A Public-Private Partnership Between Kyoto City、ANA NEO, ANA HOLDINGS、and TOSE CO., LTD. Sign Agreement To Develop Digital Imagery of Kyoto Dedicated for Metaverse and Real-World Applications

KYOTO CITY, [April 26, 2022] – Kyoto City, ANA NEO, ANA HOLDINGS, and TOSE CO., LTD. announced today that the four entities have signed an alliance agreement to develop digital images of Kyoto City specifically for use in ANA NEO's forthcoming interactive virtual platform. Through this alliance, the parties will develop new web 3.0-oriented values with the goal to contribute to the promotion of tourism, urban growth strategies, and community revitalization.

Utilizing the digital layout of Kyoto City, the alliance will focus on the promotion of tourism and industry digitally highlighting the abundant cultural arts and assets the city is globally recognized for.

Examples of the alliance partnership include:
- Digital reproduction of Nijo-jo Castle for virtual visitors to learn about the history and significance of its treasures.
- Establishment of a virtual museum to exhibit art collections owned by Kyoto art patrons or museums utilizing Kyoto's rich cultural and artistic heritage.
- Integration of culture, art and industry using digital technology.

【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)
Shareholders: ANAHOLDINGS 55.9% JP GAMES 37.4% CX 6.7%

<Company introduction and message>
The "SKY WHALE (tentative)" service to be provided by ANA NEO is a service that plans and proposes future lifestyles utilizing metaverse space, led by Co-CEO, Executive Producer Hajime Tabata, the game creator who is well known worldwide. We plan to release Metaverse Travel and NFT this year, which will create a metaverse of Kyoto and other destinations around the world. Development is underway on the PEGASUS WORLD KIT, a tool for building high-quality metaverse spaces developed by JP GAMES,Inc. Currently, we are promoting alliances with partners in a wide range of industries, and in addition to our SDGs vision of regional development and local production for local consumption, our business model is highly regarded for its gamification-based service planning, open innovation that proactively opens our proprietary technology to other companies, and utilization of advanced gaming technology. This service has core competencies that are unrivaled and we aim to achieve sustainable growth by integrating it with the ANA Group's customer base. We will accelerate the establishment of the world's first metaverse service "SKY WHALE (tentative)" by further linking the networks of the ANA Group and alliance partners.

ANA NEO NEWS

【TOSE CO., LTD.】
Shigeru Saito: Chairman and CEO
Founded: November 1st 1979
Headquarters: Kyoto City Kyoto Prefecture
Capital Stock: 967 million JPY (as of August 31, 2021)

〈Company introduction and message〉
TOSE is one of Japan's largest independent contract development companies specializing in planning and proposal-based services, providing a wide range of services such as planning, development and operation of home video game software and mobile content, home karaoke music distribution service and Metaverse-related businesses. To date, we have developed more than 2,350 titles of home video game software and mobile content, an outstanding record in the world of entertainment-related contract development. Since its establishment, our headquarters has been located in Kyoto and our business has been rooted in Kyoto. We will continue to develop the one and only V-KYOTO business to convey the charms of Kyoto to the utmost extent by utilizing our extensive development experience and technological capabilities. We hope that through "SKY WHALE (tentative)", people around the world will enjoy Kyoto!

Contact: ANA NEO Inc.
Email: info@ana-neo.com
https://www.ana-neo.com