all over the world. In August 2022, “Velvet no Uta”, the theme song for the movie “Akira to Akira”, was released for distribution. In October, NHK's TV drama series “Maiagare!” theme song “I Love You” was released for distribution. On January 17, 2023, they released their 7th album “Humor”, for the first time in about 4 years.

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 12 international routes. 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.