

## ANA HOLDINGS' "ANA Future Frontier Fund" to Invest in trifa Inc.



**TOKYO, Oct. 7, 2024** – ANA HOLDINGS INC. (hereinafter “ANA HD”), through its corporate venture capital (CVC) fund [“ANA Future Frontier Fund L.P.”](#), today announced to invest in trifa Inc. (hereinafter “trifa”), an eSIM operator for international travelers. This is the third investment by the ANA Future Frontier Fund since it was launched in April 2024 with the purpose of helping to accelerate new businesses.

eSIM is an industry-standard digital SIM that allows users to activate cellular plans directly from their carriers without using a physical SIM. trifa allows users to purchase eSIMs for 200 countries and connect to the internet while abroad instantly. Users download the application and purchase the eSIM, eliminating the need to rent a mobile Wi-Fi device at the airport or purchase a local SIM card.

ANA Future Frontier Fund L.P. will acquire shares of trifa, recognizing its traveler-friendly service and position as the most downloaded Japanese travel eSIM app<sup>1</sup>. This investment leverages the anticipated market growth driven by increasing prevalence of eSIM-compatible smartphones.

<sup>1</sup> Based on data.ai, trifa achieved the highest number of downloads among Japanese “eSIM travel apps” (iOS and Android) between January and February 2024. The number of downloads was calculated by extracting the eSIM travel apps with “travel” and/or “eSIM” in the app name or description in the travel category.

Going forward, the ANA Group will leverage its extensive industry experience and customer base to support trifa's continued growth. Aligned with ANA Group's mission to connect the world, this partnership aims to position ANA as the world's most connected airline.

## About ANA Future Frontier Fund L.P.

Name	AH—GB Future Creation Investment Limited Partnership (called: "ANA Future Frontier Fund L.P.")
Date of establishment	April 2024
Fund size	8 billion yen
Operational Period	10 years
Major Investment Fields	Accelerating the creation of new businesses and strengthening non-airline ventures to improve the profitability of revenue streams, while simultaneously enhancing airline profitability and elevating the customer experience.  EXAMPLES Next-generation mobility, which includes air mobility, MaaS platform, Universal MaaS, drones and space. Customer base utilization businesses such as Fintech, data analytics and NFT. Carbon neutral fuels such as SAF, negative emission technologies like DAC, green energy and carbon offsets. In addition, innovations in aviation services and operations, such as robotics, AI and self-driving technologies, are being explored.
Unlimited partner	Global Brain Corporation
Limited partner	ANA HOLDINGS INC.
URL	<a href="https://www.anahd.co.jp/group/en/pr/202404/20240409.html">https://www.anahd.co.jp/group/en/pr/202404/20240409.html</a>

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### About ANA HOLDINGS

Founded in 1952 with just two helicopters, All Nippon Airways (ANA) has grown to become the largest airline in Japan. Today, ANA HOLDINGS Inc. (ANA HD) is recognized as one of the World's Most Admired companies by Fortune.

ANA HD was established in 2013 as the largest airline group holding company in Japan, comprising 69 companies. It offers three distinct airline brands: ANA, Peach, the leading LCC in Japan, and AirJapan, launched in 2024 for international routes covering Asia.

ANA's legacy of superior service has earned SKYTRAX's 5-Star rating every year since 2013, making it the only Japanese airline to win this prestigious designation for 11 consecutive years. ANA has topped Cirium's Asia Pacific on-time performance rankings for five consecutive years during which the awards were announced.

ANA HD has been selected as a member of the Dow Jones Sustainability World Index list for seven consecutive years and the Dow Jones Sustainability Asia Pacific Index list for eight consecutive years.

For more information about ANA and ANA HD, please visit:  
<https://www.ana.co.jp/group/en/>