

No.23-347
February 16, 2024
ANA NEO, Inc.

BEAMS Shop Grand Opening in the Virtual Travel Platform "ANA GranWhale" Today!

~ To celebrate this event, a campaign is being held to win a
<BEAMS GIFT CARD> featuring planes and <Model Plane>
designed by BEAMS <Model Plane> ~

ANA NEO, Inc. (Headquarters: Minato-ku, Tokyo; President and CEO: Mitsuo Tomita; hereinafter "ANA NEO") announced today, February 16, 2024 (Friday), that BEAMS Co., Ltd. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Yo Shitara; hereinafter "BEAMS") will open a shop at ANA GranWhale.



 ANA GranWhale

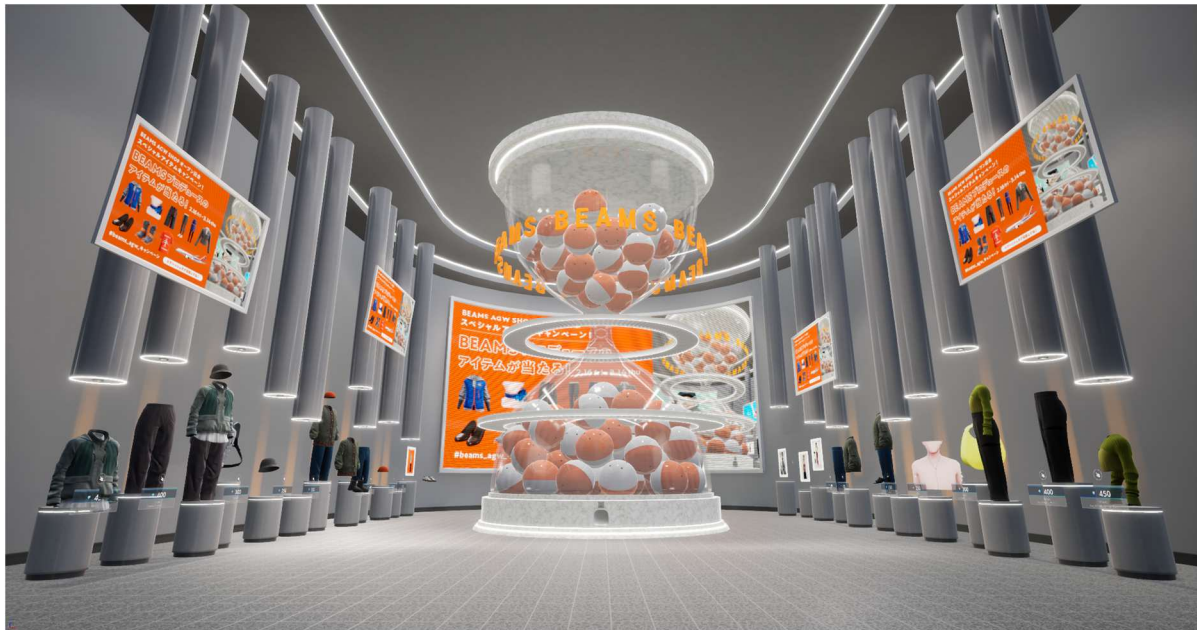
BEAMS

BEAMS, which has so far focused on fashion and entered the virtual world, will open a virtual shop in Sky Mall (shopping space) within the virtual travel platform app “ANA GranWhale,” dealing with virtual items in conjunction with BEAM’s real-world products.

BEAMS aims to offer fashion enjoyment not just in the real world but also in the virtual world, and with this aspiration, the shop is being launched.

We hope that many users will enjoy fashion during their virtual travels.

In the shop, items that are actually sold by BEAMS are sold as 3D models created specifically for this app. Users can become an avatar wearing those items and enjoy virtual travel in “V-TRIP” (virtual travel space) within the app.



In addition, the BEAMS Gacha, which can be spined once a day for free, will be set up in the shop.

The winners will receive a specially designed BEAMS AGW Model Plane T-shirt that can only be obtained through this gacha, as well as other exclusive digital items produced by BEAMS.

▼BEAMS AGW Plane Backprint T



Additionally, to celebrate the shop opening and the launch of the BEAMS Gacha, we will also be conducting a campaign on X. (*Please see below for details.)

▼Campaign Details:

<https://www.ana-granwhale.com/en/campaign/beams/>

**BEAMS AGW SHOP Grand Opening Celebration
Special Item Giveaway!**

**Win exclusive items at
BEAMS AGW SHOP!**

2.16 fri - 3.14 thu

#beams_agw_campaign Post on X with the specified hashtag!

To celebrate the shop opening, a hashtag campaign on X from February 16 (Friday) to March 14 (Thursday), 2024 will be held.

With 115 prizes on offer, we await your participation.

● **A Prize: 5 winners
will be selected !**



● **B Prize: 100 winners
will be selected !**



● **C Prize: 10 winners
will be selected !**



<Prizes>

- A Prize: 5 winners BEAMS AGW model plane
- B Prize: 100 winners A special designed BEAMS ¥3,000 gift card
- C Prize: 10 winners 5, 000 ANA Miles

<How to Apply>

1. Download “ANA GranWhale”
2. Visit the BEAMS shop in Sky Mall and spin the gacha (once a day)
3. If you win a BEAMS AGW Plane Backprint T designed by BEAMS, put it on your avatar
4. Take a picture of your avatar wearing the T-shirt and post it on X (*formerly Twitter) using the hashtag "#beams_agw_campaign"
5. Entry completed

< Notes >

- *Each person is limited to one entry.
- *The prize won in the random drawing will be limited to one item per person.
- *Please note that you cannot choose the prize won in the random drawing.

For information on downloading the app and other notes, please refer to the specific website below.

<https://www.ana-granwhale.com/en/campaign/beams/>

◆About BEAMS

BEAMS Co., Ltd.

BEAMS was founded in 1976 in Harajuku, Tokyo. The first shop, “American Life Shop BEAMS,” was followed by the development of shops with various lifestyle concepts from around the world. BEAMS had led the era as a pioneer of multi-brand shops, introducing brands and works from both Japan and overseas in a multifaceted manner, including fashion, miscellaneous goods, interiors, music, art, and food. BEAMS has a rich track record as a catalyst for creating new value through collaboration, providing creative solutions in partnerships with companies and in public-private partnerships. BEAMS has approximately 160 shops in Japan and the Asia region, and its culture, which is woven by communities centered on goods, events, and people, is supported by a wide range of generations in various locations.

◆What is the virtual travel platform ANA GranWhale?

ANA GranWhale is an application empowering users to enjoy a more flexible and comfortable travel experience by recreating diverse travel destinations in a virtual space. The application consists of two primary services: V-TRIP (virtual travel space) and Sky Mall (shopping space). Users can collect Gran Chips, exchangeable for ANA miles, further enhancing their ability to engage in both virtual and real-world travel.

※To redeem ANA miles, linking your ANA Mileage membership information is required.



[ANA NEO, Inc.]

President and CEO: Mitsuo Tomita
Founded: August 7, 2020
Headquarters: Urbannet Uchisaiwaicho Building 4F, 1-1-13 Shimbashi, Minato-ku, Tokyo
Capital stock: 87.35 million JPY(as of March 31, 2022)

[ANA GranWhale Outline]

Service area: Japan, Taiwan, Hong Kong, Thailand, the Philippines, Malaysia
Distribution platform: App Store / Google Play
Applicable OS: iOS / Android
Price: Basic free (with some in-app purchases)
Official website: <https://ana-granwhale.com/en/>
Official Facebook(Traditional): <https://www.facebook.com/anagranwhale.ch.traditional/>
Official Facebook(English): <https://www.facebook.com/anagranwhale.english>
Official X(Japanese): https://twitter.com/ANA_GranWhale

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