

## ANA Group to Launch NFT Business

- Beginning May 30, ANA Group will launch a Non-Fungible Token business utilizing blockchain technology to sell NFT products.
- ANA NEO will operate the "ANA GranWhale NFT MarketPlace," and begin sales of NFT products under the ANA NFT COLLECTION, the world's first-of-its-kind for an airline group.
- The first NFT products available will be aviation photographer Luke Ozawa's first NFT, digital photograph works, and soon after, two digital designs of the Boeing 787 aircraft – the special livery on ANA's inaugural Boeing 787, as well as the initially proposed design, will be on sale.



**TOKYO, May 30, 2023** – ANA Group will launch a Non-Fungible Token business on May 30, 2023 through one of its subsidiaries ANA NEO, utilizing blockchain technology to sell NFT content products.

As the first airline group in the world, ANA NEO will launch an NFT marketplace, "ANA GranWhale NFT MarketPlace" ANA NEO will promote its business together with the virtual travel platform "ANA GranWhale," and will begin sales of NFT products under the ANA NFT COLLECTION for the first time.

Non-Fungible Token is a technology for expressing ownership of digital assets and is currently used mainly in the fields of art and music. The ANA Group will apply NFT to the aviation industry and promote the business to develop new connections with customers.

"As part of the first airline group to launch an NFT marketplace, we are excited to pioneer a new avenue to connect with our customers and enhance their experience," said ANA NEO President Mitsuo Tomita. "Through this initiative, we aim to unlock the potential of NFTs in the aviation industry, bringing together the digital and physical realms to create unique and memorable experiences that unite the world in wonder."

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The first of ANA's products will be NFTs of aviation photographer Luke Ozawa's first NFT, digital photograph works. The second product to be sold from June 7, will be NFTs of two digital 3D airplanes including the specially painted Boeing 787, which ANA introduced as the global launch customer in 2011, as well as the initially proposed design for the inaugural aircraft. ANA Group plans to increase the lineup of NFT products in the future.

ANA Group will further enhance the value of the customer experience through the "ANA GranWhale NFT MarketPlace," engaging in the commercialization of NFT content of unique products from various regions in Japan.


**About ANA GranWhale NFT MarketPlace**

<https://nft.ana-granwhale.com/>

- From May 30, 2023/ Total of 267 items

Exhibitors	ANA	ixaid, Inc.	THE FIVE Co.,Ltd.
	Luke Ozawa (Photographer)	Taku Seike (V-TRIP Photographer)	Airbits
Item			
Number of Items	6 types, 6 items	80 items	17 types, 181 items

- Sequentially from June 7, 2023/ Total of 1,574 items

Exhibitors	ANA
	(Left)3D ANA787 Original 「JA801A」 /(Right)3D ANA787 NFT Original 「JA801α」
Item	
Number of Items	2 types, 1574 items (787 items each)

- From June 22,2023/ Total of 50 items

Exhibitors	ANA TRADING CO., LTD.
	Akira Terada
Item	
Number of Items	5 types, 50 items (10 items each)

[ANA NEO,Inc.]

President and CEO: Mitsuo Tomita  
 Co-CEO, Executiv Producer: Hajime Tabata  
 Founded: August 7, 2020  
 Headquarters: Front Place Nihonbashi, 2-14-1, Nihonbashi,  
 Chuo-ku, Tokyo 103-0027, Japan

Company introduction and Message:

ANA NEO is a visionary company dedicated to planning and developing future-oriented lifestyles. ANA GranWhale utilizes the advanced gaming technology of JP Games led by the renowned game creator and Executive Producer Hajime Tabata. ANA GranWhale promises an immersive gamified travel experience, enriched with ANA's extensive travel knowledge.

ANA NEO is actively pursuing partnerships that align with SDGs visions, encompassing various areas such as regional development, the digital twin society, the NFT market, and the Web 3.0 era.

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