

Set Out on a Journey with Just Your Smartphone! “Spring travel campaign: Enjoy yourself without the stress!” brought to you by SoftBank and Peach

Osaka 18 January, 2018 - This spring, Peach Aviation Limited (“Peach”; Representative Director and CEO: Shinichi Inoue) is proposing a new style of travel that’s almost too carefree to be true—all you need is your smartphone!

The new style of travel being offered by Peach, an LCC that brings you air travel at affordable prices as it seeks to serve as a “flying train”, will be traveling with just your smartphone. As an era approaches where we will not only be able to book flights and pay for airfare on our smartphones but also engage in various activities during our trip and go shopping and pay with just our smartphones, Peach is teaming up with SoftBank Corp to allow young people who are alert to new trends to go ahead and experience this in advance in its “Spring travel campaign: Enjoy yourself without the stress!” to start January 18 (Thursday).



<Overview of the “Spring travel campaign: Enjoy yourself without the stress!”>

1. “Yukos”, a girl of the era of social media, will fly to Okinawa on Peach and make real-time posts on Instagram and LINE!

Yuko Sugamoto, a girl of the era of social media who’s known as “Yukos” among her 800,000 followers, has been selected (to appear in) Peach’s campaign. She’ll post real-time feeds on her Instagram account of her journey on Peach to Okinawa as she experiences travel with just her smartphone.



Yukos will not only offer introductions to tourist destinations but also talk about essential travel items, southern island style makeup that will boost your mood, chic content that you have to check out if you’re a girl, and her enjoyment of the island from a perspective that’s uniquely Yukos. Scenes from her trip are scheduled to be put up as a video on a special website in late January.

- Special campaign website:

<http://www.flypeach.com/campaign/softbank>

- JPeriod for live feeds on Instagram:
Jan. 19, 2018 (Fri) – Jan. 20, 2018 (Sat)
Instagram <https://www.instagram.com/yukos0520/>
LINE LIVE <https://live.line.me/channels/33301>

*Announcements will be made on times for live feeds at the Yukos Twitter account (@yukos_kawaii).

<Profile>

Yuko Sugamoto

Born in Fukuoka on May 20, 1994; nickname: Yokos. Left the group HKT48 in 2012 and took part in a “Miss iD 2016” audition for female idols hosted by Kodansha in 2016 to win second prize. Describes her profession as a “mote-creator” (creator for becoming popular among the guys) and Tweets information on makeup that will make you popular, fashion, as well as occasional comments about the essence of what’s in a woman’s heart and is supported chiefly by young women.

2. Stress-free spring travel with an additional 50 GB of data transmissions!

In hosting the “Spring travel campaign: Enjoy yourself without the stress!”, SoftBank Corp. will conduct a campaign that will allow its customers to experience volume data transmissions. For details, please check out the SoftBank campaign website.

- SoftBank campaign website:
<https://www.softbank.jp/mobile/campaigns/list/peach01/>

About Peach (www.flypeach.com)

Peach began its services in March 2012 with Kansai Airport as its hub. It established Naha Airport in July 2014 and Sendai Airport in September 2017 as secondary hubs. It currently flies 20 aircraft on 14 domestic and 14 international routes, operating a maximum of more than 100 flights daily and servicing more than 13,000 passengers. Peach is planning to open a route between Osaka (Kansai) and Niigata on March 1, 2018 and will also be setting up Shin-Chitose Airport as a hub during FY 2018.