

July 15, 2021

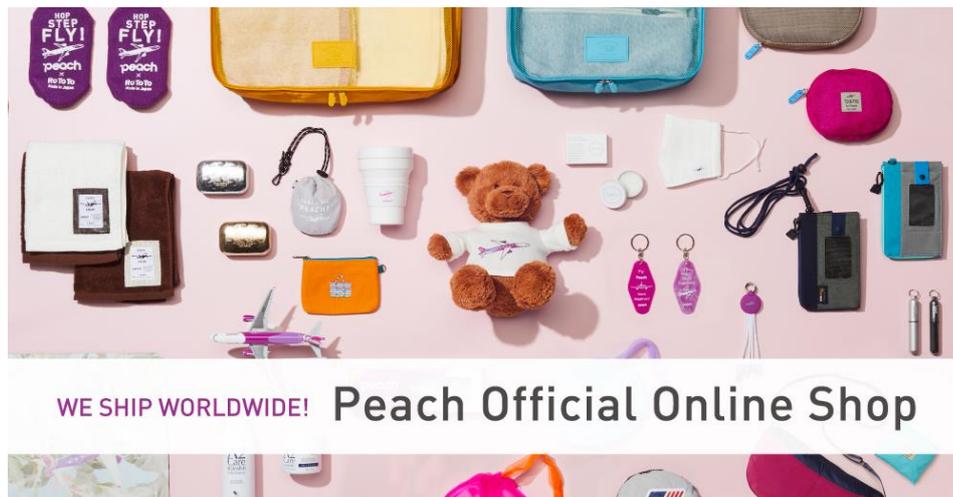
Peach Aviation Limited

PEACH SHOP ONLINE Products Now Can Be Purchased from 125 Countries and Regions!

- Introducing Cross-border EC Services to Build a Bridge between Japan and the World -

- **Peach's original goods and other items can now be purchased from overseas destinations and other countries and regions.**
- **People living abroad who hope to travel to Japan in the future can feel like they are doing so now**
- **PEACH SHOP ONLINE will have its summer Sale starting Monday, July 20**

Osaka, July 15, 2021 - Peach Aviation Limited (hereafter: Peach, Representative Director and CEO: Takeaki Mori) has announced that the products sold on the airline's online store, PEACH SHOP ONLINE, will be made available to customers in 125 countries and areas around the world.



PEACH SHOP ONLINE is Peach's official online store that carries Peach original goods and other items under the concept of a select store that will make people want to go on a trip.

Until now, Peach has received numerous requests from overseas customers that they also wish to purchase the original goods and other items sold on PEACH SHOP ONLINE. Now, through partnership with cross-border purchase agency service "World Shopping BIZ", people living in a total of 125 countries and regions, including areas served by Peach such as China, South Korea, Thailand and the region of Taiwan and Hong Kong will also be able to enjoy shopping at PEACH SHOP ONLINE.

In addition to Peach original goods, PEACH SHOP ONLINE features approximately 500 products created in collaboration with companies and organizations in areas that we service, such as local specialties from Peach destinations Kushiro and Niigata, and items with a motif of Oshima tsumugi (pongee), a traditional craft of Amami that is expected to be registered on the World Heritage List. We have introduced this service so that customers living in foreign countries and areas serviced by Peach, as well as other countries and regions, can feel the atmosphere of various parts of Japan from afar and think about their future trip to Japan.

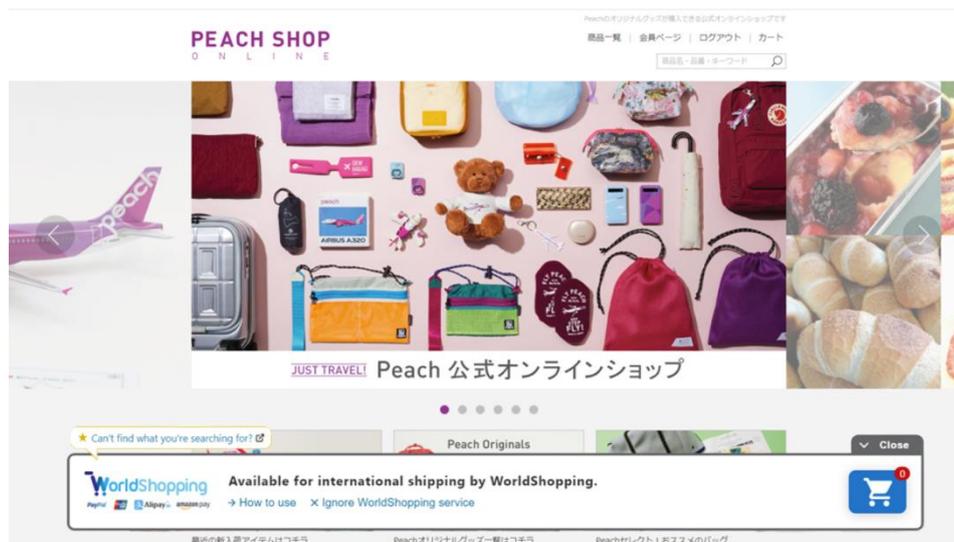
On Tuesday, July 20, PEACH SHOP ONLINE will start its summer Sale. During the summer Sale, overseas customers will also be able to take advantage of good deals on Peach original goods.

Under the theme of “Bridging Your Sky,” Peach will fulfill its role as a public transportation provider to connect areas, contributing to the revitalization of society by reliably providing low-cost, casual travel to those who need it with thorough infection countermeasures in place.

[How to Order from Abroad]

- When the shop is accessed from an eligible area outside of Japan, the “WorldShopping” bar is displayed at the bottom of the page.

(When accessed from within Japan, the “WorldShopping” bar will not be displayed.)



- For products that can be shipped overseas, the “Add to cart” icon will be displayed on the “WorldShopping” bar. Customers living in eligible areas outside of Japan who wish to purchase eligible items can do so either by clicking this “Add to cart” icon or by clicking the “Add to cart” button on the product page.

PEACH SHOP ONLINE

<https://shop.flypeach.com/peach/shop/>

For more information on ordering from Japan and overseas, please see the special page.

<https://shop.flypeach.com/peach/shop/special.html?key=overseaservice>

[Notes]

- Customers must accept zig-zag, Inc.’s WorldShopping Purchase Agency Service Terms before making a purchase request.
- We cannot handle returns and exchanges based on customer circumstances for customers who use the purchase agency service.
- Orders normally arrive in approximately 7-14 business days, but may take longer than expected due to changes in transport schedules due to weather conditions, customs clearance procedures, etc. For more information on delivery times, please contact “WorldShopping” .
- Customers are responsible for paying any applicable customs duties, etc. in the importing country. The policy on taxes and customs fees is different for each country, so please contact the customs office of the receiving country for more information.
- Please note that some products cannot be purchased from abroad. (The product can be purchased if a cart is displayed on the product page.)
- For any other inquiries about this service, please contact “WorldShopping.”

WorldShopping Contact Information

<https://www.worldshopping.global/en/help/>

Attachment

<Sample Products>※ Prices include tax.



[Peach Original] GUND T-shirt Bear, Brown
¥2,200 (each)



[Peach Original] 1:200 A320neo Scale Model
¥7,150



Peach x SHINTO TOWEL x Oshima Tsumugi
(Pongee) Hand Towel Set ¥2,420



Peach Original Embroidered Flight Tag
¥880



Peach Original Paani Bag
¥2,970

About Peach (www.flypeach.com)

Peach Aviation began services based out of Kansai Airport in March 2012. From seven base airports, i.e., New Chitose, Sendai, Narita, Kansai, Fukuoka, Naha and Chubu Centrair International Airport, we operate 33 domestic and 17 international flights with 35 aircraft.