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For Immediate Release

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Notice of Change (Expansion) of Shareholder Special Benefit Program and Implementation of Special Benefit Program to Commemorate the 20th Anniversary of the Chain's Founding

CURVES HOLDINGS Co., Ltd. (the "Company") announces that, at a meeting of its Board of Directors held today, it resolved to change (expand) the shareholder special benefit program and to implement a special benefit program to commemorate the 20th anniversary of the founding of the Curves chain, as described below.

1. Reason for change (expansion)

The Company has implemented a shareholder special benefit program to express appreciation for the continued support of shareholders and to increase the attractiveness of the Company's shares, and encourage more shareholders to hold shares of the Company over the medium to long term.

To further enhance returns to shareholders who continue to hold the Company's shares over the medium to long term, we have established a special benefit program based on the number of shares held and the length of time the shares have been held. In conjunction with this change, we have also decided to further clarify the conditions for calculating the continuous holding period in order to reward shareholders who support the Company over the medium to long term.

In addition, although QUO cards have been used as a benefit item in the past, we have decided to allow our shareholders to choose digital benefit items such as electronic money for their convenience, and to allow the Group members to choose discounts on our subscription products.

2. Details of change (expansion)

(1) Before change

Number of shares held	Continuous holding period	Benefit	Record date
100 shares or more	-	QUO card worth 500 yen	End of August

(2) After change

Number of shares held	Continuous holding period	Benefits	Record date
100 shares or more	Less than 1 year	**Quo card worth 1,000 yen** **Electronic money, etc. worth 1,000 yen** **1,000 yen discount on Curves subscription products** Choose one of the above three items.	End of August
	1 year or more	**Quo card worth 1,500 yen** **Electronic money, etc. worth 1,500 yen** **1,500 yen discount on Curves subscription products** Choose one of the above three items.	
	3 years or more	**Quo card worth 2,000 yen** **Electronic money, etc. worth 2,000 yen** **2,000 yen discount on Curves subscription products** Choose one of the above three items.	
500 shares or more	Less than 1 year	**Quo card worth 2,000 yen** **Electronic money, etc. worth 2,000 yen** **2,000 yen discount on Curves subscription products** Choose one of the above three items.	
	1 year or more	**Quo card worth 3,000 yen** **Electronic money, etc. worth 3,000 yen** **3,000 yen discount on Curves subscription products** Choose one of the above three items.	
	3 years or more	**Quo card worth 5,000 yen** **Electronic money, etc. worth 5,000 yen** **5,000 yen discount on Curves subscription products** Choose one of the above three items.	

*** Curves members who are Curves subscribers can also choose to receive a discount on subscription products.**

* The continuous holding period will be calculated based on the condition that the holder continuously holds at least 100 shares on all record dates (the last day of February and the last day of August of each year).
* Continuous holding period of more than 1 year (less than 3 years) means that the same shareholder number has been recorded in the shareholder registry on the record date (end of February or end of August) as holding 100 shares or more three or more times (less than 7 times) in a row.
* A continuous holding period of three years or longer is defined as a period of seven or more consecutive recordings of 100 or more shares held under the same shareholder number in the shareholder registry as of the record date (end of February or end of August).
* Please note that your shareholder number may change and you may not be eligible for continuous shareholding if you use a stock lending service, etc. of a securities company or if you change your securities company.
* **[Special Measures]** Starting with the fiscal year ending August 2026, the requirement will be “holding 100 or more shares on all record dates”; however, for the record date at the end of August 2026 only, even for shareholders who held fewer than 100 shares as of a previous record date, if they increase their holdings to 100 shares or more by the end of August 2026, we will, as a special exception, combine their past holding periods and apply the amounts specified in 2.(2) above, making them eligible for the long-term holding benefits starting from the first year.

3. Special benefits to commemorate the 20th anniversary of the founding of the CURVES chain

(1) Purpose of implementation

The Curves chain celebrates its 20th anniversary in 2026. Therefore, in commemoration of the 20th anniversary of the chain's founding, we have decided to offer a special benefit to express our gratitude to our shareholders.

(2) Target shareholders

Shareholders who hold one unit (100 shares) or more of the Company's stock as recorded in the Company's shareholder registry as of the end of August 2026 will be eligible.

(3) Details of special commemorative benefits

Number of shares held	Benefits	Record date
100 shares or more	**Selected benefit +1,000 yen**	End of August 2026

*1,000 yen will be added to the regular shareholder special benefit (the amount in 2.(2) above).

4. How to select benefit

A "Shareholder Benefit Information" will be mailed to eligible shareholders. Please follow the "Shareholder Benefit Information" and select the items you wish to receive on the website. Please make sure to complete the receipt procedure within the selection period, as you will not be able to receive the benefits after the selection period.

5. Time of implementation

The new system and special measures/special benefits will be applied to shareholders listed or recorded in the shareholders' register as of the end of August 2026.