



October 31, 2025

Company name: FIT EASY Inc.
Representative: Kunie Hisashi, Representative
Director and President
(Securities code: 212A ; TSE Prime/NSE Premier)
Inquiries: Fujiwara Yuji, Managing Director,
General Manager of Corporate
Administration Division
Telephone: +81-58-215-8744

Notice Regarding the Opening of a New Sauna-Focused Store

Through the development of amusement fitness clubs, our company has focused on providing members with an environment that can be used as a “third place” in various situations.

In order to meet the growing demand for saunas and the diversification of lifestyles, we have developed a new store format specialized in saunas, going beyond traditional fitness offerings. We are pleased to announce that the opening of this sauna-focused store has been confirmed.



Store Exterior Image



Outdoor Sauna Image

1. Background of the New Store opening

The sauna and spa market is expected to continue expanding at a high growth rate, with its value increasingly recognized as a means of promoting health and providing refreshment in today’s stressful society.

Currently, our “FIT-SAUNA, ” which is offered as part of the amusement service in our facilities, has achieved very high utilization rates and has become one of the most attractive services for our members. In addition, we have received requests for more authentic sauna facilities with greater availability and usage flexibility.

In response to these market trends, our proven track record, and the feedback from our members, we decided to open a standalone store format focused primarily on saunas.

The sauna-focused stores we are developing aim to provide a high-quality environment that engages all five senses, leveraging the expertise and attention to detail we have cultivated since our founding in creating “third place” spaces for our members. Even in today’s thriving sauna market, these stores will serve as facilities dedicated to enhancing our members’ well-being.

2. Details of the store

Store name	FIT-EASY Gifu Masaki / Sauna
Address	2-7-13, Masaki Naka, Gifu city, Gifu, Japan
Opening Date	Pre-Opening: December 5 th , 2025 Grand-Opening: December 15 th , 2025
Business hour	7:00 am~11:00 pm (※During the Pre-Opening period: 10:00 am~8:00 pm)
Monthly Membership Fee	6,980 yen (excluding tax) ※ Members may access all locations after 31 days from the date of enrollment.
Included services	• Large Sauna • Private Sauna • Outdoor Sauna (Men only) • Hydrogen Water dispenser • Towel Rental service

3. Outlook

We will accurately identify nationwide demand based on marketing insights and continue to expand our store network in dominant areas where our presence can be maximized.

In addition, we are considering opening stores specialized in various services offered through our amusement fitness clubs, pursuing a diversified business strategy.

Through these initiatives, we aim to create new growth opportunities and contribute to the company’s sustainable growth.

End