

ANA HOLDINGS’ “ANA Future Frontier Fund” Invests in XPERISUS To Elevate High-End Travel to Japan



XPERISUS

TOKYO, July 18, 2025 – ANA HOLDINGS INC. (ANA HD), through its corporate venture capital (CVC) fund [“ANA Future Frontier Fund L.P.”](#) today announced its investment in XPERISUS, Inc. (XPERISUS), a startup delivering exclusive travel experiences for high-net-worth individuals (HNWIs) primarily from overseas.

With the recent surge in international visitors to Japan, attracting high-spending HNWIs has become a key focus for maximizing economic impact. In recent years, affluent travelers’ preferences have shifted from material goods to impactful experiences, fueling more sophisticated and diverse demands for travel. With its mission to establish social infrastructure that attracts the world’s HNWIs to every corner of Japan, XPERISUS curates premium excursions ranging from traditional cultural activities at shrines to unique offerings developed in collaboration with local governments and partners, all aimed at boosting regional tourism and sharing Japan’s rich culture globally.

ANA HD invested in XPERISUS to meet the growing demand for bespoke, immersive offerings across Japan’s regions. The partnership comes at a critical time, as inbound tourism is emerging as a key driver for foreign currency acquisition and economic revitalization, particularly in regional areas. By partnering with XPERISUS, the ANA Group will promote international travel to Japan as well as domestic travel within the country.

For more information about ANA HD’s “ANA Future Frontier Fund L.P.” and its investments, please visit ANA’s website.

About XPERISUS

Location	Shibuya-ku, Tokyo, Japan
Representative	Tomoyoshi Maruyama
Founded	Jan. 25, 2017
URL	https://about.xperisus.com/en

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 new business creation and strengthening non-airline ventures to enhance revenue streams while improving airline profitability and elevating the customer experience. EXAMPLES Next-generation mobility, including air mobility, Mobility as a Service (MaaS) platforms, Universal MaaS, drones and space. Customer-focused businesses such as fintech, data analytics and non-fungible tokens (NFTs). Carbon neutral fuels including sustainable aviation fuel (SAF), negative emissions technologies like direct air capture (DAC), green energy and carbon offsets. ANA HD is actively exploring additional innovations in aviation services and operations, such as robotics, AI and self-driving technologies.
Unlimited partner	Global Brain Corporation
Limited partner	ANA HOLDINGS INC.
URL	https://www.anahd-cvc.com/en

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About ANA HOLDINGS

ANA HD was established in 2013 as the largest airline group holding company in Japan, comprising 70 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 12 consecutive years.

In 2025, ANA was honored with FlightGlobal's Executive Leadership: Asia-Pacific Award for its visionary leadership and strategic growth.

ANA is also a four-time recipient of the ATW Airline of the Year award, recognized for excellence in aviation.

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

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