



Peach Aviation Limited Corporate Information

Peach Aviation Limited
June 14, 2012

I. Peach Aviation Business Overview

- Investors/ownership breakdown/
market capitalization
- Corporate profile
- Flight routes
- Aircrafts
- Flight schedule and airfares of
Hong Kong – Kansai route
- Positioning of Hong Kong ↔ Kansai
route

II. Peach Aviation – Where we aim to be

- Management vision
- Flight safety
- Low-cost airfares
- Japanese quality

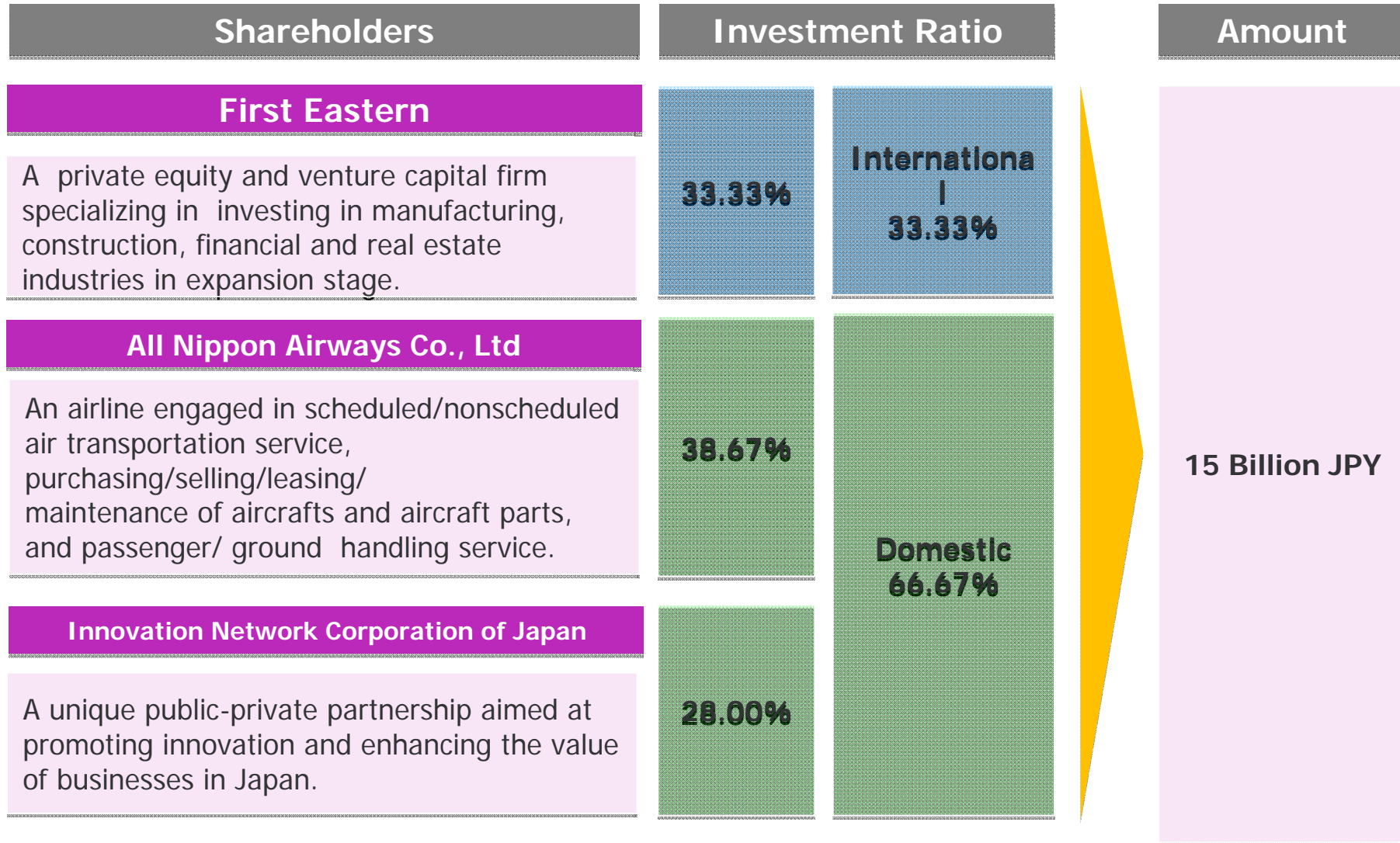
III. Status Update following Route Launches

- Scenes from inaugural launches
- Traffic results



I. Company Summary

✈ Shareholders



1. The first full LCC in Japan

- Introduce new airline business model based on classic LCC business model.
- Aimed at further expansion of “Total Air Travel Demand” by stimulating new/potential demand by providing overwhelming “Low Price”.
- Achieve “Safe” and “Low Cost” operation by adopting advanced technologies.

2. The first airline to have base in Kansai region

- Dedicated to boost Kansai region economy by attracting many visitors from all over Japan as well as overseas.

3. Focus on own (Peach style) Business Model

- Create innovative corporate culture by recruiting personnel from different backgrounds. (Different business fields/nationalities)
- Maintain management independence from ANA (full service carrier)

4. New Service Model

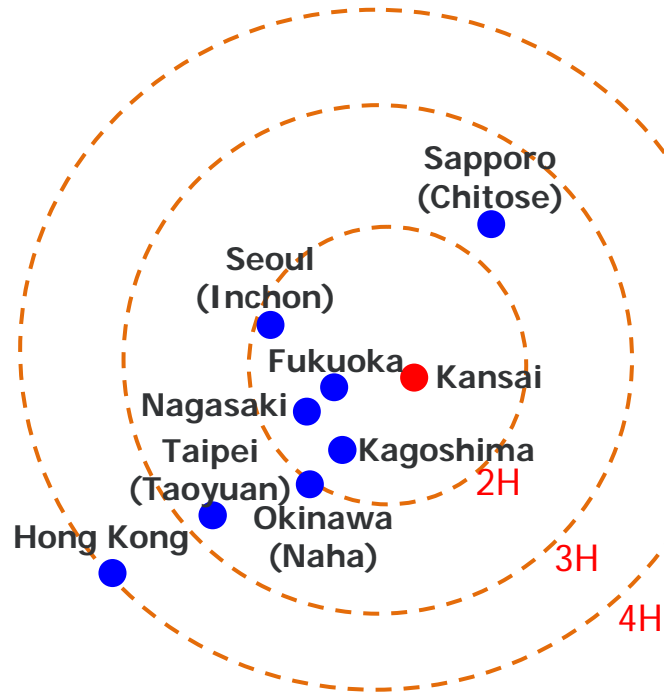
		Peach	Full Service Carrier
Reservation Purchase	Purchase Style	Web/Call Center (Pay)	Web/Call Center (Pay/Free)
	Reservation	Immediate Payment Required	Deadline will be Stated
	Seat Reservation	Pay *Check-in machine will select seat automatically for those without seat reservation.	Free
	Refund	No Refund	Refund (Depend on TKT type)
Airport	Check in	Unattended Machine	Unattended/Attended Machine
	Check Bag	Subject to Pay from 1 st Piece	Free (Some are subject to Pay)
	Lounge	No Lounge Service	Free for Eligible Passenger
	Boarding Style	Bus/Walk/PBB	Mainly PBB *Occasionally by Bus

4. New Service Model

		Peach	Full Service Carrier
Cabin	Food/Drink	Subject to Pay	Free (Some are subject to Pay)
	Entertainment	No	Yes (Depends on Aircraft Type)
Others	Cancel/Delay	Transfer only to own Flight Refund/Point	Transfer to own/other carrier Refund
	Class Service*	Economy Class Only	Yes (Depends on Configuration)
	Mileage	No	Yes
	Fare Type	Only 2 Fare Type *Implement Seat Availability Linked Fare	Various Fare Type



Announced Destination



Domestic

Route	Inaugural Flight	Number of Flight
Kansai - Fukuoka	March 1, 2012	3 FLT/Day
Kansai - Sapporo (Chitose)	March 1, 2012	4 FLT/Day
Kansai - Nagasaki	March 25, 2012	2 FLT/Day
Kansai - Kagoshima	April 1, 2012	2 FLT/Day
Kansai - Okinawa	After 2 nd Quarter of 2012	Not Decided

International

Route	Inaugural Flight	Number of Flight
Kansai - Seoul (Inchon)	May 8, 2012	7 FLT/Week
Kansai - Hong Kong	July 1, 2012	7 FTL/Week
Kansai - Taipei (Taoyuan)	September 30, 2012	7 FLT/Week

*Kansai-Seoul will start triple daily service from June 23, 2012.



Additional Domestic/International Routes are under consideration.

✈ Aircraft

Aircraft

Type of Aircraft	Number of	Number of Aircraft
A320-200	180 Seats	10 Aircrafts

*3 aircrafts are currently in service as of May 2012.
*All 10 aircrafts will be in service by the end of 2nd quarter of 2013.



Received 1st aircraft in Nov. 2011/Receive 4th aircraft in June 2012.
Aircrafts are all "Brand New" and "Leased" aircrafts.

Hong Kong = Kansai Schedule/Fare



Schedule

Applicable Period: July 1, 2012 to October 27, 2012

Flight	Osaka (KIX)	Hong Kong	Flight	Hong Kong	Osaka (KIX)
MM067	21:10	00:05 +1	MM068	00:50	05:30

Fare

Applicable Period: July 1, 2012 to October 27, 2012

Fare Type	Price	Note
Happy Peach	JPY 8,880 – 33,880	Airfare only
Happy Peach Plus	JPY 11,380 – 42,480	Seat Reservation/Checked Baggage/Internet Reservation Change Fee Included.



The Attractions of the Kansai Area



➤ Kansai is only about 4 hours flight from Hong Kong. It is full of delicious foods and entertainment. It can satisfy visitors appetites for great food and excitement.

Cuisine

Kansai offers visitors both traditional Japanese luxury cuisine and popular local dishes that are **"Affordable," "Tasty" and boast "Big Portions"**

HKD10~



Kushikatsu

HKD40~



Takoyaki

HKD50~



Okonomiyaki

About 4 hours flight from Hong Kong

Kansai area

HKD888~
(One-way)

A unique fusion of "modern" and "traditional", Kansai offers a warm welcome to visitors

Universal Studios Japan



City of Kobe



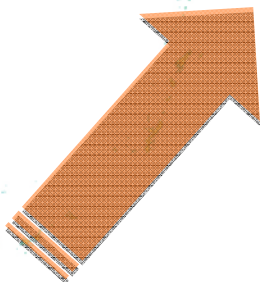
Himeji Castle



Five-story Pagoda



Kinkakuji



About the Hong Kong – Kansai Route



1. Key route for expansion of international flight program

- Peach will start operations on its first long-haul international route to Hong Kong after adding a 4th aircraft to our fleet.

*Addition of fourth aircraft, enables Peach to operate long-distance city routes.

- Flight schedule offers passengers time-efficient stays in destinations.

2. High-demand route

- About 360,000 visitors from Hong Kong visited Japan in 2011.

※4th largest visitor total after Korea, China and Taiwan.

※No. of visitors from Hong Kong very high versus total population.

- Japanese visitors to Hong Kong in 2011 totaled 1,280,000.
- Flight route with fierce competition among legacy carriers from both Japan and Hong Kong.
- Peach believes there remains further potential demand for the Hong Kong-Japan route. Unlocking this demand, will contribute to overall visitor growth and growth in local economies.

3. Route helps promotes the attractions of the Kansai area

- Opportunity to showcase the attractions of the Kansai area (Osaka/Kyoto/Nara/Hyogo/Wakayama/Mie) to visitors from Hong Kong as a great alternative to Tokyo.

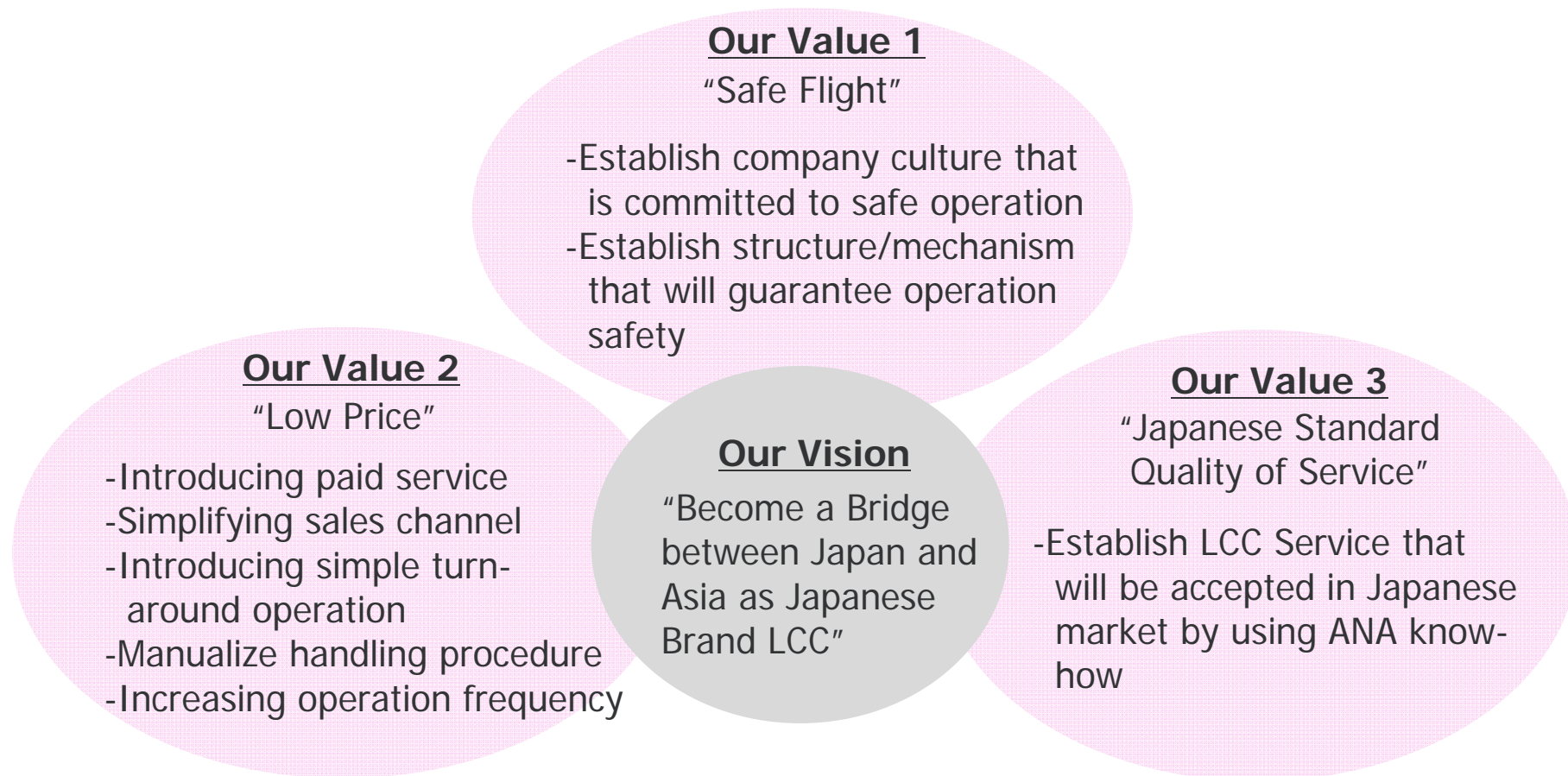


II. Peach Aviation – Where we aim to be

✈ Corporate Vision and Value



- Can't compete only with "Low Price" in Asia because many legacy carriers and LCC exist.
- Consider "Safe Flight" and "Low Price" are the fundamentals of Airline and LCC, Peach will differentiate itself by adding "Japanese Standard of Service".



1. Developing Safety Promotion Structure

- Established “Safety Promotion Structure” right after receiving Air Operator Certificate (AOC) on July 7, 2011.
First “Safety Education” conducted on July 11, 2011*

2. Implementing Brand-New Aircraft

- A320 family aircraft is the best selling aircraft with comfort, economic efficiency, and reliability. Over 8,000 A320 family aircrafts were ordered worldwide and used in both legacy and LCC carriers.
- Lease A320 “brand-new” aircraft and renew contract every certain years to maintain “Aircraft Average Age” low.

3. Receiving ANA’s Support for Safe Operation

- Receive ANA’s technical support, technical experience and know-how that ANA has accumulated for decades while maintaining managerial independence.

➤ Achieve “Low Price “ by following pure “LCC Business Model”.

Implementing

Develop low cost structure by implementing new business practice and achieve followings.

- Exploit potential demand
- Provide wide range of public transportation choice by competing with train and bus.

Break down of Providing Services Implement pay-for Service Concept

Ancillary Revenue
*Provide Service upon request with fee.

+

Seek for Simplicity

No exceptions other than “Safety”
*High aircraft utilization/High Employee Productivity and so on.

Peach defines “Japan Quality” as:

1. Japan’s leading sense of beauty “Cute &Cool”

Expressed it through aircraft design/CA Uniform design.



2. Reliability/Dependability as Japanese Airline

Expressed it through our continuous effort for “Safety”.

3. Japanese Hospitality

Expressed it through our service provided on ground and in a cabin.

4. Cleanliness

Expressed it through our ground/cabin staff by keeping places clean.

5. Kansai’s Sense of Humor

Expressed it through our commercial and cabin announcement.

✈ Cabin Interior



✈ Business Vision (Value 3: Japan Quality)



Cabin Attendant Uniform



Uniform designed by James Wilkie, a well-established designer of global apparel brands. Based on Peach's brand concept "Cute and Cool", the uniform was designed to promote a casual yet highly professional quality.



III. Performance After Inaugural Flight

✈ Pictures of Inaugural Flight

➤ Started Kansai=Sapporo and Kansai =Fukuoka Service from March 1, 2012.



1. High Load Factor

- Average Load Factor in March 2012 is 83% (Carried 67,000 Passengers)
*Average Load Factor is even higher in some routes.
- Average Load Factor during Golden Weekend is 90.8%

2. Creating New Demands

- Small Number of Business Person/Many VFR(Visiting Friends and Relatives)
*Young/Old Generation Group Tour, Recruitment Activity Students
- Many Passengers Never Flown Before
- Male/Female Ration is about 50:50/Vast Age Range.

3. Stable Operation

- Had Few Irregularity but Maintain High On-Time Performance.
*On-Time Performance in March 2012 is 86%. May 2012 is about 95%.



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Thank you for your attention