

## Peach Wins CAPA "2015 Asia Pacific LCC of the Year"

*- The First LCC in Northeast Asia to Receive the Honor! -*

- **Selected "2015 Asia Pacific LCC of the Year"**
- **The first LCC in Japan and Northeast Asia to win the award**

**SINGAPORE 24 Nov, 2015** - Peach Aviation Limited ("Peach"; Representative Director and CEO: Shinichi Inoue; head office: Osaka Prefecture) is pleased to announce that it has been named 2015 Asia Pacific Low Cost Airline of the Year by the CAPA Center for Aviation ("CAPA"; headquarters: Sydney, Australia), an independent think tank for the aviation industry. This is the first time that a Low Cost Airline in Japan and Northeast Asia has received the honor.

CAPA is a prominent independent think tank that was established in 1990 which provides intelligence, analysis, and data on the aviation market.

Each year, CAPA has been holding the "CAPA Aviation Awards for Excellence" to recognize airlines and airports which have not only made achievements, but have also shown equal capacities of leadership and continue to lead the industry amid the changes that have been occurring in the environment surrounding the aviation industry. The 2015 Asia Pacific LCC of the Year that Peach has received is an award that is presented to a low cost carrier that has made achievements of particular note in the Asia Pacific region.



Photo: CAPA Executive Chairman Peter Harbison (R) with Peach Representative CEO Shinichi Inoue and the Peach Asia team

Peach Representative Director and CEO Shinichi Inoue said about the selection of Peach as LCC of the Year:

“I would like to express my heartfelt gratitude to everyone who has been rooting for Peach. Peach has achieved a single-year surplus in two years and one month since starting its operation in March 2012 and has proved that an LCC business model in Japan, which everyone had been negative about, would work effectively as long as conditions had been met. We currently operate nine international routes and 13 domestic routes, serving not only passengers in Japan, but also customers from South Korea, Hong Kong, and Taiwan and other Asian regions as we contribute in achieving inbound passengers to Japan.

Our selection as LCC of the Year is an indication that Peach has been recognized as a leading airline in Asia. I am also deeply moved that this has become a major step in achieving our vision to “become a bridge between Japan and Asia”. Peach will continue to aggressively expand its routes while embracing its foremost priority of safe operation, and we will continue to make efforts to offer our customers new ways to use and enjoy flying.”

<Past recipients of the LCC of the Year award (includes Airline of the Year, etc.)>

2003/2004: AirAsia (Malaysia), 2005: Jetstar (Melbourne, Australia), 2006: Tigerair (Singapore), 2007/2008: Jetstar (Melbourne, Australia), 2009: Air Arabia (Sharjah, UAE), 2010: Tigerair (Singapore), 2011: IndiGo (Gurgaon, India), 2012: Azul Brazilian Airlines (Barueri, Brazil), 2013: JetBlue (New York, USA), 2014: Flydubai (Dubai, UAE), Sebu Pacific Air (Manila, Philippines)

<About CAPA Centre for Aviation>

Established in 1990 and headquartered in Sydney, Australia, CAPA is a prominent independent think tank in the region that provides intelligence, analysis, and data on the aviation market. Its strengths are the extensive knowledge on aviation markets possessed by analysts and professionals and the deep analytical abilities, abilities to see through trends, and unique perspectives held by founder and Executive Chairman Peter Harbison.

<About the CAPA Aviation Awards for Excellence>

The CAPA Aviation Awards for Excellence have been presented since 2002 in recognition of airlines and airports which have made significant achievements and lead the aviation industry with aggressive new initiatives within the rapidly changing industry.

The official name for CAPA is “Centre for Asia Pacific Aviation”. The Awards for Excellence had been limited to airlines and airports in the Asia Pacific and Middle East regions until 2011 but had been expanded to recognize recipients on a global scale since the 10th hosting of the awards in 2012. CAPA has been holding separate presentations for Global and Asia Pacific categories since 2014.

Website: [www.flypeach.com](http://www.flypeach.com)

Facebook page: [www.facebook.com/peach.aviation](https://www.facebook.com/peach.aviation)

YouTube official channel: [www.youtube.com/user/PeachAviation](https://www.youtube.com/user/PeachAviation)