



September 30, 2025

For Immediate Release

Company name: CURVES HOLDINGS Co., Ltd.
Representative: Takeshi Masumoto,
Representative Director and President and Group
CEO
(Securities code: 7085, Prime Market of the Tokyo Stock Exchange)
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**Curves Food Drive Receives the Minister of the Environment's Award,
the Highest Award, at the 2025 Food Loss and Waste Reduction Promotion Awards**

Curves Japan Co., Ltd. (Head Office: Minato-ku, Tokyo; Representative Director and Chairman: Takeshi Masumoto), a consolidated subsidiary of CURVES HOLDINGS Co., Ltd., has been running the nationwide Curves Food Drive in Japan since 2007. In recognition of this initiative, it received the Minister of the Environment's Award, the highest award, at the 2025 Food Loss and Waste Reduction Promotion Awards sponsored by the Ministry of the Environment and the Consumer Affairs Agency.

Since its founding, Curves has been committed to contributing to addressing social issues as Community-based Wellness Infrastructure.

The Food Drive is one of the specific initiatives of this program. From January 15 to February 15 each year, food donations are accepted from Curves members and local residents at approximately 2,000 clubs nationwide. The food donations are delivered directly to welfare facilities and organizations near the clubs.

Over the course of 18 rounds of the program, a total of 3,051 tons of food items were collected from more than 2.21 million people and delivered to a total of 11,000 facilities and organizations. These ongoing efforts have drawn strong praise, leading to this award.

As Community-based Wellness Infrastructure, we will continue to work together with local residents on "what we can do now."

For further details, please see the following attachment.

End

September 30, 2025
Curves Japan Co., Ltd.

Curves Food Drive receives the Minister of the Environment's Award, the Highest Award, at the 2025 Food Loss and Waste Reduction Promotion Awards

Curves Japan Co., Ltd. (Head office: Minato-ku, Tokyo; Representative: Takeshi Masumoto), which operates Curves, 30-minute Women-only Wellness Fitness Club, has been conducting a nationwide Curves Food Drive since 2007. The award is presented by the Ministry of the Environment and the Consumer Affairs Agency. This award is a system to broadly introduce and commend excellent examples of food loss reduction.

For more information, please refer to the Ministry of Environment's announcement page at https://www.env.go.jp/press/press_00909.html.

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We would like to thank all of our Curves members who donate food items, as well as the community members who support our activities, for making us possible to receive this award. We are also grateful for the efforts of the media in publicizing and disseminating information about this initiative, the organizations that have provided advice in promoting the activity, and the affiliated club owners and coaches who continue to operate Food Drive at their clubs and deliver donated food items. As the head office, we would like to express our sincere appreciation for the fact that this activity has continued to expand and take root in the community, and for the recognition it has received from society.

As Community-based Wellness Infrastructure, we will continue to work together with local residents on “what we can do now.”

[About Curves] (<https://www.curves.co.jp/>)

Curves, 30-minute Women-only Wellness Fitness Club, has 1,991 clubs nationwide, supporting 843,000 members (as of the end of May 2025), mainly in their 40s to 70s, with the aim of realizing “a society overflowing where people have abundant energy to live, free from anxiety about illness, nursing care, and loneliness.” In addition, in response to requests from local communities, we have been developing “Men’s Curves” gyms exclusively for men, operating 22 clubs nationwide (as of the end of May, 2025).

Curves’ exercise program is a circuit training program that combines the three exercises necessary for good health: strength training, aerobic exercise, and stretching, and provides a full-body workout in 30 minutes per session. Using a proprietary hydraulic machine, the intensity can be easily adjusted to suit each individual’s physical and muscular strength, allowing for safe and effective exercise. In addition, instructors provide personalized exercise guidance and support so that you can easily continue exercising and achieve results without strain.

In January 2024, the Ministry of Health, Labour and Welfare’s Guide to Physical Activity and Exercise for Health Promotion 2023 recommended for the first time strength training for adults and the elderly, as well as new recommendations for multifactorial exercise (e.g., circuit training) for the elderly. The new guidelines reiterate the importance of circuit training, a practice Curves has followed for many years.

Curves has accumulated substantial evidence through joint research with universities and specialized research institutions, and the following exercise effects have been demonstrated.

Effective for healthy weight loss while maintaining muscle mass and as a measure against metabolic syndrome^{*1}

Reduces the risk of falls and is effective in preventing nursing care^{*1 *2 *3}

Improvement of a wide range of cognitive functions in the elderly (expected to be applied to dementia prevention and cognitive function rehabilitation)^{*4}

^{*1} National Institute of Health and Nutrition ^{*2} Kuno Laboratory, Graduate School, University of Tsukuba ^{*3} Tokyo Metropolitan Institute for Geriatrics and Gerontology

^{*4} Kawashima Ryuta Laboratory, Institute of Development, Aging and Cancer, Tohoku University



CURVES JAPAN Co., Ltd.

Established: February 28, 2005

Representative: Takeshi Masumoto

Capital: 100 million yen

Business overview: Operation of exercise facilities such as Curves, 30-minute Women-only Wellness Fitness Club

Location: 11F Shibaura Renesite Tower, 3-9-1 Shibaura, Minato-ku, Tokyo