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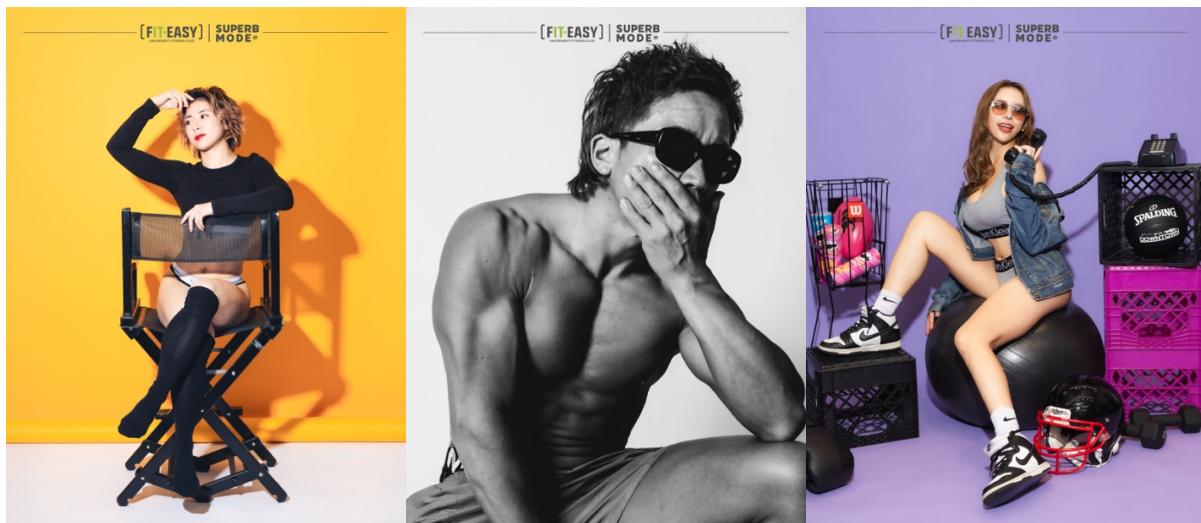
January 13, 2024

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Representative: Kunie Hisashi, Representative Director and President  
(Securities code: 212A ; TSE Prime/NSE Premier)  
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**Notice Regarding the Start of a Collaboration with Superbly Inc's "SUPERB MODE." The project introduces the Korean-born "Body Profile" culture to Japan, themed around "Recording the Proof of Effort as Art" and "The Fusion of Beauty and Training."**

Through the operation of our "Amusement Fitness Clubs," we have consistently strived to provide new value by developing and introducing various amusement services. Our mission is to create an environment where members can not only train but also "achieve goals while having fun" and "attain health through enjoyment."

We are pleased to announce a new collaboration with Superbly, professionals in the Korean-born "Body Profile" photography movement. This partnership aims to offer unique value by integrating **Training, Beauty, and Art**. Together, we will launch the following two collaborative projects.



### 1. Background of the Collaboration

We have differentiated ourselves in the market by offering a comprehensive suite of self-service beauty options, including self-Echenique, self-whitening, pelvic floor muscle training, and collagen machines.

Through this collaboration, we seek to pursue a new value in fitness: "Preserving the proof of effort as

art." By integrating the advanced photography techniques and professional permanent makeup (SUPERB INK) services of Superbly Inc, we will provide "Enduring beauty that lasts beyond training." This initiative directly addresses the needs of beauty-conscious individuals who desire to "stay effortlessly beautiful at all times."

By establishing a total beauty service that offers training, self-care, and professional beauty treatments in one stop, we aim to enhance our brand value and expand our reach to a broader target audience.

## 2. Collaboration Overview

**SUPERB MODE**, a body profile studio operated by Superbly Inc, is at the forefront of the Korean-born "Body Profile" movement. While maintaining the high standards and artistic perfection of the Korean culture, the studio pursues a unique style tailored specifically to the Japanese physique, skin tones, and sensibilities.

- **Custom Lighting for Japanese Skin Tones:** Specialized lighting techniques that enhance skin clarity, transparency, and three-dimensional definition.
- **Expert Posing Guidance:** Professional direction on angles that showcase muscles and curves in their most natural and beautiful form.
- **Professional Hair & Makeup:** Total coordination of facial expression, hair, and makeup to complete the aesthetic.
- **Korean Perfection x Japanese Pop Culture:** A diverse range of styles, from refined elegance to vibrant "Kawaii" aesthetics. From translucent, airy finishes to dramatic, high-contrast staging, we maximize the unique charm of every individual.

### ① Photography Collaboration Project

<b>Project Details</b>	"With the objective of preserving the fruits of one's efforts as a work of art, we will provide our members with premium Body Profile photography sessions fully produced and supervised by the Superbly. team, encompassing professional lighting, composition, and hair and makeup direction."
<b>Eligibility &amp; Exclusive Benefits</b>	All members are eligible to receive a special 20% discount off the standard price for all photography plans. Additionally, an original collaboration frame featuring the logos of both our company and Superbly Inc will be applied to all photography data.
<b>Launch Schedule</b>	Scheduled to commence in January 2026.

### ② Beauty Art Makeup Collaboration Project

<b>Project Details</b>	Under the theme of " <b>The Fusion of Beauty and Training</b> ," we will launch professional permanent makeup services ( <b>SUPERB INK</b> ) for brows and scalp, exclusively for our members. To ensure the highest standards of safety
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	and quality, all procedures will be performed by certified professionals, including licensed hair specialists and artists certified by the International Tattoo Artist Association.
<b>Eligibility &amp; Exclusive Benefits</b>	All members are eligible for an exclusive 30% discount off the standard price for all treatment plans.
<b>Launch Schedule</b>	Scheduled to commence in January 2026

### 3. Outlook

This collaboration aims to enhance member loyalty and motivation by allowing members to preserve their training achievements as works of art, providing them with a profound sense of satisfaction and accomplishment.

Furthermore, we anticipate that the high-quality photography generated will be naturally shared across social media by our members. This organic visibility will amplify our brand reach and marketing influence, creating a significant promotional effect for new member acquisition.

Moving forward, through the provision of these "Total Beauty" services, we will continue to meet the needs of those who desire to "remain effortlessly beautiful at all times" while strategically expanding our membership base among beauty-conscious individuals and women.

In addition, we will continue to strategically develop new initiatives across various fields to provide further innovative value to our members.

#### 【SUPERBLY INC.】

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**Representative :** Yohei Haramoto, President & CEO

#### **Business Operations :**

Management of hair salons, eyelash extension salons, nail salons, makeup studios, and various other beauty salons; management of hair studios; planning, manufacturing, and sales of beauty-related products and various other consumer goods.

**URL :** <https://superbly.co.jp/>

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