

Dae Ho Kim, CEO & Co-founder / Ficor Health Inc.

Mr. Kim is a seasoned entrepreneur and strategist with various experiences in the healthcare sector.

Prior to taking head of Ficor, he has provided strategy and guidance to numerous companies doing cross-border businesses, especially with the Middle East for almost 30 years.

Currently, Mr. Kim is the CEO & Co-founder of Ficor Health Inc., a company only focusing on the wrist, elbow and shoulder pain. While the known figure is 20% of the world population suffering from such conditions, this only represents the cases where people have actually visited medical centers to get treatments, meaning there are more who are opting to live with the discomfort and also a greater number of people who want to wear it to protect their wrist due to their occupation or living habits.

Modern lifestyles with computers or smart phone selfies etc. also contribute to the younger generations facing wrist problems which will leads to discomfort earlier on. Ficor wristbands are simple and almost immediately effective for those with various conditions to their arm areas.

While the Ficor Wristband is currently on its 3<sup>rd</sup> generation model, other various models in the pipeline have been tested and ready for launch.

Mr. Kim received his Master's degree from Korea University with merits.