

**Toward a City Where Every Citizen Can Live with a Smile
—Vibrant and True to Themselves
Curves Japan and Joyo City Sign Partnership Agreement
on Health Promotion**

Curves Japan Co., Ltd. (Address: Minato-ku, Tokyo; Representative Director and Chairman: Takeshi Masumoto), a core operating company of CURVES HOLDINGS Co., Ltd. (Headquarters: Minato-ku, Tokyo; Representative Director, President and Group CEO: Takeshi Masumoto; Code: 7085; TSE Prime Market), which operates “30-minute Women-only Wellness Fitness Club Curves” etc., has entered into a partnership agreement with the City of Joyo, Kyoto Prefecture (Mayor: Masaaki Murata) on February 18, 2026, to promote the health of local residents.



At the signing ceremony: Mayor Masaaki Murata of Joyo City (left) and Hikaru Saito, Managing Executive Officer and Manager of Strategic Planning Department, Curves Japan Co., Ltd. (right)

This public-private partnership aims to contribute to the improvement of citizens' health through initiatives that advance health promotion in Joyo City. In collaboration with the city, Curves Japan will work together on the following key initiatives:

[Major business collaboration under the agreement]

- (1) Implementation of health promotion events
- (2) Prevention of lifestyle-related diseases
- (3) Other initiatives related to health promotion

Curves Japan and its local Curves clubs in Joyo City will work closely with the city to promote the health of the citizens. In alignment with the slogan of the Third Joyo City Health Promotion Plan—“Smiles for Everyone! Vibrant in Body and Mind!”—the partnership will support all citizens, from children to seniors, in leading vibrant lives true to themselves. Together, it will promote citizen-led health initiatives and work to extend healthy life expectancy across the community.

List of clubs in the city

| Club name | Address | Phone number |
|-------------------------|--|--------------|
| Curves Drug Yutaka Joyo | 50 Tono Aramida, Joyo City, Kyoto, Japan | 0774-52-6225 |

[About “30-minute Women-only Wellness Fitness Club Curves” (<https://www.curves.co.jp/>)

The “30-minute Women-only Wellness Fitness Club Curves” has 2,001 clubs nationwide (as of the end of November 2025), supporting 908K members (as of the end of November 2025), mainly in their 40s to 70s, with the aim to create a society free from fears of illness, nursing cares and loneliness, filled with vitality for life. In addition, in response to requests from local communities, we have been expanding “30-minute No-Reservation Assisted Gym Men’s Curves”, operating 32 clubs nationwide (as of the end of November 2025).

The “30-minute Women-only Wellness Fitness Club Curves” 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.

The “30-minute Women-only Wellness Fitness Club 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



[Company Profile]

■ Curves Japan Co., Ltd. (core operating company of CURVES HOLDINGS Co., Ltd.)

Company name: Curves Japan Co., Ltd.
 Representative: Takeshi Masumoto, Representative Director and Chairman
 Location: 11F Shibaura Renesite Tower, 3-9-1 Shibaura, Minato-ku, Tokyo
 Established: February 2005
 Capital: 100 million yen (FY 8/2025)
 Business overview: Operation of exercise facilities such as “30-minute Women-only Wellness Fitness Club Curves”

■ CURVES HOLDINGS Co., Ltd.

Company name: CURVES HOLDINGS Co., Ltd.
 (Securities code: 7085, Prime Market of the Tokyo Stock Exchange)
 Representative: Takeshi Masumoto, Representative Director, President and Group CEO
 Location: 11F Shibaura Renesite Tower, 3-9-1 Shibaura, Minato-ku, Tokyo
 Established: October 2008
 Capital: 800 million yen (FY 8/2025)
 Website: <https://www.curvesholdings.co.jp/>