

## **Peach Aviation Celebrates 7 Years of Service on March 1! -Peach and Vanilla Air Will Bring More Excitement to the Asian Skies!-**

- **Peach 7th Anniversary “Honma OOKINI!! Fair” Held**
- **After the Merger Announcement, Peach and Vanilla Air Cabin Crew Appeared Together for the First Time**
- **Peach Fans Gathered at the First “MOMONOWA” Fan Meeting**
- **First Peach and Vanilla Air Joint Sale Begins Tomorrow, March 2 (Saturday) at Midnight**

Osaka 1 March, 2019 - Peach Aviation Limited (“Peach”; Representative Director and CEO: Shinichi Inoue) celebrated its 7th anniversary at the airline’s first “HONMA OOKINI!!\* Fair” held at NAMBA SkyO, a shopping complex operated by Nankai Electric Railway Co., Ltd. (“Nankai”; President and CEO: Teruhiko Achikita). Before the event, a press conference was held at the venue.

\*“Honma Ookini” means “Thank you” in Osaka dialect.



Peach Aviation 7<sup>th</sup> Anniversary Event

Peach positioned this press conference as a “wedding” with Vanilla Air. 20 Peach fans, customers who use Peach regularly, were invited as wedding “guests”, and Peach CEO Shinichi Inoue expressed his gratitude for the last seven years and his commitment to the merger.

Inoue stated, “We owe these seven years of growth to the support of Peach’s customers, and the local Kansai people. With Vanilla Air as its new ally, Peach will continue to build an even more vibrant “bridge between Japan and Asia” as it further expands its network of routes linking Japan and Asia. I hope to bring customers to Kansai and all of Japan and bring even more fun and excitement to the Asian skies.”

Nankai CEO Teruhiko Achikita attended and congratulated the airlines, saying, "Since Peach began service, Kansai Airport has seen a major increase in domestic passengers, and the airline has contributed greatly to the increase in inbound traffic seen today. The merger with Vanilla Air will allow Peach to further expand its route network and create a flow of new people in the Kansai area. As an ally in reinvigorating Kansai, I hope for Peach's continued growth."

After the merger was announced, Peach and Vanilla Air cabin crews appeared together for the first time, bringing excitement to the venue. The airlines used this opportunity to announce the "7<sup>th</sup> Anniversary SALE!" on All Routes to celebrate the merger of the two companies and Peach's 7th anniversary.

In this special sale beginning at midnight on March 2 (Saturday), a limited number of tickets will be available starting at ¥777 one-way for all Peach routes and ¥780 one-way for Vanilla Air routes.

In addition, a web video created especially for the joint sale called "Traveling Woman, Loving Man" was published simultaneously on the Peach and Vanilla Air websites and Peach Official Youtube channel (URL: <https://youtu.be/QEEtcFhDkas>)

After the press conference, the first "MOMONOWA"(Peach circle in Japanese) Peach fan meeting was held. Participants were solicited from among Peach frequent fliers, and 20 randomly selected winners joined Peach management and staff to deepen their exchange through games and round-table discussions.

Peach will become a game changer in the air travel industry, demonstrating a completely new vision for airlines. Going forward, it will continue to bring customers to Kansai and all of Japan as it brings fun and excitement to the Asian skies. Peach looks forward to your continued support in its 8th year.