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For Immediate Release

March 9, 2026
CURVES HOLDINGS Co., Ltd.
Curves Japan Co., Ltd.

Curves Japan and Hamura City Sign Agreement on Care Prevention and Health Promotion
— Supporting the Health Promotion of Every Citizen Through Industry-Government Collaboration

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 an agreement with the City of Hamura, Tokyo (Mayor: Hirotaka Hashimoto) on March 6, 2026, regarding care prevention and health promotion.



Mayor Hirotaka Hashimoto of Hamura City (right) and Hikaru Saito, Managing Executive Officer and Manager of Strategic Planning Department, Curves Japan Co., Ltd. (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 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 an environment in which Hamura citizens can proactively engage in health promotion.

[Main business collaboration under the agreement]

(1) Preventing the need for nursing care and promoting the health of citizens
(2) Cooperation in health policies implemented by Hamura City
(3) Prevention of lifestyle-related diseases, locomotive syndrome, frailty, and cognitive decline

[Future developments]

Going forward, Hamura City, Curves Japan, and its local Curves clubs in the city will work together closely to promote the health of citizens. Based on the Hamura City Elderly Welfare Plan and The9th Term Nursing Care Insurance Service Plan (formulated to comprehensively promote measures for the health and welfare of senior citizens) and the Health Hamura 21 plan (formulated to realize the goal of extending healthy life expectancy and create a town where everyone can live vigorously and actively), Curves will support the proactive health promotion of each and every citizen, thereby contributing to the creation of a community where people can lead enriched lives in their own way and with peace of mind in their familiar neighborhoods.

List of clubs in the city

Club name	Address	Phone number
Curves Hamura Ozakudai	2F, TEC Ozaku, 2-17-24 Ozakudai, Hamura, Tokyo	042-537-8358
Curves Seiyu Hamura	3F, Seiyu Hamura Store, 1-8-14 Gonokami, Hamura, Tokyo	042-555-0025

[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/