

**Digital Health company FiNC expands business scope and strengthens executive level  
Noriyuki Nobayashi, former CEO of Lawson Entertainment Inc. joins as Executive Manager**



(From left to right: Yuji Mizoguchi, Founder & CEO; Executive Manager & CMO Noriyuki Nobayashi; Executive Vice President CWO & CAO Fumio Norimatsu; Executive Vice President CFO & CSO Yasuro Koizumi)

On 13 January 2016, FiNC co., Ltd (Headquarters: Ginza, Tokyo; CEO: Yuji Mizoguchi) welcomed Noriyuki Nobayashi (“Nobayashi” below) to the executive team as Executive Manager & CMO. Nobayashi comes to FiNC after having served in several high-level positions, including at Recruit, BookOff and Lawson.

At Recruit, Nobayashi oversaw management planning, business strategy and the promotion planning for “Toraba-yu” and “Zexy”, among other campaigns. As an executive at Lawson he led the marketing, entertainment and product development departments, producing such successful products as Lawson Pass Card and well-known character brands like “Rilakkuma”. Many such successes underscore his substantial career.

As CMO, Nobayashi’s knowledge and experience will form the basis of an ambitious marketing strategy and rapid promotion cycle. By strengthening its customer value proposition and brand strategy, FiNC aims to solidify its competitive advantage when offering new services and expanding internationally.

## ■Noriyuki Nobayashi, Executive Manager & CMO

Nobayashi was born in 1964 in Tokyo. After graduating from Waseda University's Political Science and Economics faculty, he joined Recruit in 1987.

He contributed to successful management planning, business strategy and promotion planning with comprehensive market studies and analytical skills.

In 2003 he joined Lawson as an executive and oversaw marketing, entertainment and product development departments. After having delivered numerous hit promotions, he was promoted to CEO of Lawson Entertainment Media in 2010.

In 2012 he joined Legs Company, Ltd. as CMO.

He is currently on the board at BookOff Corporation and Legs Company, Ltd., as well as a lecturer on marketing at Takagi Gakuen Girls' High School. He has authored "*Tokoton Kansatsu Marketing*" and is currently giving a lecture series on customer-focused experience marketing.

### About FiNC

FiNC is a digital healthcare company with an emphasis on creating timely, actionable and personalized recommendations to help individuals reach their health goals. Leveraging technology and research, FiNC provides a platform for users to understand, manage and improve their health.

### FiNC Company Profile

Company Name : FiNC co., Ltd.

Founded: 11 April 2012

Founder and CEO: Yuji Mizoguchi

Headquarters: Matrix Building 4F, 5F, 7F, 3-9-6 Ginza, Chuo-ku, Tokyo 104-0061, Japan

Website: <http://www.finc.com>

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