

**Curves Japan and Nagahama City in Shiga Prefecture Form
Public-Private Partnership to Create a Healthy and Brilliant City
—Signing Memorandum of Understanding on Citizens’ Health Promotion—**

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., entered into a “memorandum of understanding (MOU) on health promotion in partnership between the City of Nagahama and a company” with the City of Nagahama (Mayor: Nobuyoshi Asami) in Shiga Prefecture on April 1, 2026.

[Background and purpose of the partnership]

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 and doing exercises and strength training to people who have little interest in exercise through its nationwide network of 2,000 clubs.

Through continuous collaboration and mutual cooperation, this partnership will build a system of public-private collaboration and promote the health of Nagahama citizens, while utilizing the knowledge and expertise that Curves has cultivated.

[Business Activities]

- (1) Raising of awareness of health promotion at various places such as shopping places and events hosted by the City of Nagahama and local organizations
- (2) Other actions deemed necessary by the City of Nagahama and Curves Japan to achieve the purpose of this MOU

[Future developments]

Going forward, the City of Nagahama, Curves Japan, and the three Curves clubs in the city will work together closely to promote the health of citizens.

Based on the Nagahama City Health Promotion Plan “Healthy Nagahama 21 (Phase 5),” which was formulated to realize “Nagahama, a city where people can live healthy and vibrant lives,” we will promote health and extend healthy life expectancy so that all citizens can lead healthy and enriched lives throughout their lifetimes.

As the first step of this partnership, Curves Japan will participate in a health experience and consultation event hosted by the City of Nagahama on Monday, April 20, 2026 at the AEON Nagahama store. Coaches from Curves clubs in Nagahama City will assist in the operation of the event and provide an opportunity for citizens to think about their daily health through health checks and other activities. Curves Japan will stay close to community members and support their individualized, effortless health habits.

List of clubs in the city

Club name	Address	Phone number
Curves Nagahama Bungi	2F, 4-35 Bungicho, Nagahama-shi, Shiga, Japan	0749-62-2001
Curves Nagahama Kinomoto	2012 Kinomoto, Kinomotocho, Nagahama-shi, Shiga, Japan	0749-82-5072
Curves Nagahama Yawata Higashi	100-1 Yawatahigashicho, Nagahama-shi, Shiga, Japan	0749-64-4800

[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/>