

## A City Where Every Citizen Can Live a Healthy and Enriched Life Curves Japan and Arao City Sign Comprehensive Collaboration 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 the “30-minute Women-only Wellness Fitness Club Curves” etc., has entered into a comprehensive collaboration agreement on health promotion with the City of Arao, Kumamoto Prefecture (Mayor: Toshihiko Asada) on April 1, 2026.



Mayor Toshihiko Asada of Arao City (right) and Hikaru Saito, Managing Executive Officer and Manager of Strategic Planning Department of Curves Japan (left) at the signing ceremony

### [Background and purpose of the agreement]

With the aging of Japan’s population, approaching people who are not in the habit of exercising in order to extend healthy life expectancy has become a common challenge for many municipalities. Curves has focused on communicating the importance of health and doing exercises and strength training to people who have little interest in exercise through its nationwide network of 2,000 clubs.

Under this agreement, Curves will utilize its accumulated knowledge to promote the health of Arao citizens, further revitalize the community, and improve civic services.

### [Main business collaboration under the agreement]

- (1) Matters related to health promotion for citizens
- (2) Matters related to recommendations for receiving specified health checks, cancer examinations, etc.
- (3) Matters related to support for and provision of opportunities for making exercise habit
- (4) Matters related to prevention of frailty and dementia
- (5) Matters related to cooperation in health policies implemented by the city
- (6) Other matters related to implementation of the project necessary for achieving the purpose of the agreement

### [Future developments]

Going forward, Arao City, Curves Japan, and its local Curves clubs in the city will work together closely to promote the health of citizens. Based on The Third Arao City Health Promotion Plan formulated to realize “Arao, a city where every citizen can live a healthy and enriched life,” we will promote lifestyle improvement and citizen-oriented health promotion to enable every citizen to lead a healthy and enriched life, leading to the promotion of good health and the extension of healthy life expectancy.

### List of clubs in the city

Club name	Address	Phone number
Curves Aeon Town Arao	630-1 Hattanda, Haramanda, Arao-shi, Kumamoto, Japan	0968-64-2188
Curves Arao City Mall	Arao City Mall 2F, 1-1-1 Midorigaoka, Arao-shi, Kumamoto, Japan	0968-57-7595

**[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<sup>\*1</sup>**
- **Reduces the risk of falls and is effective in preventing nursing care<sup>\*1 \*2 \*3</sup>**
- **Improvement of a wide range of cognitive functions in the elderly (expected to be applied to dementia prevention and cognitive function rehabilitation)<sup>\*4</sup>**

<sup>\*1</sup> National Institute of Health and Nutrition <sup>\*2</sup> Kuno Laboratory, Graduate School, University of Tsukuba <sup>\*3</sup> Tokyo Metropolitan Institute for Geriatrics and Gerontology

<sup>\*4</sup> 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/>