(Joint Release)

September 25, 2026
Japan Airlines Co., Ltd.
Trustbank, Inc.

JAL and Trustbank Co-develop a New Ownership Program for Local Specialty Products

— Creating Relationships and Societal Connections Across Borders —

Tokyo, JAPAN — Japan Airlines Co., Ltd. (JAL) and Trustbank, Inc. (Trustbank) have jointly developed a new ownership program for local specialty products with the goal of achieving sustainable regional economies through the creation of relationships and societal connections across borders.

By combining the JAL Group's global network with Trustbank's local community ties and expertise in regional products, the program pairs local goods with hands-on local experiences and interaction, creating a new movement across borders: sending local products overseas and bringing visitors from overseas to the regions.. This provides local businesses with new contact points with overseas customers, while offering customers new experiences to connect with local communities and producers.

Under the program, overseas customers will receive local specialty products together with ownership rights for those products. Becoming an owner allows customers to stay continuously involved in the production process and participate in hands-on activities such as harvesting and interaction with producers, enabling them to build lasting relationships and societal connections with the regions and producers across borders.

By creating value in the form of relationships and societal connections with local communities in addition to the value of the products themselves, the program aims to encourage inbound travel to regional Japan and promote experience-based consumption, contributing to regional revitalization.

The first phase of the program will launch through JAL SHOP Hong Kong (*1). Hong Kong is characterized by strong demand for travel to Japan and a high rate of repeat visits. At the Hong Kong Holiday & Travel Expo 2026 – Autumn Edition (*2), to be held from September 25 to 27, a dedicated booth will be set up to accept pre-registrations to receive detailed information ahead of the launch from October onward. Further details of the program will be announced progressively through JAL SHOP Hong Kong.

Through this program, JAL and Trustbank will create relationships and societal connections between local communities across Japan and inbound visitors, contributing to the realization of the “Regional Future Strategy,” which aims to establish new industrial foundations in each region.

(*1) JAL SHOP Hong Kong: https://jalshophk.com/en

(*2) The Hong Kong Holiday & Travel Expo 2026 – Autumn Edition will be held from September 25 to 27, 2026, at the Hong Kong Convention and Exhibition Centre.

About Japan Airlines:

Japan Airlines (JAL) was established in 1951 as Japan’s first private airline. Today, as a member of the **one**world® Alliance, the airline operates a fleet of 234 aircraft (as of March 2026) throughout an extensive domestic and international network, serving 413 airports in 71 countries/regions together with other JAL Group and partner airlines.

The airline has been the proud recipient of many accolades for its exceptional service, including recognition as a 5-Star Airline by Skytrax and "World Class" by APEX. Under its brand slogan, Soaring Together, JAL strives to awaken senses, lift spirits and inspire, and make meaningful connections for its customers and stakeholders throughout society. The airline is dedicated to ensuring the highest standards of flight safety and overall service quality, striving to be the most preferred airline by customers worldwide.

For details and to learn more, visit JAL's official website at https://www.jal.com/en/

About TrustBank, Inc.:

TrustBank, Inc. was founded in April 2012 with the vision of "Make the region independent and sustainable." In September of the same year, the company launched "Furusato Choice," Japan’s first comprehensive hometown tax donation (Furusato Nozei) platform. As of October 2024, the site partners with approximately 95% of all local governments in Japan.

TrustBank also provides the "LoGo Series" of administrative digital transformation solutions operating on the Local Government Wide Area Network (LGWAN). This series includes "LoGo Chat," a business chat tool launched in 2019; "LoGo Form," a no-code electronic application tool introduced in 2020; and the dedicated municipal generative AI service "LoGo AI Assistant." The company also operates "chiica," a regional digital currency platform designed to stimulate local economic circulation. https://www.trustbank.co.jp/