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To: Members of the Press

FiNC Inc.

## **FiNC Targets Further Penetration of Wellness Management Market in Japan with Fitbit Integration**

*FiNC also Launches “One Pound Saves One Child” Program with Table for Two*

Mobile Health company FiNC (Headquartered in Chiyoda, Tokyo; CEO: Yuji Mizoguchi, hereafter “FiNC”) is working with [Fitbit, Inc.](#) (Headquartered in San Francisco, California, USA; CEO: James Park), the leader in the connected health and fitness market, in order to promote the adoption and spread of wellness management<sup>1</sup> in Japan.



### **FiNC and Fitbit**

FiNC has advanced wellness management programs in Japan by providing health management tools to individual employees through its “FiNC plus” service and to administrators via its “FiNC Insights” analytical software. Employee health states are calculated from physiological and lifestyle habit data, and then collected and analyzed to understand the particular health risks for employees at the company and on an individual level. By accessing data through the Fitbit open API with the participant’s consent, FiNC can automatically collect important physiological and lifestyle data essential for providing turnkey wellness management programs. This collaboration makes it possible for all program participants to benefit from actionable and impactful recommendations without the burden of data input.

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<sup>1</sup> A new tenet of management recognizing employees' health as a key strategic asset to be nurtured and maintained at a company-wide level.

Participants can use Fitbit devices to automate the recording of health and fitness data such as steps and sleep without the need for manual data input once they have opted into the program<sup>2</sup>. Other data like heart rate are also collected automatically, providing a more detailed overview of users' health states. From these data, FiNC provides actionable and impactful recommendations for the improvements of lifestyle habits through its wellness management programs. This in turn raises users' awareness of their health and leads to higher levels of engagement.

“FiNC plus” analyzes this data to recommend personalized lifestyle improvement tasks to all participating employees, increasing health awareness and engagement. Until now, only highly health-conscious people would take the actions needed to record and manage their sleep or dietary data. Linking Fitbit data with FiNC services means that many more people can benefit from health & wellness recommendations automatically tailored to their health states, leading to a healthier lifestyle.

### Details of the Fitbit & FiNC Collaboration

1. With the consent of participants, data collected from their Fitbit devices (steps, sleep, heartrate) will be automatically passed to FiNC's app. In this way, users of FiNC's services can check their health states without the burden of inputting data, thereby raising health awareness and engagement.
2. FiNC will sell the combined Fitbit device & FiNC service wellness package service.
3. Service launch date: 1 August 2016.
4. Applicable devices / services:  
Fitbit : Fitbit Blaze, Fitbit Charge HR  
FiNC : FiNC plus, FiNC Diet Coach, FiNC Wellness Coach, Body Design Program
5. Compatible phones: Android, iOS
6. Cost: No additional charge for FiNC services (devices sold separately)



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<sup>2</sup> Data will not be shared without employees' consent.

“One of the largest issues in the world of corporate wellness is the lack of employee engagement, because people cannot directly see the benefits,” said Yuji Mizoguchi, CEO of FiNC. “FiNC hopes to support the acceleration of this movement in the wellness management market in Japan by using the Fitbit platform and devices to better integrate data collection into our programs to help users make more informed decisions about their health.”

“Fitbit’s collaboration with FiNC in Japan highlights the continued expansion of our distribution through a mobile health technology channel as well as how Fitbit Group Health<sup>3</sup> is supporting corporate wellness programs around the world,” said Steve Morley, Vice President and General Manager Fitbit Asia Pacific. “There is a tremendous opportunity in countries like Japan to incentivize health and wellness through rewarding, community-driven experiences using wearable devices that consumers love.”

In association with NPO TABLE FOR TWO International (Headquartered in Minato, Tokyo; Board Spokesperson: Masahisa Kogure; hereafter “TFT”), FiNC will begin “One Pound Saves One Child”, a new program enabling employees genuinely participating in workplace wellness to have their efforts linked to donations in the developing world.

Participating employees at companies using FiNC plus will be able to convert their weight loss to child nourishment programs in the developing world through TFT. For each pound of weight lost during the first two months of using FiNC plus, FiNC will contribute the cost of one meal (approximately 20 yen) to the cause.

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<sup>3</sup> Fitbit Group Health uses the power of Fitbit products, software and services to deliver innovative solutions for corporate wellness, health management and health research programs. Fitbit uses the power of its technology and market-leading activity trackers to help get employees moving [PL Note: we haven’t seen any substantiation for our technology being “market leading] and make corporate wellness programs more effective. The Fitbit platform – consisting of devices, apps, social and motivational features, advice and personalized coaching – can help people make behavioral changes to be more active, exercise more, eat smarter, track their sleep and manage their weight.

## **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.

## **FiNC Company Profile**

Company Name : FiNC Inc.

Founded : 11 April 2012

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