

September 20, 2018

FiNC Inc.

<p><b>FiNC Inc.</b></p> <p><b>An increase in third party allocation of shares raising over 5.5 billion yen.</b></p> <p><b>A total of over 10 billion yen raised since founding.</b></p> <p>Accelerating the development of brand new technologies such as AI and global expansion.</p> <p>An organisational reform lead with the appointment of a Representative Director and appointment of a new Outside Director, including the renaming of the company.</p>
---

FiNC Inc. (Headquarters : Tokyo, Chiyoda-ku, Founder and CEO: Yuji Mizoguchi) is a Healthtech Venture specialized in preventive healthcare and AI (artificial intelligence) technology.

We are pleased to share our three latest milestones. The latest fundraising of over 5.5 billion yen with the help of new investors (listed below), brings the sum total of funds raised since FiNC's founding to over 10 billion yen<sup>\*1</sup> (over \$89 million USD equivalent). This will be used for the continued development of AI through the use of deep learning and machine learning, to support health behavior change in the areas of exercise, nutrition and sleep, as well as accelerating the pace of marketing and global expansion, hardware development and M&A.

In addition, following the appointment of a new representative director and an external director, the company name has changed to "FiNC Technologies Inc." effective October 1st 2018 (Monday), in order to strengthen organization under the new business structure.

## (1) List of Investors (in no particular order)

List of existing investors with third party allotment	
Rohto Pharmaceutical Co., Ltd.	Headquarters: Osaka, Osaka-shi, Ikuno-ku, Chairman & President: Kunio Yamada
NEC Corporation	Headquarters: Tokyo, Minato-ku, President & CEO: Takashi Niino
The Dai-ichi Life Insurance Company, Limited	Headquarters: Tokyo, Chiyoda-ku, President & Representative Director: Seiji Inagaki
List of new investors with third party allotment	
Shiseido Co., Ltd.	Headquarters: Tokyo, Chuo-ku, Representative Director, President & CEO: Masahiko Uotani
Chubu Electric Power Co., Inc.	Headquarters: Aichi, Nagoya-shi, Higashi-ku, President & Director: Satoru Katsuno
Teijin Frontier Co., Ltd.	Head Office: Osaka, Kita-ku, President & CEO: Shinji Nikko
INTAGE Open Innovation Fund <sup>* 2</sup>	Headquarters: Tokyo, Minato-ku, Representative Director, Senior Executive Vice President & COO: Katsuya Kawashima
Artra Corporation	Head Office: Osaka, Osaka-shi, Nishi-ku, President & CEO: Hiroyuki Kyuse
Ezaki Glico Co., Ltd.	Head Office: Osaka, Osaka-shi, Nishiyodogawa-ku, President & CEO: Katsuhisa Ezaki
Sompo Holdings, Inc.	Head Office: Tokyo, Shinjuku-ku, President & CEO: Kengo Sakurada
SBI Fintech Business Innovation Fund Lps <sup>* 3</sup>	Head office: Tokyo, Minato-ku, President & CEO: Katsuya Kawashima
KodanshaCo., Ltd.	Head Office: Tokyo, Bunkyo-ku, Representative Director & President: Yoshinobu Noma

J-WAVE, Inc.	Head Office: Tokyo, Minato-ku, President: Morio Nakaoka
Takenaka Corporation	Head office: Osaka, Osaka-shi, Chuo-ku, President: Masahiro Miyashita
Mizuho Securities Principal Investment Co., Ltd.	Head Office: Tokyo, Chiyoda-ku, President: Ryota Suzuki
Hiroshima Venture Capital Co., Ltd.	Headquarters: Hiroshima, Hiroshima, Naka-ku, Representative Director: Hiroshi Iwamoto
Yokohama Capital Co., Ltd.	Headquarters: Kanagawa, Yokohama, Nishi-ku, President: Kushibuchi Norio

※ 1 including pledged amounts

※ 2 INTAGE Open Innovation Investment Limited Partnership, INTAGE Holdings is a private fund established in collaboration with the SBI Investment

※ 3 the SBI Investment fund

## (2) Purpose of raised funds

The 5.5 billion yen recently raised will go towards AI (artificial intelligence) development through the use of deep learning and machine learning to promote behavioral change in consumer health (such as exercise, nutrition and sleep), marketing and promotion focused on the healthcare app “FiNC”, global expansion, hardware development and M&A. In the future, we will build even stronger partnerships with existing shareholders and investors through developing healthcare services that utilize AI (artificial intelligence) and cooperative marketing.

## (3) Appointment of a new Representative Director

Mitsunori Nanno, who has been a CTO in this company since its establishment and also is the youngest director of the “Japan Deep Learning Association”, has been appointed as a new representative director CTO. Nanno has helped build the foundation of all our technology areas. In 2016, he helped establish the artificial intelligence laboratory “FiNC Wellness AI Lab” specializing in healthcare, and in 2017 he became a director of the “Japan Deep Learning Association”, helping to further the business applications of innovative technologies based on Japanese machine learning and deep learning. Through Nanno’s expertise in cutting edge technologies, deep learning and machine learning, we aim to solve issues in the healthcare field which have been difficult to solve until now, and become a worldwide platform.

Name	New Position
Yuji Mizoguchi	Founder & CEO
Yasuro Koizumi	CFO, CIO Representative Director
Mitsunori Nanno	CTO Representative Director
Fumio Norimatsu	Head of Wellness Management Division, Director & Executive Vice President
Koji Kotaka	CSO, CAO
Kaori Kojima	CISO, Head of Information System Division

※ former Representative Director and Vice President Fumio Norimatsu will supervise the company's overall oversight, wellness management etc., as the Executive Vice President.

#### (4) Appointment of a new External Director

Etsuko Okajima (CEO of Pronova Co., Ltd), who is accomplished in venture organizations and human resource development with an abundance of experience in executive positions in large companies, has joined FiNC as an external director and is the second female executive following Ms. Kaori Kojima. While making the compliance and governance a priority for FiNC, we plan to strengthen the organization as a whole.



(From the left, Representative Director CFO and CIO Koizumi Yasuro, Outside Director Etsuko Okajima, CTO Mitsunori Nanno, CEO Yuji Mizoguchi)

#### (5) Changes in trade name and a new corporate logo

FiNC has changed its trade name and has a new corporate logo, aiming to become the world's leading technology company as a healthtech company, and will continue to pursue this goal.

1. New company name: FiNC Technologies Inc.
2. Change date: October 1, 2018 (Monday)
3. New corporate logo



So far, holding up our vision to "Serve people for the previous life", we utilize AI , analyzing lifestyle habits and worries such as step count, sleep and meals to support customers with their physical and mental health, and lifestyle through suggesting the most suitable advice for improving their lifestyle habits.

FiNC will continue to further accelerate its business expansion as a healthtech startup, striving forward with the steadfast aim of becoming the world's foremost wellness company.

### **<References>**

#### **Brief history of the New External Director Etsuko Okajima**

Pronova Co., Ltd. CEO

Management team development consultant, leadership training, leadership management talent.

For 200 top executives a year, identifying an "optimal management team" that matches management issues and business stages, offering hands-on support services such as successor appointment, external invitation, management coaching, management camp, etc. "To increase "professional management" in Japan" as a mission, she continues to create opportunities (management places) for management professionals to grow.

An external director for the Mitsubishi Corporation, Harvard MBA, McKinsey, Globis Management team, established in 2007 Pronova. Marui Group, Septeni Holdings, Link and Motivation, Lancers, and Yapuri. She has served many companies as an adviser, member of the government committee, NPO Director etc., such as management co-foundation bases and Globis Capital Partners.

She was elected from the World Economic Forum of the Davos Conference for the "Young Global Leaders 2007". The main book is "The day when a 40 year old becomes president" (Gentosha Inc.).

#### **Brief history of FiNC Inc. Representative Director CTO Mitsunori Nanno**

Graduated the University of Tokyo, Faculty of Engineering, Nanno established multiple startups during his undergraduate studies including MEDICA Co., Ltd., and CDSsystem Co., Ltd.

He has also won the "BEST STUDENT AWARD" at an international conference based on the theme of "development and research of recyclable energy storage through battery introduction simulation" while he was at the University of Tokyo.

Together with FiNC, Nanno established "FiNC Wellness AI Lab", Japan's first AI research lab specializing in wellness/healthcare in August 2016.

He became the youngest director of "Japan Deep Learning Association" in 2017, an association aimed at enhancing the competitiveness of Japanese industry through deep learning and has been appointed as a Representative Director for FiNC in September 2018.

### <About FiNC Inc.>

FiNC is a healthtech venture specializing in preventive health care and technology (artificial intelligence), with the mission of "Personal AI for everyone's wellness". FiNC is a professional group composed of doctors and pharmacists, experts in preventive areas such as nutritionists and trainers, data scientists and engineers, and researchers in life science fields such as genes and biology.

Company Name: FiNC Inc.

Founded: April 11, 2012

Founder and CEO: Yuji Mizoguchi

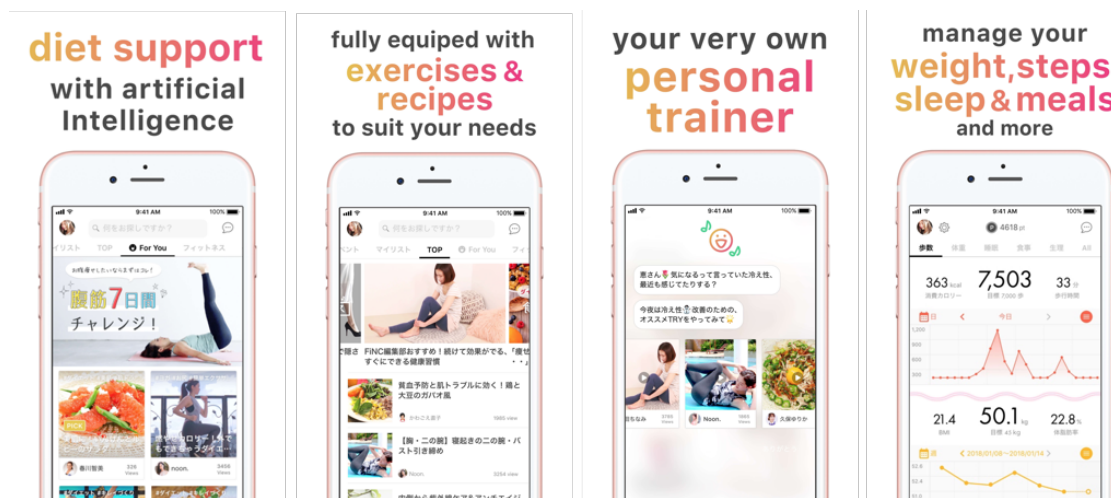
Headquarters: Shin-Yurakucho Bldg. 5F, 1-12-1 Yurakucho, Chiyoda-ku, Tokyo

URL: <https://company.finc.com/>

### <What is the FiNC app>

The FiNC app is a healthcare platform app with a built-in personal trainer AI (artificial intelligence).

Along with the mission "Personal AI for everyone's wellness", the app was released on March 6, 2017 (Monday), and currently exceeds 3.6 million downloads. FiNC also is continually the monthly No.1<sup>4</sup> healthcare/fitness app. In addition, we acquired 19 patents on artificial intelligence related technology in the healthcare field.



By downloading the application and simply carrying around a smartphone, the number of steps taken each day will be recorded, and points that can be used in the FiNC Mall will be awarded according to life log records, such as weight, time slept, meals, and the number of steps taken. In addition to this, there is video content of exercises, stretches, healthy recipes, and yoga from well known models, athletes, trainers and nutritionists, a food database with over 200,000 items, various nutrition and exercise programs, with a personal trainer AI delivering carefully selected suggestions catering to each and every users hobbies and worries. FiNC is becoming an app that can be enjoyed by even those who wouldn't usually be able to continue healthy lifestyle habits by themselves.

\* 4 In the App Store "Health Care / Fitness" category from March to August 2018, the number of days that won the first ranking in that rank is the majority of the number of days in the month.

**<Provided services URL>**

- FiNC application:<https://finc.com/>
- FiNC premium:[https://ow.finc.com/finc\\_premium/](https://ow.finc.com/finc_premium/)
- FiNC Mall:<https://mall.finc.com/>
- FiNC diet tutor:<https://dietcoach.finc.com/registered>
- FiNC for BUSINESS:<https://corporate.finc.com/business/>
- FiNC Fit:<http://fincfit.com/>

※ The name and logo of FiNC in Japan and other countries are trademarks or registered trademarks of FiNC Co., Ltd.

\* Other company names and product/service names listed are trademarks or registered trademarks of each company.

\* The contents published in this press release, service / product price, specifications, contact information and other information is up to date at the time of publication. This may be subject to change without notice.

**<For inquiries related to this press release>**

FiNC Co., Ltd. responsible: Kazumi Yuge/ Kiriko Tamanoi

Tel: 050-1742-0330 (substitute) Mail: [pr@finc.com](mailto:pr@finc.com)