



October 1, 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 Japan Co., Ltd. and EIM Japan Sign Partnership Agreement

Curves Japan Co., Ltd. (Head office: Minato-ku, Tokyo; Representative Director and Chairman: Takeshi Masumoto), a consolidated subsidiary of CURVES HOLDINGS Co., Ltd., concluded a partnership agreement with EIM Japan (Secretariat: Hirakata City, Osaka Prefecture; President: Yutaka Kimura) on Wednesday, October 1, 2025.

Exercise is Medicine (EIM) is an international exercise therapy promotion project proposed by the American College of Sports Medicine (ACSM), which aims to incorporate exercise (physical activity) as a component of medical care and health support in more than 40 countries around the world. In Japan, EIM Japan was established in 2018 and is working to promote its philosophy in collaboration with medical, government, and academic institutions.

With this agreement, Curves will further promote the “Exercise is Medicine” philosophy promoted by EIM Japan and make further contributions to the promotion of health in local communities by utilizing its nationwide network and accumulated evidence.

For further details, please see the following attachment.

End

Curves Signs Partnership Agreement with EIM Japan **—The company is committed to promoting the philosophy of “Exercise is medicine,” and to promoting evidence-based health promotion—**

Curves Japan Co., Ltd. (Head office: Minato-ku, Tokyo; Representative: Takeshi Masumoto), which operates Curves, 30-minute Women-only Wellness Fitness Club, concluded a partnership agreement with EIM Japan (Secretariat: Hirakata City, Osaka; President: Yutaka Kimura) on Wednesday, October 1, 2025.

Exercise is Medicine (EIM) is an international exercise therapy promotion project proposed by the American College of Sports Medicine (ACSM), which aims to incorporate exercise (physical activity) as a component of medical care and health support in more than 40 countries around the world. In Japan, EIM Japan was established in 2018 and is working to promote its philosophy in collaboration with medical, government, and academic institutions.

Since its establishment, Curves has been striving to spread evidence-based safe and effective exercise habits through 30-minute circuit training, with the aim of creating a society where people have abundant energy to live, free from anxiety about illness, nursing care, and loneliness. Recent studies and Ministry of Health, Labor and Welfare guidelines have emphasized the importance of strength training and multifactorial exercise (e.g., circuit training), reaffirming to society the practice we have long followed.

With this agreement, Curves will further promote EIM Japan’s “Exercise is Medicine” philosophy and contribute further to the promotion of health in local communities by utilizing its nationwide network and accumulated evidence.

About EIM Japan

Exercise is Medicine (EIM) is an international project launched by the American College of Sports Medicine (ACSM) in 2007, and has spread worldwide as an effort to connect medicine and exercise. EIM Japan was established in 2018 and promotes the spread of exercise therapy in Japanese society in cooperation with relevant academic societies, ministries, universities, and companies.

(Official website: <https://eimj.jp/index.html>)

About Curves.

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 creating a society 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 exercise guidance and support tailored to each individual, to facilitate continued exercise and enable them to achieve results without difficulty.

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}

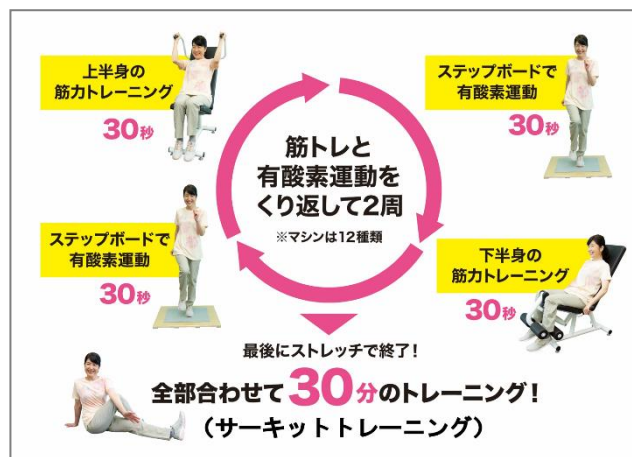
Reduces the risk of falls and is effective in preventing nursing care^{*1 *2 *3}

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

(Official website: <https://www.curves.co.jp/>)



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