

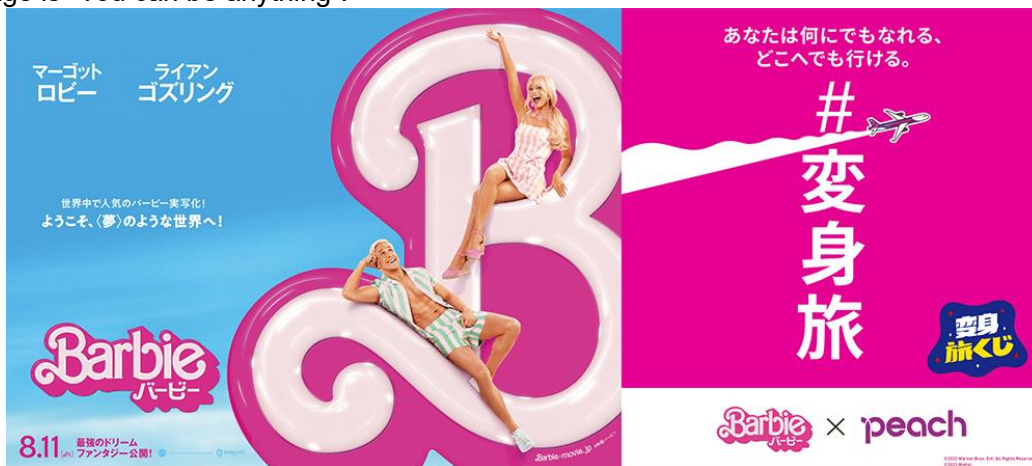
A Collaboration between “Barbie” the Movie and Peach! The theme is “You can be anything”

- We propose a journey that will have you transformed into a new version of yourself! -

- The first “Transformation Travel Lottery” named after the keyword “transformation” in the movie “Barbie” is now available!
- In addition to the “Travel Lottery,” the program also includes travel missions that allow you to transform into your new self (the Transformation Travel Lottery costs 5,000 yen per ticket).
- A special plane [aircraft “Barbie” the Movie] will start service. Welcoming you with a sticker from “Barbie” the Movie next to the door of the aircraft
- To celebrate the collaboration, we will release a special video featuring Peach staff and will offer a special sale

Osaka, July 7, 2023 Peach Aviation Limited (hereinafter referred to as Peach, CEO: Kazunari Ohashi) began a collaboration with “Barbie” the Movie today.

“Barbie” the Movie, opening in theaters on Saturday, August 11, is receiving attention as the first live-action film about the world’s most famous fashion doll. Starring Margot Robbie and Ryan Gosling as Barbie and Ken, respectively. This is the most powerful dream fantasy in which Barbie and Ken, who live in the “dream” Barbie Land, where perfect and happy days go on, one day get lost in the far from perfect “human world” and find what is really important! Barbie’s brand message is “You can be anything”.



In reference to the Barbie brand message, Peach began selling the “Transformation Travel Lottery” a lottery ticket based on the theme of “You can be anything and go anywhere,” where the lottery ticket determines not only the destination but also the transformation settings for the trip, at PARCO’s 12th floor “Theaters Shinsaibashi” in Shinsaibashi, Osaka, on July 7 (Friday).

As a celebration of this collaboration, a promotional video commemorating the “Barbie” the Movie x “Peach” collaboration will be released today. The promotional video is a special edition that combines the trailer for the movie “Barbie,” now playing in movie theaters nationwide, with footage featuring Peach pilots, cabin crew and other Peach staff. We invite you to check out the movie “Barbie” on the official YouTube page of Warner Brothers, the distributor of the movie, Peach’s official website, and the video content on Peach’s in-flight digital service.

In addition, starting today, the aircraft “Barbie” the Movie will inaugurate service with a “Barbie” sticker on the side of its door. We hope you will find it when you board the plane and enjoy a flight that will transform you into a new version of yourself along with the movie “Barbie”.

About “Barbie” the Movie

<https://www.warnerbros.co.jp/barbie/>

A celebration of the most iconic toy brand in history, BARBIE brings the legend the big screen for the first time ever! Starring Margot Robbie of "BIRDS OF PREY" and Ryan Gosling of "La La Land". One day, Barbie and her friends wander from the pink and stylish "doll world" where they can be anything they want to be, into a "human world" where their worries are endless. Through their encounters with humans, Barbie discovers what is important to her! A fantasy story that leads to self-discovery will change people all over the world into the people they want to be!

<About Barbie>

Official website: <http://mattel.co.jp/toys/barbie/>

Since its debut in 1959, Barbie, the world's most famous fashion doll, which will celebrate its 65th anniversary in 2024, has reflected the changing environment surrounding women. Barbie represents not only fashion, but also diversity (gender, race, occupation, body shape, etc.), and has walked with people who are moving toward the future in their own way.

Barbie has been and will continue to empower everyone from kids to adults.



<“Barbie” the Movie x Peach Special Website>

<https://www.flypeach.com/campaign/shakelabo/barbie/>

<Promotional video commemorating the collaboration between “Barbie” the Movie and “Peach”>

<https://youtu.be/ERnMIWM-oNQ>

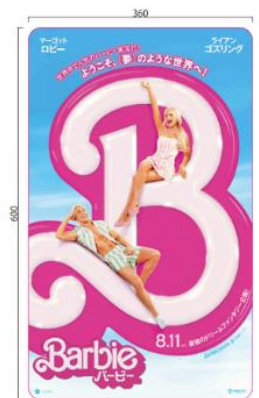


Peach pilots and cabin crew in promotional video

<Aircraft “Barbie” the Movie>



H 550mm x W 800mm



H 600mm x W 360mm

<Transformation Travel Lottery>

The “Transformation Travel Lottery” will be sold at the Shinsaibashi PARCO 12th floor “Theaters Shinsaibashi” from Friday, July 7, through Thursday, August 31, for 5,000 yen per ticket. Each capsule of the “Transformation Travel Lottery” contains a redemption code for 6,000 Peach points (or 10,000 yen in rare cases) that can be used to purchase Peach airline tickets to a specified destination on 11 domestic routes departing from Osaka (Kansai) and an original can badge. Next to the capsule vending machine for the “Transformation Travel Lottery,” there is a “Transformation Lottery” that can be drawn for free. The Transformation Lottery contains a transformation setting and a funny mission for the trip.

*Since July 7, the first day of the Transformation Travel Lottery, was also Tanabata (Star Festival), a bamboo branch and tanzaku (paper strips) were set up next to the Transformation Travel Lottery on Tanabata Day, and visitors were encouraged to make wishes to the Milky Way to transform into a new self under the slogan “You can be anything and go anywhere”.

<Transformation Travel Lottery Sample>



<Transformation Lottery Sample>



Front

Lottery side (back side)

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 11 international routes. In addition, the Osaka (Kansai) - Kaohsiung route will resume service on August 1, 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.