
FiNC Technologies Launched New Subscription Service “FiNC Plus”! Providing Better Online Health Management with Carb Tracking and Advice Report Features, for ¥480/Month

~Launched with a 1-Year Free Trial Campaign until August 15, 2020~

FiNC Technologies Inc. (headquarters: Chiyoda-ku, Tokyo, CEO: Mitsunori Nanno, referred to as “FiNC”), the healthtech venture that specializes in preventive healthcare and AI, officially launched a new subscription service “FiNC Plus” today, July 21, 2020 (Tuesday), with features such as carb management and advice reports. This will provide our customers with an even better online health management experience.



The image shows a promotional banner for FiNC Plus on the left and a smartphone screenshot of the app interface on the right. The banner features the FiNC Plus logo with a 'P' in a shield, the text 'FiNC Plus' and 'フィンク プラス', and a red circular badge stating '1年間無料' (1 year free). A white banner across the bottom of the main graphic says 'お試しキャンペーン実施中' (Trial campaign in progress). The smartphone screenshot displays the app's home screen with a yellow background and text: '新プランお試しキャンペーン中' (New plan trial campaign in progress), 'Plusな生活はじめよう' (Let's start a Plus life), '期間限定!' (Limited time!), 'FiNC Plus', '通常 ¥480/月' (Regular ¥480/month), and '最初の1年間はお試し¥0' (First 1 year is ¥0 trial). A red banner at the bottom of the phone screen indicates the campaign ends on '2020年8月15日(土)23:59まで' (August 15, 2020, 23:59).

With the concept “One App, for Everybody”, the FiNC app allows all users to keep a lifelog and track their steps, meals, weight, and sleep, as well as to earn FiNC points with healthy actions that they can spend on the wellness specialty store FiNC MALL. In addition to these core features, FiNC Plus will provide extra features for an even better online health management experience, for ¥480/month (incl. tax).

1. Carb Management Feature

Users can see and manage their carbohydrates when they record their meals.

2. Advice Report Feature

Users receive a weekly report of their body shape, steps, and weight, which encourages them to regularly reflect on their lifestyle and build healthy habits.

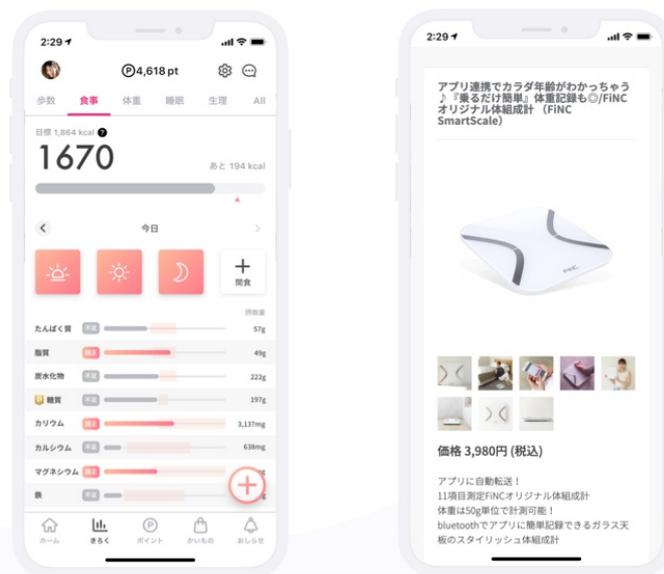
3. Special Discount for the Original FiNC Smart Scale

Users can purchase the original FiNC Smart Scale for ¥1,000 off the listed price. The FiNC Smart Scale can measure and automatically record 11 health indicators to the FiNC app, such as weight, BMI, and visceral fat levels, just by standing on it.

4. Extra Lifelog Points

FiNC Plus users will earn twice as many points from using the lifelog features on the FiNC app. FiNC points can be used on the wellness select shop “FiNC MALL” to purchase useful beauty and health products, with 1 point being equivalent to ¥1*1.

※1 FiNC Points can be used for up 20% of purchases on the FiNC MALL (incl. tax).



◆ About the “FiNC Plus” Service

Price: ¥480/month (incl. tax)

◆ 1-Year Free Welcome Campaign

The 1-Year Free Campaign has begun, granting users who sign up for “FiNC Plus” before August 15, 2020 (Saturday) 1 year of free membership.

How to Sign Up:

▼ New users

You can sign up for FiNC Plus after downloading the FiNC app and creating an account.

▼ If you already use the FiNC app

You can sign up for FiNC Plus from the banner on the “Earn Points” section in the FiNC app. You can also access this from the “Upgrade and Earn” option on the “Points” tab, found on the bottom of the screen.

※ Users who are already paid members or corporate members will not see the abovementioned campaign banners.

The No.1 Healthcare/Fitness App FiNC

The FiNC app is a healthcare platform app equipped with a patented^{※2} AI personal trainer. FiNC recently reached 9.5 million downloads, with the concept of “one app for everybody”. FiNC is the No.1 healthcare/fitness app in regards to downloads in Japan^{※3}, is the No.1 on the App Store’s Sales Rankings^{※4}, and received the “Google Play Best Of 2018” award in the “Self-improvement Category”. FiNC has also acquired 56 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.



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

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

※4 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 184 (as of 07/01/2020)

<FiNC Services>

- FiNC App: <https://finc.com>
- FiNC Mall: <https://mall.finc.com/>
- FiNC for BUSINESS: <https://corporate.finc.com/business/>
- FiNC U: <https://u.finc.com/>

※ The FiNC name and logo are trademarks or registered trademarks of FiNC Technologies Inc. in Japan and other countries.

※ The company names and product names mentioned are trademarks or registered trademarks of each company.

※ 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.

<For inquiries related to this press release>

FiNC Technologies Inc.

Kazumi Yuge / Hiroe Nameki / Timothy Bakker

Tel: 050-1742-0330 Mail: pr@finc.com