

Peach Aviation



Target : Peach Aviation Limited

Outline : Japan's first fully fledged LCC(Low Cost Carrier)

Authorized investment : ¥4.51 billion (Upper limit, final investment ¥4.2 billion)



Investment

Dispatch board members to participate in management



Investment

Provide mechanical and operational expertise to ensure safe flying



Investment
China-based partner in alliance with Peach Aviation



→ LCC is a new business model, meaning to get maximum operation while cutting services and charges and reforming the financial structure, and increasing demand through low fares

- Due to the increase of travel within Asia Asian airlines have seen rapid growth
- Particularly in the case of LCCs, the share of Asian LCCs is low (18%) compared with Western LCCs (30%), so there is much room for expansion

→ Essential initiatives for LCCs

- Achieve low cost operations (an accumulation of small innovations)
- Choose optimum routes
- Pursue diverse and innovative services
- Maintain management style that is free from established practices

- ✓ Based on the principle of safety first, develop new demand by providing low cost/short time period transportation services
- ✓ Target inbound and outbound services to the high economic growth Asian market