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NEWS RELEASE

Fast Fitness Japan

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April 1, 2025
Fast Fitness Japan, Inc.
(Code No. 7092, Prime Market of the Tokyo Stock Exchange)

Fast Fitness Japan Newly Establishes Its Purpose, Mission, Vision, and Values with Input from Every Employee

— Accelerating Our Growth Strategy to Fulfill Our Purpose of "Get to a Healthier Place" —

Fast Fitness Japan, Inc. (Head office: Shinjuku-ku, Tokyo; CEO, Representative Director: Kiyoaki Yamabe) is the master franchisee in Japan of the 24/7 fitness gym brand ANYTIME FITNESS, with a core business of operating company-owned gyms and overseeing franchise development nationwide. To accelerate our growth strategy and fulfill our newly defined "purpose" (formerly our corporate philosophy) of "Get to a healthier place," we have established a new Purpose, Mission, Vision, and Values (PMVV) framework. This new PMVV more clearly articulates our raison d'etre and core values. To ensure the framework is fully embraced and put into practice across the organization, we conducted a series of participatory workshops involving all employees, incorporating their views into the development process.

Purpose

Get to a healthier place

A "healthier place" is a concept that embodies an emotionally fulfilling society in which everyone can enjoy a healthy life.

Mission

To make fitness a part of people's everyday lives and help create a vibrant and emotionally fulfilling society

Vision

To be an essential partner in society, supporting the lifestyle of every individual

Values

We believe that each of us must first embody the concept of a "healthier place."
Only through this action can our Purpose—"Get to a healthier place"—be brought to life, allowing us to deliver good health and smiles to as many people as possible. We strive to achieve this by embracing the following values:

◎ Keep a "healthier place" at heart
Let's always remember to ask ourselves: "Is this befitting of a healthier place?"
Let integrity guide each of us in our actions and decisions.

◎ Turn differences into strength
We all think differently—and that diversity helps us achieve goals we couldn't reach alone.
Let's respect one another, collaborate, and continue growing together as a team.

◎ Enjoy the challenge
Embrace change and enjoy challenges first and foremost. Facing failures head-on provides valuable lessons and opens doors to new opportunities. Stay curious, value excitement and new ideas, and approach every challenge boldly.

◎ Creativity Starts with Imagination
Stay attuned to the voices and changes around us. What do people truly want, and how do they really feel? Creating new value always begins by putting ourselves in others' shoes.

◎ Learn with Humility
Growth and opportunities never come to those who are proud and boastful. Each of us learns through our work and supports one another in mutual improvement. Always aim to go one step further, one step deeper.

Moving forward, we will continue to deliver comprehensive fitness experiences through ANYTIME FITNESS and our various other businesses, striving to fulfill our purpose of helping everyone “Get to a healthier place.” At the same time, we remain committed to contributing broadly through diverse corporate activities, aiming to create an emotionally fulfilling society in which we can all enjoy healthy lives.

■ **Comments from our CEO, Representative Director Kiyoaki Yamabe on the establishment of our new PMVV framework:**

With the firm belief that our Purpose, Mission, Vision, and Values must resonate deeply with our employees and remain clearly relevant in their daily activities, we organized multiple workshops involving all staff to explore the following themes in detail:

- What have we valued throughout our journey so far?
- What can we and should we achieve as we look to the future?
- What are the guiding principles that will help us realize these goals?

Through our collaborative efforts, we refined our ideas in our own words until we arrived at the completed framework. The newly established PMVV builds upon our previous corporate philosophy, serving as an essential guideline and core set of values for achieving sustainable growth in the future. Beyond being our corporate philosophy, it also represents our strong commitment and determination—to ourselves, our customers, and society—to bring this vision to life.

Guided by this new PMVV framework, we will strive to deepen our connections with customers, business partners, and society more than ever before. To realize a "healthier place"—an emotionally fulfilling society in which everyone can enjoy a healthy life—each of our employees will fully embrace their respective roles as we continue to grow together with society.

* We plan to significantly revamp our English corporate website (https://www.fastfitnessjapan.jp/en/), including this PMVV framework, in early May.

About Fast Fitness Japan, Inc.
(Securities code: 7092, TSE Prime Market)

Guided by our Purpose, “Get to a healthier place,” we aim to realize an emotionally fulfilling society in which everyone can enjoy a healthy life. Our core business focuses on the operation and franchising of the 24/7 fitness gym brand ANYTIME FITNESS.

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This is the official PR and IR X account of Fast Fitness Japan, Inc. Here, we provide corporate updates, focusing on the latest news and investor relations information.

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