

2 December 2016

To: Members of the Press

FiNC Inc.  
FitMeIn

**FiNC Inc. takes steps abroad in burgeoning fitness market !  
Tie-up with Indian fitness company FitMeIn including pre-Series A equity investment**

Mobile Health company FiNC (Headquartered in Tokyo, Japan; CEO: Yuji Mizoguchi, hereafter “FiNC”) announces a strategic partnership with fitness company FitMeIn (Headquartered in New Delhi, India; CEO: Nidhisha Varshney, hereafter “FitMeIn”) following an equity investment in FitMeIn’s pre-Series A round.

FitMeIn is a fit-tech platform working to develop the fitness/wellness ecosystem in India. Having a two pronged business model, it offers a multi-studio membership to 1000+ fitness workout destinations in New Delhi and Mumbai to the end users and provides cutting edge technology tools to enable fitness service providers to manage and grow all aspects of their operations, FitMeIn has grown rapidly in its first year of operations. The Indian fitness market is sized at more than 1.5 billion USD with over 20% growth annually (pwc).

New Delhi-based Green House Ventures (GHV) served as an accelerator for FitMeIn and also introduced the company to FiNC. With this partnership FiNC has taken the first step in expanding its business globally. The partnership will focus on developing inroads for FiNC’s corporate wellness service suite “FiNC for Business” and general health management application “FiNC” in the Indian market together with FitMeIn.

The partnership between the two companies will also lay the groundwork for a joint expansion in the greater Asian market.

“FiNC and FitMeIn will play to their respective strategic strengths, technical and marketing expertise that concerns the fitness segment, developing exciting products and services for the benefit of the subscribers. The current funding we have received reiterates the confidence of our investors in the FitMeIn model and business strategy despite the fact that this is a budding sector.”, said Vishesh Goel, COO, FitMeIn.

Yuji Mizoguchi, CEO of FiNC commented that “In expanding to markets outside Japan, strong local partners are essential. In addition to this, sharing common vision and rapid growth were key decision factors in our decision to invest in and partner with FitMeIn. With this partnership, we hope to contribute to the solution of large health issues in India such as diabetes and obesity.”

Vikram Upadhyaya of GHV remarks that “This is the perfect example of a strategic cross boarder partnership between Indian and Japanese companies. Through such partnerships, growth oriented companies from Japan, are able to access a huge Indian market with a population of 1.2 Billion. The partnership between FitMeIn and FiNC is the strongest partnership between India and Japan in the Fitness space.”



With this acceleration to a global stage, FiNC is advancing towards its goal of becoming the No. 1 wellness company in the world.

#### **About FitMeIn**

FitMeIn is an online platform that offers multi-studio membership to premium fitness workout destinations in Delhi/NCR and Mumbai. FitMeIn currently has in its network 1000+ workout destinations offering 100+ workout options. Using FitMeIn's in-app currency "Fit coins", individual and corporate users can book a wide number of workout sessions. FitMeIn's SaaS management solution enables the success of Fitness business-owner and helps them manage all aspects of their operations within a single system, from web scheduling and staff management, to point of sale and payment processing, to automated marketing.

Trading Name: FitMeIn

CEO: Nidhisha Varshney

Address: C-5, LGF, Lajpat Nagar III New Delhi, 110024 India

Website: <http://fitmein.in/>

#### **About FiNC**

Under the guiding principle of "Making Engagement a Science", FiNC is a mobile technology company specialized in health & wellness. FiNC is composed of professionals such as medical doctors, pharmacists, registered dietitians, athletic trainers, preventive health professionals, data scientists, computer science engineers and researchers in genetics & life sciences.

Company Name: FiNC Inc.

Founded: 11 April 2012

Founder and CEO: Yuji Mizoguchi

Headquarters: Shin-Yurakucho Bldg. 5F, 1-12-1 Yurakucho, Chiyoda-ku, Tokyo 100-0006, JAPAN

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