

For Immediate Release

PEANUTS and Curves Team Up for Their First Collaboration! Free Distribution of Animated LINE Stickers Begins on Tuesday, September 29

~“Care for Yourself”: An Opportunity to Focus on Your Own Health~

Curves Japan Co., Ltd. (Headquarters: Minato-ku, Tokyo; Representative Director and Chairman: Takeshi Masumoto; hereinafter, “Curves”), which operates “30-minute Women-only Wellness Fitness Club Curves” at 2,014 clubs nationwide and supports the health and wellness of 900,000 members mainly in their 40s through 70s, will launch a limited-time offer of a collection of free, original animated LINE stickers (16 designs in total) in its first-ever collaboration with PEANUTS, starting Tuesday, September 29, 2026.

This first collaboration was realized due to conformity of the caring philosophy behind PEANUTS’ “TAKE CARE WITH PEANUTS” with Curves’ long-held idea that “Remember to care for your own health, too.”



■ Background behind the Collaboration

Many women tend to prioritize the needs of those around them and put their own health and personal time on the back burner, serving diverse duties every day including those involving family affairs, work, and childcare. Curves has been helping women build healthy lifestyles that they can maintain effortlessly, by offering 30-minute full-body workouts at convenient locations, with no reservation required, and providing personalized support. We help women focus on their own health and easily incorporate exercise into their daily routines. This first collaboration was achieved through a commitment to the caring philosophy behind PEANUTS’ “TAKE CARE WITH PEANUTS” with Curves’ long-held idea that “Remember to care for your own health, too.” Curves hopes that, with the familiar character of Snoopy, this collaboration will lead women to think a little about their own health and take the first step toward building a healthier lifestyle.

■ Overview of the Collaboration over LINE Stickers

- Sticker name: Animated♪ PEANUTS x Curves
- Distribution period: Tuesday, September 29, 2026 to Monday, October 26, 2026
- Sticker download URL: <https://r.qrqrq.com/fwwbSoHY>
- How to get the stickers: Add Curves’ official LINE account as a friend from download URL or QR code, and you can download the stickers.
- Period during which the stickers can be used: 180 days from the date of download of the collaboration LINE stickers

▼ QR Code for
downloading stickers



■ Features of the Collaboration LINE Stickers

A total of 16 LINE stickers featuring Snoopy in cute animations will begin to be offered. Messages that are usable in everyday conversations with family and friends, such as those meaning “Like!”, “Go for it!”, and “Good job!”, are combined with a rich variety of Snoopy’s facial expressions and movements. Whether you want to show your support, express your feelings, or share warm words of appreciation, you can use these stickers to add a touch of fun to your everyday conversations.

In addition, Curves’ official LINE account regularly shares information on health and beauty, as well as LINE-exclusive promotions. Please use these LINE stickers as a catalyst to incorporate healthy habits into your daily life.



* Please make sure you’re using the latest version of the LINE app.

* You cannot download free LINE stickers on devices that have been verified using a phone number associated with a device registered outside of Japan, or on devices that have been verified via Facebook.

* You can make the stickers downloadable by setting the phone number of a device registered in Japan via the LINE app (Home > Settings > Account).

* "LINE", "LINE Stickers" and "LINE Official Account" are trademarks or registered trademarks of LY Corporation.

■ Message on the Collaboration

Family affairs, work, and childcare —
you have been running nonstop “for someone else,”
always putting yourself last.

Knowing that you need to do exercise,
you finish another busy day.

Care for Yourself

Isn’t it about time you started taking better care of yourself?

Good health is your passport to enjoying your life.
Let’s take the first step together.

PEANUTS™

×
Curves



[About Peanuts]

The characters of Peanuts and related intellectual property are owned by Peanuts Worldwide, which is 80% owned by the Sony Group, and 20% owned by the family of Charles M. Schulz. First introduced to the world in 1950 in the Peanuts comic strip, Charlie Brown, Snoopy and the rest of the gang have made an indelible mark on popular culture. In addition to enjoying beloved Peanuts shows and specials on Apple TV, fans of all ages celebrate the brand around the world through thousands of consumer products, as well as amusement park attractions, cultural events, social media, and comic strips available in all formats, from traditional to digital. Peanuts recently celebrated its 75th Anniversary with unprecedented worldwide exhibitions and activities, collaborations, digital marketing campaigns, and more.

■Related Links (English Version)

Snoopy Japan Official Website

<http://www.snoopy.co.jp/>

Snoopy Japan Official Facebook Page “Snoopy Japan”

<https://www.facebook.com/SnoopyJapan>

Snoopy Japan Official X Account “Snoopy Japan”

<https://x.com/snoopyjapan>

Snoopy News Japan Official X Account “Snoopy News Japan”

https://x.com/snoopy_jp_info

Snoopy Japan Official Instagram Account “SNOOPY in Dailylife”

<https://www.instagram.com/snoopyindailylife>

Snoopy Official TikTok Account “Snoopy and the PEANUTS Gang [Official]”

https://www.tiktok.com/@peanuts_jp

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

The “30-minute Women-only Wellness Fitness Club Curves” has 2,014 clubs nationwide (as of the end of July 2026), supporting 900,000 members (as of the end of June 2026), 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 operate 43 clubs of “30-minute No-Reservation Assisted Gym Men’s Curves” nationwide (as of the end of July 2026).

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



[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/en/index.html>