

Launch of “Peach No Yarikuri”, a book on approaching the LCC business

~First release of interesting ways of working cultivated over seven years
since the birth of Peach~

- The book will go on sale in bookstores all over Japan from Friday, June 14
- Starting from today, the digital version of the book will be launched in advance at special price only for a week
- Peach's business book that boosts productivity by “Managing things” instead of cost cutting

Osaka June 7, 2019 - Peach Aviation Limited (“Peach”, Representative Director and CEO; Shinichi Inoue) today announced that the book on approaching Peach’s business ‘Peach No Yarikuri, An interesting way of working so that both employees and companies soar’ will go on sale from Friday, June 14. The book will be published by Toyo Keizai Inc., and the advance sale of digital version of the book will start from today, Friday, June 7, at the special price of 980 Yen (including tax). This special offer is available only for a week until Thursday, June 13



‘Peach No Yarikuri, An interesting way of working so that both employees and companies soar’

In this book, CEO Inoue has shared the interesting ways of working and the know-how of “Managing things” learned along with all employees from the beginning of Peach’s inception through some interesting stories of unique and distinctive Peach employees.

At the time of publication, CEO Inoue, the author of the book said, "In this book, I have shared the way of working that we follow at Peach from the standpoint of 'Managing things'. Peach's business model is to maximize productivity through efficient operations instead of cost cutting. I will be very happy if this book helps the readers to appreciate the other side of operations of LCC that are not known to people, and the interesting ways of working that we follow at Peach".

"The Flying Train" Peach hopes that even if people do not know how LCCs work, through this book, people will get to know the real picture of LCCs, which will make the air travel more casual and familiar for them. Peach will continue to lead the skies in Asia with its innovative approach

<Overview>

Title: Peach No Yarikuri, An interesting way of working so that both employees and companies soar
Author: Representative Director and CEO of Peach, Shinichi Inoue
Publisher: Toyo Keizai Inc.
Date of release: Fri., June 14, 2019
Format: Soft cover, 224 pages
Price: 1,500 Yen (Excluding taxes)

<Special offer of advance sale of digital version>

Special price: 980 Yen (Including taxes)
Sale period: Fri., June 7 – Thu., June 13, 2019
Seller: Digital book stores like amazon, honto, and Rakuten books

<Introduction of each chapter>

Chapter 1 Managing the idea where everyone thinks "It is good!"
Chapter 2 Managing the thinking that exponentially increases work efficiency
Chapter 3 Managing services that would make the other party your fan
Chapter 4 Managing the way of working where you as well as your colleagues can do your best
Chapter 5 Managing the trust that cannot be compromised under any circumstances
Chapter 6 Management by leader to make both employees and the company soar

<Excerpt from the book>

★ "If the flight attendant greets in the Osaka dialect, it's like an Osaka airline and it would be interesting" → "Interesting!" → "Selected!"

★ He said "Please let us install the check-in machine by ourselves". When I asked the reason, he said, "It seems faster if we install by ourselves"

★ "Peach is a company for increasing your value. Do not think that you are working for a company. Work for your own self"

About Peach (www.flypeach.com)

Peach Aviation 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 25 aircraft that service 17 domestic routes and 16 international routes. It operates approximately 100 flights per day and is used by over 13,000 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.