



March 2, 2015

Peach Celebrates Third Anniversary in Service To further enhance its network in Year 4 and become a more familiar “flying train”

- Currently operating ten domestic and seven international routes based out of Kansai and Naha Airports**
- Due to open new routes from Tokyo (Narita) to Sapporo (Shin-Chitose) and Fukuoka on March 29**
- Continuing its challenge to create a new world never before imaginable**

Peach Aviation Limited (“Peach”; Representative Director & CEO: Shinichi Inoue; Head office: Izumisano-shi, Osaka) yesterday marked the third anniversary of its operations.

Peach began its services on March 1, 2012 with two routes, seven round-trip flights (14 flights) daily between Osaka (Kansai) and Sapporo (Shin-Chitose) and Osaka and Fukuoka. Currently operating 10 domestic routes and 7 international routes, Peach has served more than eight million passengers to date.

Marking the third anniversary of Peach’s operations, Peach Representative Director and CEO Shinichi Inoue said; “We would like to extend our heartfelt appreciation to the many passengers who have flown with us and are grateful for being able to mark our third anniversary. Since we began our operation in March 2012, more than eight million passengers have used our services and our average boarding rate has become 85.1 percent*, indicating that the increase in the number of passengers who fly with us has gradually been rising each year to make Peach the equivalent of a “flying train” that has been becoming a standard fixture in the lifestyles of our customers. The fact that we have been able to build a management foundation that generates profits only 25 months after the start of our services is proof that as long as conditions are facilitated, the LCC business model can exist. With the proactive cultivation of routes and new initiatives to break down conventional expectations of the aviation industry we will continue our challenge to create a new world that had never before been imagined.”

As the first step to make Narita Airport a Peach hub, it will open two routes on March 29 between Tokyo (Narita) and Sapporo (Shin-Chitose), Tokyo (Narita) and Fukuoka. It will also continue to consider creating hubs at other airports in addition to Kansai, Naha, and Narita.

Peach will continue to proactively cultivate new routes and offer new values by steadily generating new aviation demand with its low fares and through various initiatives.

*Average boarding rate for period between April and December 2014.

Website: www.flypeach.com

Facebook page: www.facebook.com/peach.aviation

YouTube Official Channel: www.youtube.com/user/PeachAviation