

## Launch of Tabikuji (Lucky Trip Fortunes) that Decides Your Destination with One Fateful Shake! ~Go on a “lucky trip” decided by fortune~

- Almost one year since the conception of the Tabikuji (travel lottery), about 25,000 have been sold
- Fortunes are JPY 5,000 each and come with Peach Points and lucky missions that can be used at the designated destination
- Available for cash only for 11 domestic routes departing out of Tokyo (Narita)
- Includes a Follow-up Lottery ticket that can be enjoyed after your trip, which gives customers a chance to win an assortment of JPY 100,000 worth of lottery tickets

Osaka, August 10, 2022 - Peach Aviation Limited (below, Peach; Representative Director and CEO: Takeaki Mori) began sales of Tabikuji (Lucky Trip Fortunes), a new kind of travel in which customers do not know where they will be going until they draw a destination. Fortunes are available at four well-known lottery ticket offices in Tokyo: Nishi Ginza Chance Center (Ginza, Chuo-Ku, Tokyo), Yaesu Underground Mall Chance Center (Yaesu, Chuo-ku, Tokyo), Tachikawa Chance Center (Tachikawa, Tokyo), and Tachikawa Lumine Chance Center (Tachikawa, Tokyo).



Available for a limited time, Tabikuji (Lucky Trip Fortunes) are completely different from the usual travel lottery tickets purchased from capsule vending machines. Customers take a numbered stick from a wooden barrel modeled after an omikujii fortune, and receive their fortune from a sales clerk at the lottery ticket office. Now on sale at Nishi Ginza Chance Center and three other Tokyo locations, each Tabikuji (Lucky Trip Fortune) contains an exchange code for JPY 6,000\*1 worth of Peach Points, which can be used to purchase a Peach flight to the designated destination, and a mission that will lead to luck at the destination. There are 11 possible domestic destinations departing out of Tokyo (Narita), including Memanbetsu, Kushiro, Sapporo (New Chitose), Osaka (Kansai), Fukuoka, Oita, Nagasaki, Miyazaki, Amami, Okinawa (Naha), and Ishigaki. There is plenty of time before the Peach Points expire, so you can travel according to your own schedule.

To commemorate the first day of sales today, the first 50 customers who purchase a Tabikujji (Lucky Trip Fortune) at the Nishi Ginza Chance Center received peaches, the fruits of longevity and good fortune. Peaches are auspicious in Asia and are loved for their association with positive ideas such as longevity, good fortune, and prosperity. The peaches provided for this event were sourced from Kyotango, Kyoto, a city of longevity known for having three times more people that are 100 years of age or older than the national average. The peaches distributed contain our wishes for happiness at our customers' travel destinations and prosperity in the future.

In addition, all Tabikujji (Lucky Trip Fortunes) come with a Follow-up Fortune that customers can enjoy after their trip. Follow-up Fortunes consist of assigned lottery numbers, one of which will be the winner of an assortment of JPY100,000 worth of lottery tickets selected by Fukui-san, a staff member at Tachikawa Chance Center whose name contains the Japanese word for "luck." The lottery will take place on December 1, 2022 (Thu)<sup>\*3</sup>, and the winning number will be published on Tabikujji website. Why not test the luck obtained from completing your lucky mission on the Follow-up Lottery?

Tabikujji (Lucky Trip Fortunes) will also go on sale at chance centers in Osaka and Nagoya on August 17. Please see Tabikujji website for details on applicable branches.

Thanks to your support, Peach's Tabikujji (travel lottery) will reach its one-year anniversary on August 16 (Tue). Tabikujji (travel lottery), which began from the idea of reversing the travel concept of choosing the destination first, has continued to expand with unabated momentum while adopting new polices. Thanks to the many customers who have played, total sales have reached approximately 25,000. This summer, enjoy undiscovered local attractions on a lucky trip to an unexpected destination determined by chance.

Peach will strive to contribute to the revitalization of regional economies as a public-transport carrier connecting various regions in Japan, while continuing to implement strict COVID-19 preventive measures, and creating new traveling styles as a partner that provides casual excitement to our passengers.

• **About Tabikujji (Lucky Trip Fortunes):** <https://www.flypeach.com/campaign/shakelabo/> (Only in Japanese)

[Sales Period] August 10, 2022 (Wed) to November 18, 2022 (Fri)<sup>\*2</sup>

[Sales Locations] Well-known Tokyo lottery ticket offices: Nishi Ginza Chance Center, Yaesu Underground Mall Chance Center, Tachikawa Chance Center, and Tachikawa Lumine Chance Center

[Payment Method] Cash only

[Event Details] Tabikujji (Lucky Trip Fortunes) are available for a limited-time for JPY 5,000 each. Customers take a numbered stick from a wooden barrel modeled after an omikujji fortune, and receive their fortune from a sales clerk at the lottery ticket office. Each Tabikujji (Lucky Trip Fortune) contains an exchange code for JPY 6,000<sup>\*1</sup> worth of Peach Points, which can be used to purchase a Peach flight to the designated destination, and a mission that will lead to luck at the destination. There are 11 possible domestic destinations departing out of Tokyo (Narita). This lottery offers a new way to enjoy travel, letting customers feel the thrill of getting lucky by carrying out lucky missions based on each destination such as, "Stuff both cheeks with takoyaki (being careful not to burn yourself) and smile with squinted eyes like the statue of Ebisu while you test your luck by buying a lottery ticket at the Fuse Poppo Avenue Chance Center."

\*1 JPY 10,000 in extremely rare cases

\*2 Hours of operation are as per the Nishi Ginza Chance Center. Installation period and details are subject to change based on the spread of COVID-19.

\*3 Schedule is subject to change without notice.

• About Peach Points: [https://www.flypeach.com/lm/fares/peach\\_point](https://www.flypeach.com/lm/fares/peach_point)

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

Peach began its operation in March 2012, based in Kansai International Airport. With seven airports (New-Chitose, Sendai, Narita, Chubu, Kansai, Fukuoka, and Naha) as its bases, Peach operates 33 domestic routes and 17 international routes with a fleet of 35 aircrafts. On March 1, 2022, the airline celebrated its 10th service anniversary.