

No.22-027

May 13, 2022

ANA NEO, Inc

ANA NEO 拓展和日本财产保险的元宇宙合作



TOKYO, May 13, 2022 – ANA NEO and Sompo Japan have signed an agreement to conduct a proof-of-concept (PoC) to develop products and services for ANA NEO's new metaverse services and Sompo Japan's expertise in insurance product development. This will set a precedent as the first undertaking by an insurance company in Japan in the metaverse.

Through this partnership, the two companies will promote the development of services and content for the new era of Web 3.0-oriented services in ANA NEO's Metaverse and contribute to the realization of safe, secure, and healthy lifestyles in the digital twin society.

“As we are in the development stages of our Metaverse offering, having Sompo Japan as a business partner who brings commercial knowledge and experience is critical to the full development of possibilities,” said Mitsuo Tomita, ANA NEO President and CEO. “We are not limiting our thinking of what could be accomplished through products or services, and this partnership will be valuable to our forward thinking,” continued Tomita.

The metaverse allows people to engage in activities and interactions with avatars in a three-dimensional virtual space built on a virtual reality (VR)/augmented reality (AR) technology and blockchain technology infrastructure on computers and networks. By transcending geographical constraints, it is expected to increase consumer choices and create new relationships between businesses operators and consumers in various fields.

During this period of transformation and transition to the Web 3.0 (autonomous decentralized internet) society, the development of the metaverse is expected to bring new possibilities to our lifestyles, including financial services.

ANA NEO plans to release its Metaverse offering starting with travel, and to aggressively expand its service areas to include all aspects of lifestyles.

The importance of providing users with a safe and secure usage environment in the metaverse is growing, and by leveraging Sompo Japan's advanced product development capabilities in insurance and know-how in risk management, we will promote efforts to enable more users to enjoy a digital twin lifestyle.

Details of the partnership:

- Sompo Japan will participate in ANA NEO's Metaverse project to verify various business cases centered on insurance and risk management.
- Verification of marketability and business feasibility of insurance product development.
- Verification of risk reality regarding transactions and compatibility of insurance products and related businesses.
- Analysis of various data in ANA NEOs metaverse and verification of their usefulness and applicability.
- Consideration of business collaboration and co-creation in other business areas beyond insurance and risk management.

ANA NEO and Sompo Japan will provide safe, secure, and healthy lifestyles through new experiential value in the metaverse, based on the results of this demonstration experiment as well. Through this alliance, ANA Group and Sompo Japan will further strengthen their relationship and accelerate further business development and business co-creation in the Web 3.0 society and metaverse market, which are expected to show high growth 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)

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.

[Sompo Japan Insurance, Inc.]

Giichi Shirakawa : President

Founded: October 1888

Headquarters: 1-26-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo

Contact: ANA NEO, Inc.

Email: info@ana-neo.com

<https://www.ana-neo.com/zh>