

The Eleventh Anniversary will blow you away!! ~Back to basics pursuing “Ordinary is no fun”~

- Our Eleventh Anniversary of service on March 1, 2023, with a total of over 48 million passengers served
- Our Eleventh Anniversary brings you a series of “How’s that possible?!” surprises from Peach
- A Sale Celebrating our Eleventh Anniversary of Service—Domestic flights starting at 1,111 yen Up to 11% off of international flights
- Sales in Japan go from Monday, February 27, 8:00 p.m. to Friday, March 3, 11:59 a.m.

Osaka February 27, 2023 - Peach Aviation Limited (hereafter, “Peach”; Representative Director and CEO: Takeaki Mori) will celebrate its eleventh anniversary on March 1.

Peach became Japan’s first low-cost carrier on March 1, 2012, when it started service on two routes, Osaka (Kansai) - Sapporo (New-Chitose) and Fukuoka, with a fleet of three aircraft. We are currently the largest low-cost carrier in Japan, operating 31 domestic and 18 international routes with 33 aircraft, and served more than 48 million passengers.



Representative Director and CEO Takeaki Mori said, “Peach is celebrating its eleventh anniversary. We would like to express our sincere gratitude to the many customers and destinations that have supported us. On our tenth anniversary, a major milestone, we launched our first middle-haul international flight under the slogan “Be Challengers” and have undertaken new projects for rural revitalization. After surviving the coronavirus pandemic, Peach has received countless messages of “We’ve been waiting for you!” and “Welcome back!” from all over Japan, Korea, Taiwan, Thailand, and Hong Kong, which made us look back at our feelings at the time we first started service. Peach will continue to place the highest priority on safe operations and helping our customers as they take off into a new world.” On March 27, the Taipei (Taoyuan) route, the first international route from Nagoya (Chubu), will finally start service. You can expect more exciting surprises from Peach that will make you think, “How’s that possible?”



ソラ見たことか!!

雲行きがあやしい時代でも、
飛び立てば、雲を抜けられる。

ことし就航11周年をむかえた Peach の決意。
ただ飛行機を飛ばす会社には、なりたくありません。
あたらしい世界に、飛び立つお手伝いをする会社になりたいのです。
そのために、みんなが驚くことをしかけてまいります。
謎を呼ぶような企画で、ソラ見たことかキタイをぶちあげたい。

驚き!! 桃の機!! 最初の期!!
Peach は今日も、ぶっとびます!!



To commemorate our Eleventh Anniversary of service, we will offer a special sale on 29 domestic and 10 international routes with one-way fares starting at 1,111 yen and up to 11% off on Simple Peach and Value Peach international flights, as a token of our appreciation to all of our customers. Please see the next section for further details.

Peach will continue to place the highest priority on safe operations, and as a public transportation service that connects various regions, we will work together with local residents and utilize our extensive network to become a company that can help people feel the excitement of flying into a new world.

<Special Eleventh Anniversary Sale page>

https://www.flypeach.com/en/um/specials/sale/sale_domint



<Eleventh Anniversary Sale Details>

Sale Period	Target Routes	Boarding Period	Fare (one-way)
February 27 8:00 p.m. to March 3 11:59 a.m.*	29 domestic routes	March 10 to October 28	From 1,111 yen
	Nagoya (Chubu) - Taipei (Taoyuan)	March 27 to October 28	Up to 11% off Simple Peach and Value Peach
	Tokyo (Haneda) - Seoul (Incheon) Tokyo (Haneda) - Taipei (Taoyuan) Osaka (Kansai) - Seoul (Incheon) Osaka (Kansai) - Bangkok (Suvarnabhumi)	April 1 to October 28	
	Tokyo (Narita) - Taipei (Taoyuan)	April 10 to October 28	
	Osaka (Kansai) - Taipei (Taoyuan) Osaka (Kansai) - Hong Kong Okinawa (Naha) - Taipei (Taoyuan)	April 11 to October 28	
	Osaka (Kansai) - Kaohsiung	August 1 to October 28	

*The sales period in Korea, Taiwan, Hong Kong, and Thailand will be from March 1, 12:00 a.m. to March 4, 11:59 p.m.

<Special Notes>

- The above fares are one-way simple Peach promotional fares per seat.
- Boarding periods differ depending on the route.
- Sale fares change depending on seat availability. For flights eligible for the sale, a minimum of one seat per flight will be offered on discount two days prior to the start of the sale; however, even flights eligible for the sale may not be sold at the discounted fare depending on seat availability.
- Some price ranges may not be eligible for discounts.
- The number of discounted seats on sale is limited, and the sale ends as soon as they are sold out.
- Domestic flight fares, fees, and charges include consumption tax.
- Handling fees and airport usage fees, etc. are charged separately.
- Booking fees will be charged separately when purchasing tickets at the Contact Center or airport counter.
- Simple Peach Promo fares incur a separate fee for check-in baggage and seat selection.
- Value Peach Promo fares incur a separate fee for checking the second and subsequent pieces of baggage and selecting Fast Seats and Smart Seats.
- No fuel surcharges (special fuel surcharges) will be collected.
- Fares and terms of use are subject to change or addition without notice.
- If a number of sale/campaign conditions are met simultaneously, the lowest applicable fare and its conditions will apply.

- Sale details may vary depending on the language of the website.
- Similar sales/campaigns may be held in the future.
- Application and approval by the relevant authorities is assumed.

<Reference>

Eleventh Anniversary Campaign Overview

Measure	Details	Promotion period
[PEACH SHOP ONLINE Limited] Eleventh Anniversary Sale	Limited Sale until March 15! Save on Peach’s original goods and items perfect for spring travel! http://shop.flypeach.com/peach/shop/goods/list.html?sid=11thSALE&utm_source=peach&utm_medium=web&utm_campaign=air11thlp *Japanese version only	March 1 to March 15
[Kansai only] HIS collaboration “Travel Lottery with Accommodations” now available!	Try the “Travel Lottery with Accommodations” that includes hotel and lodging on Peach flights, and let us chose the destination! Easy reservation with HIS! https://www.flypeach.com/campaign/shakelabo/yado/ *Japanese version only	March 1 to March 31
[In-flight sales only] Special price for March only!	Our popular bag hangers and postcards will be available at special prices on all routes (domestic and international).	March 1 to March 31
Eleventh Anniversary! LINE Friend Registration Campaign!	During this time, a total of 111 lucky people who register as LINE friends will receive Peach Points worth up to 11,111 yen! https://lin.ee/zOmdWOL	March 1 9:00 a.m. to March 31 8:59 a.m.

<Eleventh Anniversary Logo>

The number 11 in our Eleventh Anniversary is represented by “!!” to convey the image of surprise and excitement underlying Peach’s idea that the ordinary is just no fun. For our Eleventh Anniversary, Peach has a series of astonishing, mind-blowing “surprises” in store for you.

Peach!!周年



About Peach (www.flypeach.com)

Peach started operating as Japan’s first low-cost carrier on March 1, 2012. With seven hub airports at Shin-Chitose, Sendai, Narita, Chubu, Kansai, Fukuoka, and Naha, Peach currently operates 31 domestic routes and 18 international routes with 33 airplanes. Peach’s first middle-haul route, the Osaka (Kansai) - Bangkok (Suvamabhumi) route, started service on December 27, 2022. On March 27, 2023, the Nagoya (Chubu) - Taipei (Taoyuan) route will start service. Going forward, Peach’s goal is to support the comings and goings of people as a convenient means of air travel, contribute to the revitalization of local communities, and become the leading low-cost carrier in Asia.

Peach!!th Anniversary