

To the Press
October 12, 2017
FiNC Inc.

A new genre of **“walking game”** to enjoy with your steps registered on the app **“FiNC”**
“FiNC Reward Walker” starting on **October 12 (Thursday)!!**

~ Travelling in the virtual Japan and getting gorgeous prices!

You may be able to go to Hawaii with 1,000 steps! ~

Today (October 12, 2017) the preventive healthcare and AI technology healthcare venture company FiNC Inc. (Tokyo, Choyoda-ku, President and CEO: Mizoguchi Yuji, hereinafter “FiNC”), in collaboration with the creative laboratory “PARTY”, started the walking event “FiNC Reward Walker”, to be enjoyed together with the number of steps counted by the smartphone app “FiNC”.

■ “FiNC Reward Walker”`s special website URL: <https://gohobi.jp>

Walking event “FiNC Reward Walker”

“FiNC Reward Walker” game image



“FiNC Reward Walker” is a new genre of “walking game” where you can get awesome prizes doing the lottery once every 1,000 steps. In connection with the number of steps actually walked as counted by the app “FiNC”, you can travel in the virtual Japan together with cute characters. Every 1,000 steps you can draw the “Reward Lottery” to win gorgeous prizes, and every time you reach your destination you can get a lottery ticket to win an overseas trip. Furthermore, collecting a lot of local sweets and T-shirts for your character that you can win at the “Reward Lottery”, you can get a new lottery ticket to win an overseas trip, and the more you walk the more you have the chance to win a trip to Hawaii, South Korea, Taiwan or Bali.

Press Invitation

FiNC

Autumn, suitable season for fitness, arrived, and through these measures FiNC hopes to encourage more customers to enjoy walking and become healthy.

The 7 points of enjoying with "FiNC Reward Walker"

1 Let`s get the trip abroad!

You can get a lottery ticket by arriving at your destination and completing the missions. By collecting a lot of tickets you will have a higher probability to win a trip abroad.



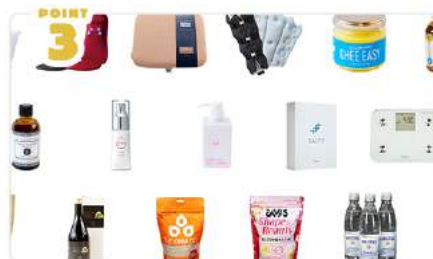
2 Let`s collect the postcards!

When arriving at your destination, you can get a postcard with your character on it. You can enjoy looking at your picture book and share the postcards to the SNS.



3 Let`s win gorgeous prices!

When arriving at a town, you can do the lottery to win gorgeous prices. Let`s walk a lot and do the lottery many times!



4 Let`s collect sweets and T-shirts!

When arriving at a town, you can receive local sweets and a T-shirt for your character. Let`s collect many of them and get the lottery ticket for a trip abroad!



5 Let`s compete with friends!

When in a ranking and connected with Twitter/Facebook, friends are displayed in the ranking and in the map, and you can enjoy walking while competing with them.



Press Invitation

FiNC

6 Let`s support our friends !

When getting a “support” from friends, the support gauge accumulates and the fever condition lasts for 30 minutes. In this condition you can walk to the next city, which is usually distant 1,000 steps, with 500 steps.



7 Let`s send gifts to friends!

You can send gifts with local sweets and T-shirts to your friends, and when they receive them they can get a lottery ticket for a trip abroad.



Characters with their own individual appearance and personality



タマコ

TAMAKO

I`m a very curious and gentle cat who likes walking.



ポンタ

PONTA

I`m a sociable French Bulldog, sometimes spoiled.



ウサミ

USAMI

I`m a rabbit with a high esthetic sense and feminine walking.



パンキチ

PANKICHI

I`m a lively and enthusiastic panda, always in high tensi



フラミン

FRAMIN

I`m a “tsundere” flamingo. I occasionally say heart pounding words.



キリリン

KIRIRIN

I`m a musician giraffe who wants to deliver its songs to all Japan.



ペコクマ

PEKOKUMA

I`m a glutton with a bear. I get sleepy as soon as I eat.



リュウタ

RYUTA

I`m a lonely dragon. I become homesick every time I leave home.



ペガタン

PEGATAN

I`m a loose Pegasus. I live as it goes.



バショウクン

BASHOTAN

I`m a narcissistic haiku poet, Basho. I`m old but my heart is still young.

“FiNC Reward Walker” sponsor companies

Press Invitation

FiNC

“FiNC Reward Walker” is supported by many sponsor companies which are enjoying the game.

Special sponsor:

Tokio Marine & Nichido Life Insurance Co., Ltd.



Comment from Tokio Marine & Nichido Life Insurance Co., Ltd.

“FiNC Reward Walker” is a revolutionary event supporting the improvement of the health and the lifestyle habits of all the users, and since it`s very close to our concept of “Walk Insurance*” started on October 2, we decided to participate to the event as a special sponsor.

The “Walk Insurance” is the industry`s first product to cash back part of the insurance premium according to the customer`s health promotion activity measured by a special app, aiming at protecting beforehand the customers from serious diseases such as lifestyle-related diseases.

*: New medical general insurance (Basic guarantee / No-cancellation return type), health promotion special contract addition (Not shared)



<Walk Insurance`s special wesite>

It`s the website with all the information regarding the “Walk Insurance”. Please look at the website for detailed information.

URL : http://www5.tmn-anshin.co.jp/arukuhoken_special/index.html

Sponsor Companies: ANA Holdings Inc, Kewpie Corp., Kirin Company, Limited, Lotte Co., Ltd, Taisho Pharmaceutical Co., Ltd.

Each company offers the prices etc. in the game “FiNC Reward Walker”.

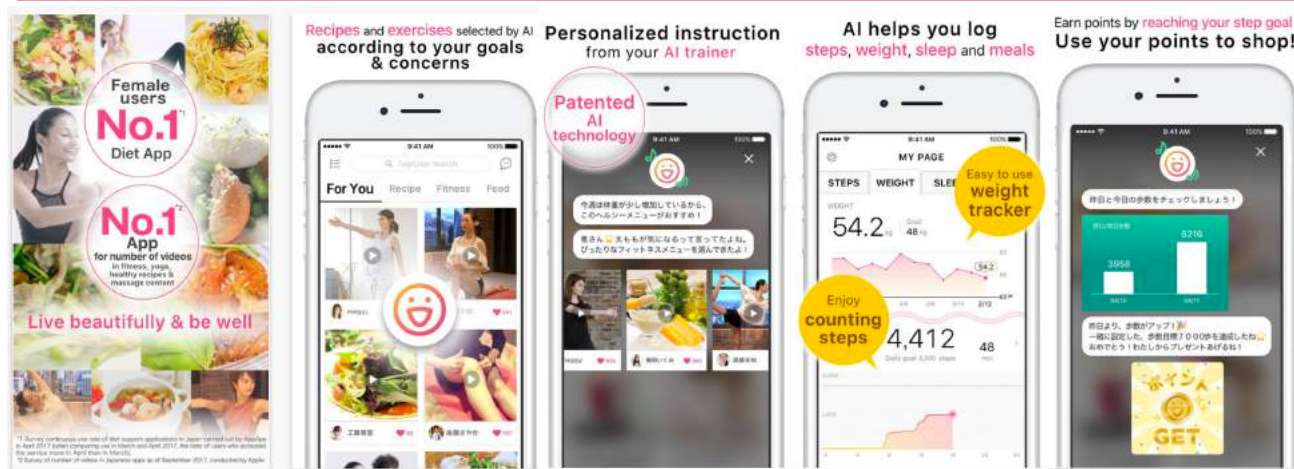


(Alphabetical order)

Press Invitation

FiNC

The app "FiNC"



The app "FiNC" is a healthcare application offering an AI/technology personal trainer, different from the other healthcare and diet apps. Just by downloading the app and walking carrying the smartphone, the number of steps taken every day accumulates, and when the target is reached the users will get points to use in the FiNC MALL.

The patented personal trainer AI, incorporating various nutrition and exercise programs, carefully selects the most suitable menu for the user`s interests and concerns, including video contents on exercises, stretching, healthy recipes and yoga posted by experts such as nutritionists, trainers, athletes and famous models, and 200,000 items-food database. The personal trainer AI support the users with the diet which is hard to continue alone, and with entering the life log such as steps, weight, meals and sleeping time, so it`s an app that users can continue to use while enjoying it.

◆Download URL:

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

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

About FiNC Inc.

FiNC is a health tech venture company specialized in healthcare prevention and AI technology with the mission of providing "A personal coach to everybody". It`s a group of professionals in the preventive fields such as doctors and pharmacists, nutritionists and trainers, and of data scientists and engineers and researchers in the life science fields such as genetics and biology.



Press Invitation



- ◆Name FiNC Inc.
- ◆Headquarters 1-21-1 Yurakucho, Chiyoda-ku, Tokyo 100-006, Shin-Yurakucho 5F, Japan
- ◆Founded 2012年4月11日
- ◆Representative Yuji Mizoguchi, Founder and CEO
- ◆Capital 2,241 million JPY
- ◆Employees 241 (As of the end of September 2017)

About PARTY

PARTY is a creative laboratory founded in 2011. Its offices are in Tokyo and in New York, and it

PARTY

responds to its clients` issues and needs dealing with various promotions not only in Japan but also for international companies.

This time, PARTY is in charge of the “FiNC Reward Walker”`s game planning and development.

For inquiries from the press

FiNC Inc., “Reward Walker” press release PR secretariat (AUR Inc.)

TEL : 03-5545-3888 / FAX : 03-5545-3887 / MAIL : finc-pr@aur.co.jp

FiNC Inc. Public Relations Strategy office Persons in charge: Kazumi Yuke, Kiriko Tamanoi