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For Immediate Release

May 14, 2026
CURVES HOLDINGS Co., Ltd.
Curves Japan Co., Ltd.

# Helping Local Residents Improve their Managing ME-BYO
# All 148 “30-minute Women-only Wellness Fitness Club Curves” Clubs in Kanagawa Have Become Certified “ME-BYO Centers”
## — All of the Curves Clubs in Kanagawa are “Managing ME-BYO” Bases to Support Extending Healthy Life Expectancy of Residents of the Prefecture —

Curves Japan Co., Ltd. (Headquarters: 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; Securities Code: 7085; TSE Prime Market) has been involved in Kanagawa Prefectural government’s “Managing ME-BYO” initiative to extend people’s healthy life expectancy since 2014. All 62 of the clubs in Kanagawa Prefecture that had not yet acquired “ME-BYO Center certification”* were certified on Thursday, May 14, 2026.
Now, all 148 “30-minute Women-only Wellness Fitness Club Curves” clubs in Kanagawa Prefecture are “ME-BYO Centers” that help local people improve their health. We will also move forward with certification procedures in line with the prefectural government’s certification schedule when opening clubs in the prefecture in the future.

* The “ME-BYO Center” program is promoted by Kanagawa Prefectural government as part of managing ME-BYO to extend healthy life expectancy. These centers offer accessible health and fitness assessments, “visualize” the results, and provide result-based advice and health-related information. ME-BYO Centers can be established by municipalities, companies, or organizations, and must apply for certification by the prefecture.




▲Exterior of a certified “ME-BYO Center” (Curves Ebina Chuo)

### ■ Background Behind and Purpose of All Curves Clubs Becoming Certified

Since 2014, “30-minute Women-only Wellness Fitness Club Curves” has been involved in Kanagawa Prefectural government’s “Managing ME-BYO” initiative to extend healthy life expectancy. The first Kanagawa Prefectural government-certified “ME-BYO Center” club was opened in Odawara City in June 2015. Subsequently, other Curves clubs in the prefecture also acquired “ME-BYO Center” certification sequentially, and we have been committed to helping people improve their managing ME-BYO in partnership with the prefectural government. Throughout our activities to date, a total of 10,000 people have undergone “ME-BYO Center” health checks.

Now that all of the 148 Curves clubs in the prefecture, which are located in the neighborhoods where people live, including in shopping centers, near supermarkets and in shopping districts, have become certified, they are all bases supporting the health of local people. This enables us to provide environments throughout the prefecture that enable people to notice the changes in their physical strength and health during everyday activities such as shopping, and to provide opportunities for people to start exercising.

Leveraging the network of Curves clubs which have taken root in the areas where people live, we will develop environments which enable local residents to concentrate on “managing ME-BYO.” By doing this, Curves Japan is more actively than ever before helping residents of the prefecture be healthier and extend their healthy life expectancy, which is a goal of the Kanagawa Prefectural government.

■ **“ME-BYO Center” Activities**

Curves clubs offer the following services to help local residents stay healthy. Because of the characteristics of Curves clubs, the ME-BYO Center services are intended for women.

- Health checks (e.g. single-foot balance test, body composition measurement)
- Health advisors give advice on exercise and diet
- Health events, etc. are held regularly

■ **“Pre-symptomatic health (ME-BYO)”**

Instead of clearly dividing people’s physical and mental condition into “healthy” or “sick,” Kanagawa Prefectural government views it as transitional state between them, using the term “ME-BYO” to represent this entire process. In daily life, it is important to ensure that your body and mind are as healthy as possible by “managing ME-BYO.”




* Source: Kanagawa Prefectural website

Reference information

**About partnerships with municipalities**

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.

Through its nationwide network of 2,000 clubs, “30-minute Women-only Wellness Fitness Club Curves” has focused on communicating the importance of health, exercise and strength training to people, including people who have little interest in exercise. As a part of “Community-based Wellness Infrastructure,” we are working on initiatives in partnership with many municipalities throughout the country aiming to provide solutions to the challenges faced by society.

To date, we have partnered with over 50 municipalities nationwide, including Nakano Ward in Tokyo, Daisen Town in Tottori, Mishima City in Shizuoka, Yawata City in Kyoto and Sapporo City in Hokkaido, it has engaged in many different initiatives adapted to the challenges in and characteristics of each region. In Kanagawa Prefectural government, we have been involved in the prefectural government’s “managing ME-BYO” initiative since 2014, and it opened its first Kanagawa Prefectural government-certified “ME-BYO Center” in Odawara City in June 2015. Subsequently, other Curves clubs in the prefecture became certified “ME-BYO Centers” sequentially, and we have been working on the prefectural government’s managing ME-BYO initiative in partnership with them.

Going forward, we will continue to work with municipalities to promote measures adapted to the health challenges and needs of residents in individual regions, helping to improve the health of local residents and creating a vibrant local community.

**[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.)

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|---|---|
| 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.

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|---|---|
| Company name: | CURVES HOLDINGS Co., Ltd.<br>(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) |
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