



Peach Announces Its First Half Year Traffic Result

- **Number of passengers exceeds 600,000**
- **Load factor – 79%**
- **On-time rate – 89%**

Osaka, September 4, 2012 – Peach Aviation Limited (Peach), Japan’s first dedicated low cost carrier (LCC), announced today its half year traffic results since its service launch on March 1 this year.

■ Traffic Result

Total of all routes (Domestic and international routes / 6 months from March to August, 2012)

Number of Passengers	Load Factor	On-time Rate	Flight Operation Rate
604,103	79%	89%	99%

*The figures are estimates. The on-time rate is calculated within 15 minutes of departure.

Peach commenced its flight service on March 1, 2012 with two routes, Osaka (Kansai) – Sapporo (Shin-Chitose) and Osaka (Kansai) – Fukuoka. Peach currently operates 30 flights per day to the above two routes as well as Nagasaki, Kagoshima, Seoul (Incheon) and Hong Kong routes.

“I’m happy I can commemorate the first half year of Peach’s operation with high passenger load factor and stable operation” said Shinichi Inoue, CEO of Peach Aviation. “Especially during the Bon vacation period, we had a high passenger load factor of 94% and I would like to thank our customers for using our service. We achieved a flight operation rate of 99%, which is the same level as other airline companies. Peach will continue to prioritize safety and maintain stable operation to improve our service quality even further.”

Peach plans to start flights for the Taipei (Taoyuan) route on October 16 and the Okinawa (Naha) route on October 18.

With the slogan of “Making air travel in Asia closer and more fun,” Peach aims to expand its network in order to become a new bridge between Japan and other Asian countries while revitalizing human interaction and culture in the Asian region.

Peach Aviation Limited www.flypeach.com

Peach Aviation started its flights in March 2012 as Japan’s first official LCC based in Kansai International Airport. Peach operates 22 flights (11 round-trips) per day to four domestic routes from Osaka (Kansai) to Sapporo (Shin-Chitose), Fukuoka, Nagasaki and Kagoshima, and 8 flights (4 round-trips) per day to two international routes from Osaka (Kansai) to Seoul (Incheon) and Hong Kong. Peach plans to start flights for the Taipei (Taoyuan) route on October 16 and the Okinawa (Naha) route on October 18. By October, Peach will operate 266 flights per week with 5 aircrafts. As the pioneer in Japan’s LCC business and the bridge between Japan and Asia, Peach Aviation’s mission is to provide innovative airline service with reasonable pricing for 365 days a year while focusing on safety and a stable low-cost structure enabled by a business scheme that is different compared to existing airline companies.

Website: www.flypeach.com/

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