

**FiNC Technologies Inc. has raised approximately 5 billion yen, for a total of over 15 billion yen raised since founding**  
**A huge update for the FiNC app's "Food Image Recognition" feature, as well as the acquisition of meal logging-related AI patents such as "Menu Options"**

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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 raised approximately 5 billion yen in the current round through third-party allotment. This brings the total funds FiNC has raised since founding to over 15 billion yen.

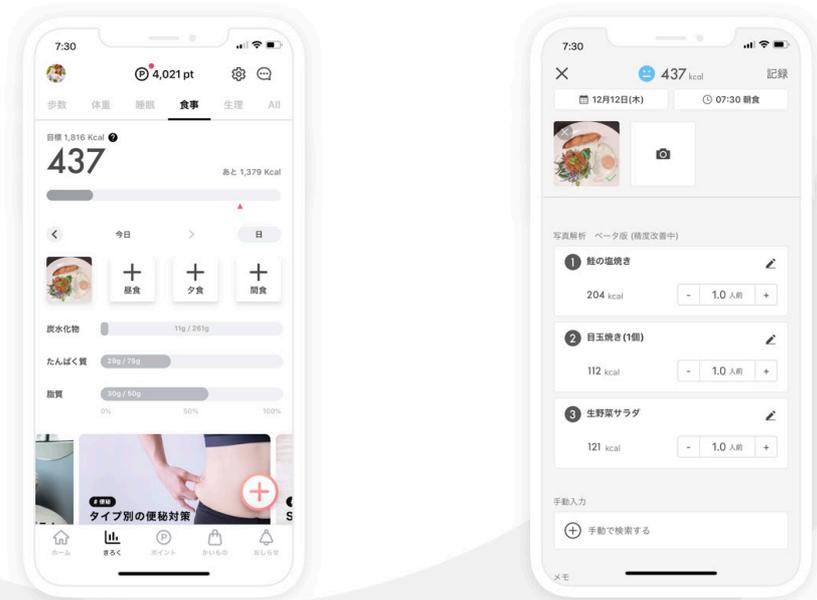
## **1. The purpose of this fundraising round**

With the funds raised from this round, FiNC will focus on AI development, used in each of FiNC's services, most notably the healthcare/fitness app "FiNC" which has reached over 8 million downloads. It will also be used to expand new businesses and to strengthen marketing.

## **2. The huge "Food Image Recognition" feature update**

The "food image recognition" feature uses AI and deep learning to identify the content of food images, as well as calculate the calories and macronutrients (carbohydrates, protein, and fats). Users can track their calorie consumption, daily calorie goals, and recommended macronutrient consumption by simply uploading photos of their meals to the FiNC app. Results are shown in graphs to make it easy for users to see if they are under or over-consuming calories and macronutrients. The recent update has largely increased the categories of food that can be analyzed, allowing for a higher level of accuracy. With over 5 million meal photos uploaded to the FiNC app, FiNC has collected a large amount of image data to provide a highly accurate service for customers. This effortless meal management tool makes it easy to continue tracking nutrition in everyday life, which is key for overcoming bad habits with nutrition, one of the big three lifestyle factors that affect health (along with exercise and rest).

# FiNC Technologies



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### 3. Healthcare-related IP/patent strategy & acquiring the “Food Image Recognition Feature” patents

FiNC has acquired the “Food Image Recognition Feature” patent cluster, which includes meal logging-related patents such as “Menu Options” (patent No. 6486540) and “Meal Post Evaluation” (patent No. 6075905), reaching a total of 60 patents acquired domestically (※1). The FiNC website has also recently been updated to include FiNC’s global IP strategy with the healthcare-related AI patents acquired since its founding in 2012. As new features are developed, FiNC wants to contribute to the healthcare field by providing these AI-related patented technologies and licenses to other companies that identify with the FiNC vision.

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## Patent Number

Menu Options Patent 6486540

## Patent Summary

This allows users to choose what they've eaten from a list of options (1) and provides the most suitable advice as the user's meals are analyzed and the nutrition value (such as calories) is displayed (2).



## Patent Number

Meal Post Evaluations Patent 6075905

## Patent Summary

This analyzes the food images uploaded by users (1) and displays the nutrition value (such as calories) (2). Users are also given suitable advice based on their lifelog and previous advice.



## Patent Number

Pre-Survey Patent 6486539

## Patent Summary

This allows users to upload food images (1) and provides suitable advice based on their responses to a previously answered survey (2).



## Patent Number

Contact Experts Patent 6510720

## Patent Summary

If advice can't be automatically given to users based on the food images they've posted, this allows users to get in contact with experts who will show the nutritional value and provide personalized advice.



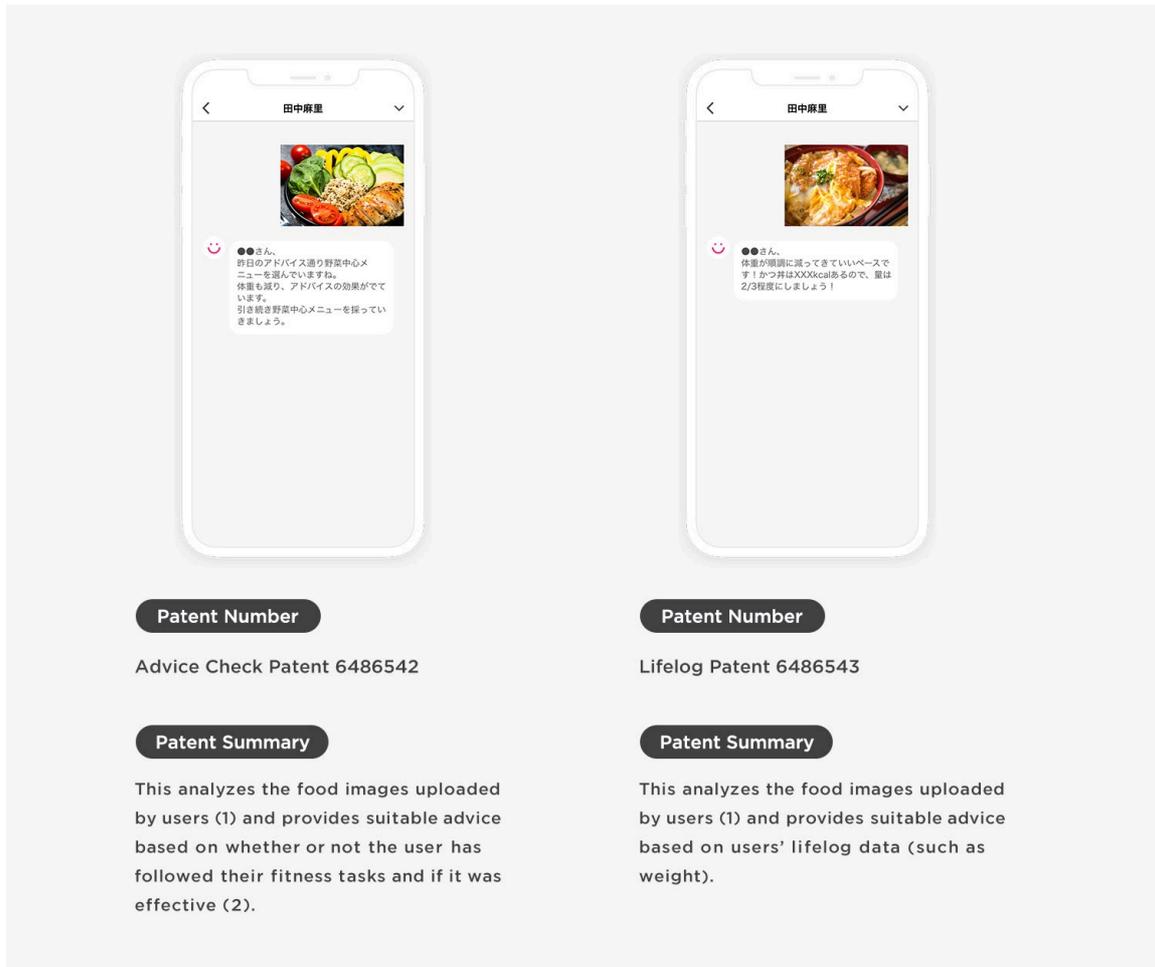
## Patent Number

Report Generation Patent 6486541

## Patent Summary

This analyzes the food images uploaded by users (1) and generates a report to show users the nutritional value (such as calories) of their meals (2).

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## 4. “FiNC 1 Minute Fitness” Featured on TV Asahi 1 Minute Exercises Late Night on Mondays~Thursdays

FiNC’s first TV program “FiNC 1 Minute Fitness” has begun airing. It includes a martial arts “FIGHT” class and a body toning “RELAX” class, where viewers can exercise to music together with instructors and special guests each week.

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### ◆TV Program Information

**Program Name:** “FiNC 1 Minute Fitness”  
**Broadcasting Station:** TV Asahi (Kanto Local)  
**Premiere Date:** 01/06/2020 (Monday)  
**Regular Airing Time:** Weekly on Monday~Thursday at 12:45-12:50am  
**Official Program Website:** [https://www.tv-asahi.co.jp/1min\\_fit/](https://www.tv-asahi.co.jp/1min_fit/)

# FiNC Technologies

## 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        364 (including affiliated companies, part-time workers, and interns, as of 01/01/2020)

### <FiNC Services>

- FiNC App:            <https://finc.com/>
- FiNC Premium:      [https://ow.finc.com/finc\\_premium/](https://ow.finc.com/finc_premium/)
- 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/>

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

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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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