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September 6, 2022

ANA NEO, Inc.

ANA NEO Expands Metaverse Partnership with Pasona Group

~Partnership further expands business experience and possible services
offered by ANA NEO~



TOKYO, September 6, 2022 – ANA NEO and Pasona Group have signed an agreement to study the use of avatars in ANA NEO’s new virtual platform, “ANA GranWhale” to support users with human resource utilization and job creation. With this partnership, Pasona Group will leverage its expertise to explore new possibilities for human resources utilization and job creation in new fields within “ANA GranWhale”.

The two companies will promote the development of services and content for the new era of Web 3.0-oriented services. “In collaboration with our strategic partner Pasona Group and the experience they bring, we are able to strategically think about the future of our metaverse to build services and offerings that don’t exist today,” said Mitsuo Tomita, ANA NEO President and CEO. “We are dedicated to create and develop new ways of working in the metaverse that cater to individuals and their virtual experience.”



Image of Human Resource
Utilization in the Metaverse

ANA NEO will release the world’s first virtual travel service within this fiscal year. As the number of people spending time in virtual space increases, interest in employment opportunities utilizing avatars is expected to grow. Pasona Group will also accelerate further business development and business co-creation in the Web 3.0 society which are expected to show high growth potential in the future.

[ANA NEO, Inc.]

Mitsuo Tomita: President and CEO

Hajime Tabata: Co-CEO, Executive Producer

Founded: August 7, 2020

Headquarters: Front Place Nihonbashi, 2-14-1, Nihonbashi, Chuo-ku, Tokyo
103-0027, Japan

Capital stock: 87.35 million JPY (as of March 31, 2022)

<Company introduction and message>

Created by ANA NEO, ANA GranWhale is an unrivaled lifestyle experience that offers virtual travel, shopping, events, and entertainment. Atop these extraordinary services, users can even purchase NFTs within the experience. In partnership, ANA NEO will also allow users to visit and explore Kyoto and other cities around the world. With connections to real destinations, ANA GranWhale will link users to real travel plans personalized to their online activity.

[Pasona Group Inc.]

Yasuyuki Nambu: Group CEO

Founded: February 16, 1976

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