



Joint Release

April 23, 2026
Japan Airlines Co., Ltd.
Japan Airlines Ventures, Inc.

Japan Airlines Ventures Joins Silicon Valley-Based CVC Community
"Counter Club Japan" —

Shiro Matsuzaki Selected as One of the Inaugural Ambassadors

— Advancing Innovation in Japanese Companies and Contributing to Ecosystem Development —

Silicon Valley, U.S.A.—Japan Airlines Ventures, Inc. (hereinafter "JALV"), the corporate venture capital arm of Japan Airlines Co., Ltd. (JAL), has joined "Counter Club Japan (CCJ)" — a community for CVC and new business professionals operated by Silicon Valley-based Counterpart Ventures. Shiro Matsuzaki, Managing Partner of JALV, has been selected as one of CCJ's inaugural ambassadors.



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JALV invests at the frontier — backing startups that will shape the future of aviation and beyond, across next-generation mobility, sustainability, mileage innovation, and emerging technologies. Headquartered in Silicon Valley, JALV serves as JAL Group's exploration engine, driving long-term growth and societal impact through bold, globally-minded bets.(*1)

Through CCJ, JALV will share its CVC expertise and global network with Japan's innovation community, while tackling the structural challenges holding Japanese companies back — ranging from blind spots in global trends to fragmented CVC know-how and slow decision-making. Through this collaboration, JALV gains access to CCJ's expansive network of 750+ CVC organizations, accelerating new business creation across the JAL Group and contributes to building a stronger, more dynamic innovation ecosystem in Japan.

(*1) Press Release dated March 3, 2026 | JAL Establishes New In-House CVC Fund "JAL Innovation Fund II":

<https://press.jal.co.jp/en/release/202603/009320.html>

【About Counter Club Japan (CCJ)】

CCJ was launched in February 2026 as the Japan hub of "Counter Club" — a global network comprising over 750 CVC organizations and 1,700+ capitalists worldwide. The community has grown rapidly as a platform for CVC practitioners and new business leaders at Japanese companies to share hands-on experience and knowledge, fostering practical collaboration. Membership has already surpassed 300 registrants.

URL: <https://prtimes.jp/main/html/rd/p/000000001.000179654.html> (In Japanese only)



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■ **Comments on the Ambassador Appointment**

Japan Airlines Ventures, Managing Partner Shiro Matsuzaki

"People gathered here are not defined by their titles — they are individuals united by an unshakeable resolve to change the world from Japan. Together with the CCJ community, I look forward to creating a new wave in Japan's CVC landscape, contributing to the resolution of innovation challenges faced by Japanese companies, and helping to cultivate a richer and more vibrant innovation ecosystem in Japan."

Counterpart Ventures, Co-Founder Yusuke Saijo

"We are delighted to welcome Japan Airlines Ventures — a firm with truly global CVC operations — as both a CCJ member and ambassador. Shiro will share real-world case studies spanning the full cycle of CVC activity, from planning through execution. We are confident that his track record and the passion behind it will serve as an invaluable source of learning for the CCJ community. Through CCJ, we aim to contribute to the evolution of CVC practice across Japan, and to the broader advancement of Japanese innovation."