

November 21, 2024
Peach Aviation Limited

Peach has Redesigned its In-Flight Magazine! This is MOMOMAG, Packed with Special Features to Uplift Your Travel Mood!

- The subject of the first issue is “Temperature and Togetherness”
- This is also the debut of Tiny Table KISSA, containing a lineup of in-flight meals and Peach original goods
- Content production is handled by Magazine House
- All pages are filled with signature Peach excitement

Osaka, November 21, 2024 Peach Aviation Limited (hereafter referred to as Peach, Representative Director and CEO: Kazunari Ohashi) will release its revamped in-flight magazine on December 1.



The new in-flight magazine is titled MOMOMAG. The name and logo are intended to convey the idea of a fun and friendly booklet that will help you enjoy your time on the plane, where you can detox digitally, and make you want to read it out loud. The content is structured for interactive enjoyment by our passengers. The magazine features new character mascots traveling around Japan and Asia, sharing behind-the-scenes peeks at Peach operations and spots of pride known only to local residents of each city, and other exclusive information not found on social media or review sites. Additionally, it includes a column by Ms. Miyako Takayama, an actress, model, and radio personality from Osaka, who introduces memorable items from her travel destinations and inspirational journeys.

The subject of the inaugural issue is “Temperature and Togetherness,” featuring Singapore, where Peach will start service in December, along with Seoul as it heads into deep winter and still-warm Ishigaki, introducing scenes of togetherness from each country and region.

Additionally, MOMOMAG comes with a supplementary booklet titled Tiny Table KISSA, which showcases in-flight meals and Peach original goods. Tiny Table KISSA is based on the concept of a café that opens on passengers' seat tray tables, with a logo design inspired by the table's shape.

Content production is handled by Magazine House Ltd., the publisher of magazines such as "anan", "BRUTUS", and "Croissant". Regarding the inaugural issue, Mr. Yoshihiko Todaka, Executive Officer of Magazine House's Cross-Media Division, comments: "We've produced this magazine including Peach's distinctive fun and excitement. When you pick up a copy during your flight and flip through the pages, you are sure to make fresh discoveries."

At Peach, driven by our desire to infuse love into every aspect of the flight, we have defined our vision as "A flight full of respect for everyone." and we are also reviewing various experiences along the customer journey. The in-flight magazine renewal is part of this initiative.

<In-Flight Magazine Images>

[MOMOMAG]



[Tiny Table KISSA]



Magazine Information

- **Language: Bilingual presentation in Japanese and English**
- **Publication: X times per year**
- **Placement location: Placed in Peach seat pockets**
- **Edited and published by: Peach Aviation Limited, Magazine House Ltd.**

About Magazine House Ltd. (<https://magazineworld.jp/>)

Magazine House Ltd. is a Japanese publishing company established in 1945. It primarily publishes magazines including “anan”, “POPEYE”, and “BRUTUS”, and has recently expanded into books and manga publishing. It aims to continue releasing books and other publications based on their company motto of “cherishing readers, creativity, and people.”

About Peach (www.flypeach.com/en)

Peach is based at six airports, New Chitose, Narita, Chubu, Kansai, Fukuoka, and Naha, and operates 25 domestic routes and 12 international routes with 36 aircraft. With the addition of the Singapore-Osaka (Kansai) route which will officially start operating on December 2024, Peach will pursue basic quality with safety as its top priority and aim to become an airline loved by more customers.