

## Peach and Kagoshima Prefecture Jointly Inaugurate “Amami Islands Support Group”.

- Measures to boost the Amami Islands in cooperation with local companies, the local government, and corporate partners were all kicked off together with Kagoshima Prefecture.
- The first step is to promote cashless transactions with the Amami Oshima Shinkin Bank and Origami (the provider of “Origami Pay”).

Osaka, 21 August, 2019 - Peach Aviation Limited (“Peach”; Representative Director and CEO: Shinichi Inoue) today announced the joint launching of the “Amami Islands Support Group” together with Kagoshima Prefecture (Governor: Satoshi Mitazono), and will jointly implement measures aimed at rejuvenating the community and developing a tri-pillared economy centered on “Development of tourism resources,” “Welcoming of visitors to the island,” and “Economic contribution” to the Amami islands.



Through these measures, we shall endeavor to support local companies in Kagoshima prefecture and the local government’s independent actions together with corporate partners while enhancing each others’ areas of speciality.

As the first step, we plan to promote cashless transactions in concert with Amami Oshima Shinkin Bank (Head office: Amami City, Kagoshima Prefecture; President: Aizo Chiku) and Origami (Head office: Minato City, Tokyo; President: Yoshiki Yasui), who provide “Origami Pay” - a smartphone payment service. There is growing awareness that attracting tourism to Japan is held back by poor penetration of cashless transactions, and by spreading this feature, we expect to be come a more attractive destination. Peach will continue to promote measures to stimulate domestic potential demand, constantly and steadily bring in tourists by drawing visitors to Japan, and improve the environment to encourage their consumption together with various parties concerned.



Shinichi Inoue, Representative Director and CEO of Peach, commented, “Peach has been striving to boost various destinations in addition to bringing many people to those areas via our casual style of air travel. We wish to be a valuable member of the teams promoting the Amami Islands, and contribute to rejuvenating and developing the area. Peach’s underlying philosophy is to be “a bridge between Japan and Asia.” We wish to improve the links between the Amami Islands and Asia while conveying their innate attraction not only to visitors from Japan, but also the wider Asian region, by taking measures as a unified team.”

Peach will launch its routes serving Amami from Tokyo (Narita) on October 1st (Tuesday) and from Osaka (Kansai) on December 26th (Thursday) with one return flight per day on each route.

About Peach ([www.flypeach.com](http://www.flypeach.com))

Peach began services based out of Kansai Airport in March 2012. Currently, in addition to Kansai Airport, Peach has hubs at New Chitose Airport, Sendai Airport, and Naha Airport with 27 aircraft that service 17 domestic routes and 17 international routes. It operates approximately 120 flights per day and is used by over 18,000 passengers daily. Peach will complete its integration with Narita-based airline Vanilla Air by the end of the 2019 fiscal year, aiming to become Asia’s leading LCC.