Press Release

November 6, 2026
Peach Aviation Limited

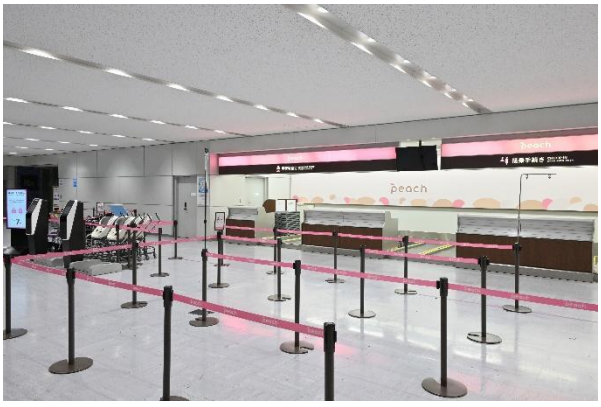
Design Renewal of Domestic Flight Check-in Counters Completed at All 14 Airports Served by Peach! Peach BAGGAGE TAG KIOSK (baggage tag issuing machine) Expanded to More Airports

-A Clear and Comfortable Start to Your Journey with Our New Brand Design-

Osaka, November 6, 2026 - Peach Aviation Limited (“Peach”, Representative Director and CEO: Kazunari Ohashi) finished remodeling the design of its domestic flight check-in counters at all 14 airports served by its domestic flights, following the start of operations at Miyazaki Airport on November 6. This initiative is part of the brand renewal undertaken to mark Peach's 15th anniversary.



Kansai Airport



Narita Airport

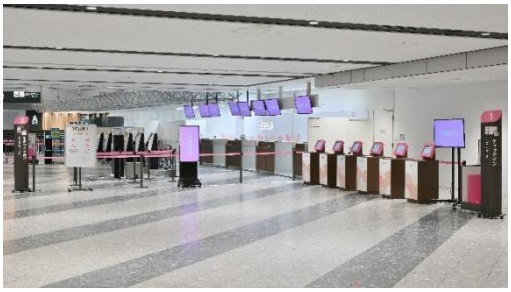
The new brand design has been fully adopted at the domestic flight check-in counters at each airport. To ensure that even first-time Peach customers can complete procedures without confusion, the design emphasizes clarity and convenience, including highly visible pink numbers indicating the order of steps. In addition, motifs of leaves and circles, which symbolize the brand, are incorporated throughout the space, centered around the logo, creating an atmosphere that builds anticipation for the journey from the moment customers step into the airport.

Along with the counter renovations, Peach has been gradually expanding the number of airports equipped with Peach BAGGAGE TAG KIOSK (baggage tag issuing machines), with operations newly commencing at Fukuoka Airport and Amami Airport. Customers who have purchased checked baggage when booking and have either obtained their boarding passes or completed app check-in can issue their baggage tags at the self-service kiosks. By attaching the issued tag to their baggage and bringing it to the baggage drop-off area, customers can check in their baggage smoothly without having to wait in line at a staffed counter.

While upholding our value of making travel easy and accessible, Peach prioritizes flight safety while continually elevating operational and service quality. Moving forward, we will continue to challenge ourselves and evolve, offering the uniquely warm service that defines Peach to remain the airline customers can choose with confidence.

[Domestic Flight Counters at Each Airport]

<New Chitose Airport>



<Memanbetsu Airport>



<Kushiro Airport>



<Sendai Airport>



<Chubu Airport>



<Fukuoka Airport>



<Nagasaki Airport>



<Miyazaki Airport>



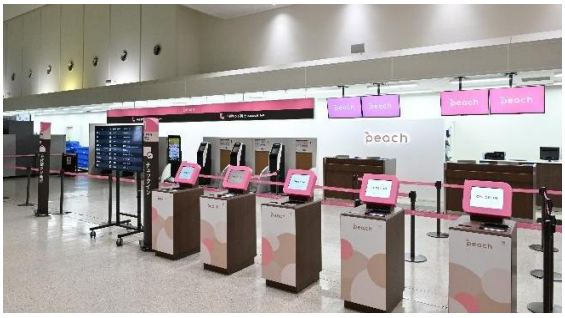
<Kagoshima Airport>



<Amami Airport>



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About Peach (flypeach.com/en)
Peach is based at six airports: New Chitose, Narita, Chubu, Kansai, Fukuoka, and Naha, and services 25 domestic routes and 16 international routes. Under the new corporate message, "Beyond us who we were yesterday." Peach will continue to take on challenges and evolve to deliver new value, building on its accessibility and ease of use. With safe operations as our top priority, we will further refine our fundamental quality and unique value to become an airline that many customers can choose with confidence.