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## **“For a Healthy Today” on the FiNC App**

### **In Response to Novel Coronavirus Prevention Measures**

### **~Home Fitness Content and Advice from Health Experts~**

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FiNC Technologies Inc. (headquarters: Chiyoda-ku, Tokyo, CEO: Mitsunori Nanno, referred to as “FiNC”), the healthtech venture that specializes in preventative healthcare and AI, has launched the “For a Healthy Today” project on the healthcare platform app “FiNC®”. This project supports those who are working or staying at home due to the novel coronavirus, with home fitness content, recipes to boost your immune system, and advice overseen by health experts.



#### **◆About the Project**

As many people have begun working or staying at home due to the novel coronavirus, their lifestyle and eating habits have been disrupted, resulting in additional stress and a lack of physical exercise.

In the “For a Healthy Today” project, FiNC is providing specific content on the FiNC app to help people stay healthy through this challenging period, supervised by trainers, nutritionists, and other health experts.

FiNC is inviting partner companies to collaborate in this project, to provide content and support the health of even more people together.

## ◆The “For a Healthy Today” Project

The “For a Healthy Today” section was added to the home screen on the FiNC app. This content will also be available on the “FiNC U” online content website, and on FiNC social media.

### Current Content

- Smart Dieting being “Neat”! How to Lose Weight at Home and the Office

<https://finc.com/contents/3947d9e56c5aff2ff6101011e5313c87>

- How to Boost Your Immune System? (Overseen by Experts)

<https://finc.com/contents/136659e38864ad8260feeb6ec19522bf>

- Stretches that Fix Your Posture, When You are Often Sitting

<https://finc.com/contents/21ded7748ec8166d579f5c8f8c02bcc5>

※ Further content is planned for release.

※ The end date of the “For a Healthy Today” has not been decided.



## The No.1 Healthcare/Fitness App FiNC

The FiNC app is a healthcare platform app equipped with a patented<sup>※1</sup> AI personal trainer. FiNC recently reached 9 million downloads, with the concept of “one app for everybody”. FiNC is the No.1 healthcare/fitness app in regards to downloads in Japan<sup>※2</sup>, is the No.1 on the App Store’s Sales Rankings<sup>※3</sup>, and received the “Google Play Best Of 2018” award in the “Self-improvement Category”. FiNC has also acquired 60 AI-related patents in the healthcare area.



Users can earn points simply by downloading the app and walking with their smartphone to track their daily steps, as well as from tracking other areas of their lifestyle such as weight, sleep, and meals. These points can be used to purchase health/beauty products on the FiNC Mall. The FiNC app also has plenty of video content about exercising, stretching, yoga, and healthy recipes by famous athletes, trainers, and nutritionists, as well as over 200,000 items in its food database. With this information, the FiNC AI personal trainer can recommend the best nutritional and fitness programs to suit each users’ health goals and concerns. The FiNC app helps users have fun staying healthy, even when they might have given up by themselves.

※1 Patent #6075905, Patent #6360547, Patent #6486541, Patent #6429840, Patent #6010719, Patent #6362651, Patent #6069652.

※2 Total number of downloads in the Japan App Store/Google Play “Healthcare/Fitness” category for a year (January 2019 - December 2019), source: App Annie.

※3 Sales in the Japan App Store “Healthcare & Fitness” category for a year (December 2017 - November 2018), source: based on data from App Annie.



### ◆Downloading the FiNC App

The FiNC app is free to download.

Google Play: <https://play.google.com/store/apps/details?id=jp.co.fincapp&hl=ja>

App Store: <https://itunes.apple.com/jp/app/finc/id965626396?mt=8>

### About FiNC Technologies Inc.

FiNC Technologies Inc. is a healthtech venture specializing in preventive healthcare and AI, with the mission “personalized AI for everyone’s wellness”. FiNC is a team of professionals in the health, life science, and technological fields, such as qualified nutritionists, physiotherapists, trainers, life science researchers (in nutrition, exercise, and psychology), data scientists, and engineers.

◆Company Name	FiNC Technologies Inc.
◆Headquarters	Shin-Yurakucho Building 5F, 1-12-1 Yurakucho, Chiyoda-ku, Tokyo
◆Founded	April 4, 2012
◆Representative	Representative Director & CEO Mitsunori Nanno
◆Employees	230 (as of 03/01/2020)

### <FiNC Services>

- FiNC App: <https://finc.com/>
- FiNC Mall: <https://mall.finc.com/>
- FiNC Diet Coaching: <https://dietcoach.finc.com/>
- FiNC for BUSINESS: <https://corporate.finc.com/business/>
- FiNC Fit: <http://fincfit.com/>
- FiNC U: <https://u.finc.com/>

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※ The content of this press release, such as service/product price, specifications, contact information, and other information is up to date at the time of publication. It is subject to change without prior notice.

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