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August 25, 2026
CURVES HOLDINGS Co., Ltd.
Curves Japan Co., Ltd.

For Immediate Release

Curves Group's Number of Domestic Clubs Surpasses 2,100 for the First Time

Multi-brand Strategy Gains Momentum; Cumulative Sales and Profits for the First Three Quarters Reach Record Highs

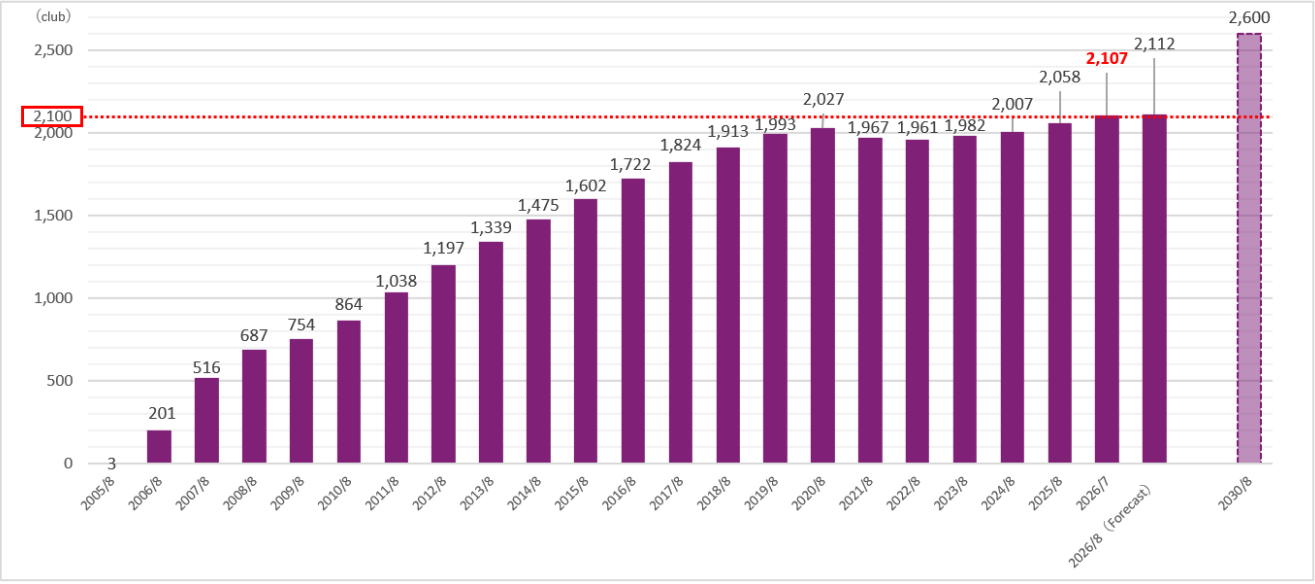
CURVES HOLDINGS Co., Ltd. (Headquarters: Minato-ku, Tokyo; Representative Director, President and Group CEO: Takeshi Masumoto; Securities Code: 7085; TSE Prime Market) announced today that the total club count across the three business brands domestically operated by its core operating company, Curves Japan Co., Ltd., surpassed 2,100 clubs, reaching 2,107 clubs following the opening of a new location in July 2026. The breakdown of these clubs by brand is as follows: 2,014 clubs operating under "30-minute Women-only Wellness Fitness Club Curves" (hereinafter "Curves"), 43 clubs operating under "30-minute No-Reservation Assisted Gym Men's Curves," and 50 clubs operating under "Physical Movement Recovery Center Pint-UP."
It has been about 10 months since Curves once again reached the 2,000-club mark in Japan in October 2025. In addition to Curves' steady growth, the Group has entered a new phase of growth in the Group's three brands, driven by the multi-location expansion of "30-minute No-Reservation Assisted Gym Men's Curves" and "Physical Movement Recovery Center Pint-UP."

Furthermore, CURVES HOLDINGS Co., Ltd.'s consolidated financial results for the first three quarters of the fiscal year ending August 2026 (September 1, 2025 to May 31, 2026) were as follows: Net sales of 31.57 billion yen (up 13.8% year-on-year) and operating profit of 6.15 billion yen (up 22.0% year-on-year), setting new all-time highs for both net sales and all profit lines on a cumulative third-quarter basis. As of the end of June 2026, the number of Curves members reached 900,000 (an increase of 44,000 compared to the end of the same period last year).

■ Full-Scale Expansion into Multi-Brand Operations

Although the impact of COVID-19 led to a significant decline in membership and the number of clubs, through initiatives such as enhancing customer satisfaction, expanding into new markets, and strengthening the merchandise sales business, the Group's flagship brand, "30-minute Women-only Wellness Fitness Club Curves," once again reached 2,000 clubs in Japan as of October 2025, with total membership reaching 900,000 as of the end of June 2026. The fact that the Group has now surpassed 2,100 clubs is the result of the steady growth of our flagship brand, "Curves," and the expansion of our two new business brands.

▼ Trends in Group Club Count



■ Three-Brand Growth Strategy

In addition to driving membership growth and merchandise sales at existing Curves clubs while steadily opening new locations, the Group is accelerating club openings and business expansion of "30-minute No-Reservation Assisted Gym Men's Curves" and "Physical Movement Recovery Center Pint-UP."

(1) "30-minute Women-only Wellness Fitness Club Curves" — Business Expansion Focused on Existing Clubs

Marketing efforts targeting new customer segments—including the second baby-boomer generation—have led to an increase in new memberships, while high customer satisfaction continues to improve the retention rate of existing members. The average monthly attrition rate for the third quarter of the fiscal year ending August 2026 remained low at 2.25%, and the number of members per existing club has increased. The Group will continue to open 20 to 30 new clubs per year and aim to increase customer lifetime value (LTV) by expanding the number of members and merchandise sales at its existing clubs.

(2) "30-minute No-Reservation Assisted Gym Men's Curves" — Full-Scale Multi-Location Expansion

New membership enrollment is expanding, supported by both seniors referred by existing female members and men in their 50s and 60s through male-targeted marketing. In addition to the steady increase in membership at the existing clubs, the number of members at new clubs at the time of opening has also exceeded our projections; therefore, the Group will accelerate club openings in order to enter a phase of full-scale growth.

(3) "Physical Movement Recovery Center Pint-UP" — Expanding Club Openings for Multi-Location Growth

"Physical Movement Recovery Center Pint-UP" is a members-only exercise facility for people experiencing issues with their back, knees, shoulders, and other related areas. This business was commercialized based on 20 years of Curves experience and a six-year development period. As the first stage toward multi-location expansion, the Group rolled out initial club openings through 30 existing franchisees with extensive Curves operational experience in July 2025, accumulating operational know-how in its business model and member support. Given that the number of members at its existing clubs is steadily increasing, the Group will expand the target franchisees to all 360 companies and move into full scale with new club openings to advance its multi-location expansion.

■ Steady Progress Toward Achieving our Medium-Term Vision

The Group announced our Medium-term Vision in October 2025 (refer to the table below). For the first fiscal year, which ends in August 2026, progress has exceeded plans—as evidenced by the upward revision of earnings forecasts on April 13—and the Group expects full-year consolidated results to be net sales of 42.3 billion yen (up 12.6% year-on-year) and operating profit of 7.7 billion yen (up 21.4% year-on-year). The Group is continuing to set new record results driven by favorable market conditions, making steady progress that puts us on track to achieve our 2030 Medium-Term Vision one year ahead of schedule.

▼ Group Vision (Total for All Brands)

	FY 8/2025 (Results)	FY 8/2030	FY 8/2035	
			Commitment	Target
Club count	2,058clubs	2,600 clubs	3,150 clubs	3,500 clubs
Membership	877K＊	1,200K	1,400K	1,500K
Chain-wide sales	86.5B yen＊	130.0B yen	180.0B yen	200.0B yen
Membership fee/ dues income	63.5B yen＊	97.0B yen	127.0B yen	140.0B yen
Merchandise sales	22.9B yen＊	33.0B yen	53.0B yen	60.0B yen
Group Consolidated Results				
Sales	37.5B yen	56.0B yen	78.0B yen	85.0B yen
Operating profit	6.3B yen	10.3B yen	18.0B yen	20.0B yen
Operating profit ratio	17%	18%	23%	24%
Operating profit growth rate				
Compound annual growth rate (CAGR)	-	10%	12%	14%
vs. 2025	-	163%	286%	317%

▼ Vision Breakdown (Top: Fiscal Year Ending August 2030; Bottom: Fiscal Year Ending August 2035)

	30-minute Women-only Wellness Fitness Club Curves	30-minute No-Reservation Assisted Gym Men's Curves	Physical Movement Recovery Center Pint-UP
Club count	2,100 clubs	180 clubs	380 clubs
Membership	1,050K	77K	95K
Chain-wide sales	114.6B yen	7.9B yen	15.0B yen

	30-minute Women-only Wellness Fitness Club Curves	30-minute No-Reservation Assisted Gym Men's Curves	Physical Movement Recovery Center Pint-UP
Club count	2,100-2,200 clubs	380-500 clubs	700-800 clubs
Membership	1,050K-1,100K	171K-225K	189K-216K
Chain-wide sales	130.5-136.7B yen	20.3-26.7B yen	34.9-39.9B yen

■ Responding to the Growing Demand for Preventive Care and Healthy Living

In the "Basic Policy on Economic and Fiscal Management and Reform 2026 (Basic Policy 2026)," which was approved by the Cabinet on July 21, 2026, "proactive preventive healthcare" was explicitly identified as an initiative in the healthcare and long-term care sectors. As the second baby-boomer generation enters their 50s, interest in maintaining good health is growing, while among the first baby boomers, the demand for elderly care and frailty prevention is expanding. Through its three brands, the Group will address these respective health challenges and contribute to health promotion in local communities.

[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) and 50 clubs of "Physical Movement Recovery Center Pint-UP" nationwide (as of the same date).

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