

August 16, 2021  
Peach Aviation Limited

## New Information-Sharing Work Space Peach SHAKE LAB to Be Established in PARCO SkiiMa -Connecting people across industries and finding new regional charms-

- Information-sharing work space “Peach SHAKE LAB” will be established opened in SkiiMa on the fourth floor of Shinsaibashi PARCO.
- Peach SHAKE LAB is a space for people to connect across industries and develop initiatives born from synergies unique to different industries.
- It allows exploration into regional charms with a focus on the substantial changes in lifestyle stemming from COVID-19 and the needs of inbound travelers.
- The first stage is a capsule vending machine called “Tabikuji Travel Fortune.” Take a trip to a random destination!

Peach Aviation Limited (“Peach,” Representative Director and CEO: Takeaki Mori) will establish a new information distribution-based working space called “Peach SHAKE LAB” in SkiiMa, the community working space inside Shinsaibashi PARCO (Chuo-ku, Osaka) operated by PARCO CO., LTD. (Representative Director, President and Executive Officer: Kozo Makiyama).



SkiiMa is a working space based on the concept of “between likes” (suki to suki no aida ni). Based on the belief that the driving force behind the creation of new value in the world is individual people “liking” something, the first SkiiMa was opened in Shinsaibashi PARCO in Nov. 2020. Its aim was to create a space, within a commercial facility where people and things come and go, where people can polish and give shape to things that they “like.” The first location in the Kanto area was opened in Kichijoji PARCO in April 2021.

Under its philosophy of serving “as a bridge promoting the exchange of ideas, information and cultural understanding between people,” Peach continues to provide new value through its LCC business model. Peach shares a belief in the concept behind SkiiMa, and has decided to establish Peach SHAKE LAB at this time in the hopes that it will serve as a foundation for people to connect beyond industry boundaries and develop various initiatives in anticipation of a post-COVID-19 world.

The idea to establish Peach SHAKE LAB came from the “Peach SHAKE” initiative launched by the company in April 2020. By taking a close-up look at the areas served by Peach from the company’s unique perspective, “Peach SHAKE” has been able to uncover the charms of each region and create new communities and actions by combining the diverse elements of people, things, and experiences closely related to that region. Peach SHAKE LAB will take this initiative to the next level by encouraging cross-industry encounters and connections among the people who gather there, which will lead to unique ideas for sharing regional charms that can only be born out of collaborations that transcend industry boundaries.

Peach SHAKE LAB will be established in Shinsaibashi PARCO, located in Osaka, the birthplace of Peach. The first stage will be the installation of a capsule vending machine that can be played for ¥5,000 per try, with prizes starting at ¥6,000 worth of Peach Points that can be used to purchase Peach airline tickets. The vending machine’s theme is “Tabikuji Travel Fortune.” When each capsule is opened, a mission and destination are revealed. It is designed to deliver real-life value through exciting experiences, such as the ability to actually travel to the designated destination with Peach at a discounted price. More information can be found below.

Peach hopes to expand Peach SHAKE LAB into other areas of Japan in the future. In anticipation of substantial changes in lifestyle stemming from COVID-19 and the future needs of inbound travelers, Peach will seek to uncover new regional charms through a variety of initiatives and projects designed to increase personal interactions and relationships in a post-COVID-19 world.

### **<Stage 1 Project> Installation of “Tabikuji Travel Fortune” capsule vending machine -Take a trip to a random destination! -**

Tabikuji Travel Fortune is a vending machine that can be played for ¥5,000 per try that dispenses “travel fortune capsules” and the capsules suggest a mission to be carried out at a designated destination. Each capsule contains a designated destination, a trip mission, Peach Points that can be used to purchase Peach airline tickets (limited destinations), and an original tin badge.

It was developed based on the concept that people should enjoy the thrill of not being able to choose where to go, and the new encounters and discoveries that coincidence brings.

It suggests new ways to enjoy travel by carrying out missions at various Peach destinations, such as “Go to Kagoshima and walk your dog in Saigo Takamori’s costume.”

>> Click here for more details (URL: <https://www.flypeach.com/campaign/shakelabo/>)



(Vending machine for Tabikuji Travel Fortune)

### **About Peach ([www.flypeach.com](http://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 34 aircraft.