

## The Flying Trains Mark Their Sixth Anniversary! Taking further leaps with revamped uniforms

- Revamping uniforms for cabin crew, operation crew, maintenance crew, and ground staff
- Video being shown on Peach's corporate website to demonstrate its Five Promises

**Osaka 01 March, 2018** - Today, March 1, 2018, Peach Aviation Limited ("Peach"; Representative Director and CEO: Shinichi Inoue) is marking its sixth anniversary, and as of this day, it is revamping the uniforms worn by Peach staff.



Peach cabin crew, operation crew, maintenance crew, and ground staff sport the revamped uniforms.

March 1 is the first day that Peach welcomed passengers aboard its aircraft. It is with a desire to continue its journey with its passengers that Peach is revamping the uniforms worn by staff members who guard safety, the most important aspect of its services, and its staff who come in contact with passengers, on this memorable day when Peach, together with its passengers, set out for its beginning. The revamped uniforms offer a richer expression of the Peach brand.

There are five things that Peach has been promising everyone—its passengers, those with whom it is associated, and everyone else. These five promises are being shown on the Peach corporate website, hoped to help deepen people's understanding of the promises that support the Peach brand. The video which will be put on display within the next week shows scenes where Peach staff demonstrate these five promises which serve as pillars for the Peach brand. Please look forward to Peach's Five Promise video. <https://corporate.flypeach.com/en/five-promises/> \*

In marking Peach's sixth anniversary, Representative Director and CEO Shinichi Inoue offered the following comment:

"I would like to extend my deepest gratitude to the passengers who fly Peach, the people who support Peach, and the people of Kansai. Thanks to all of you, Peach has been able to celebrate its sixth anniversary. Our airline Peach, born in Kansai, has today become a new airline under the Japan brand that now receives evaluations in Asia and the rest of the world. This year, Shin-Chitose will become a hub, and we will then have hub airports from Hokkaido up north all the way across the Japanese islands as far south as Okinawa. Peach will continue to strengthen its functions at Kansai Airport as a hub, initiate deployments that leverage the network of its other hubs, and make further leaps for success with its passengers. Please look forward to more from Peach."

Peach will continue to liven up the skies over Japan and Asia as an airline that is full of originality, embracing the theme, "from price competition to the creation of value". Thank you for your continued patronage.

(Reference materials)

## ■About the new uniforms



### <Purpose of the newly revamped uniforms>

Peach has paid attention to various details to improve mobility for staff during their daily responsibilities and to offer richer expressions of the three characteristics that comprise the Peach brand:

- ① Charming: “Natural, charming, and appealing.”
- ② Imaginative: “Rich imagination, innovative.”
- ③ Genuine: “Sincere, the real thing.”

### <Features of the new uniforms>



#### ■Cabin crew

- A skirt and pants made of materials that do not easily wrinkle and are conscious of the latest trends.
- A shirt made of strong and highly breathable material for workability aboard aircraft.
- A jacket made of supple material that is tough against stains and makes it lightweight.
- Scarf modified to a design that better expresses the Peach brand.



### ■Operation crew

- Materials with high rates of breathability, workability, and strength selected to retain comfort during long hours of use.
- A silhouette selected for jacket, shirt, and pants that are in line with recent trends and also easy to move around in.
- Uniforms that fit the female form for female operation crew.
- From the standpoint of compatibility with the uniforms of cabin crew and to generate stability the tie has been changed to a more refined color.



### ■Maintenance crew

- A design selected using Peach's brand color and generating a sense of unity for the team.
- Stretch material selected to aim for significantly improved workability.
- Material selected that offers both breathability and strength.



### ■Ground staff

- A design selected using Peach's brand color that generates a sense of unity for the team.
- Stretch material selected to aim for significantly improved workability.
- Material selected that offers both breathability and strength.

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

Peach began its operations out of its Kansai Airport hub in March 2012. It set up secondary hubs to follow Kansai Airport at Naha Airport in July 2014 and at Sendai Airport in September 2017. Peach currently has a fleet of 20 aircraft and operates more than 100 flights daily, serving more than 13,000 passengers on 15 domestic and 14 international routes. In addition to opening an Okinawa (Naha) – Kaohsiung route on April 26, 2018 and an Osaka (Kansai) – Kushiro route on August 1, it is also planning to set up Shin-Chitose Airport as a hub during FY 2018.