

MEDIROM becomes the main sponsor of the HONOLULU TRIATHLON to be held in May 2022.

■ Purpose of MEDIROM's participation as the main sponsor

MEDIROM's vision since its founding is to be a healthcare general trading company that provides comprehensive services from disease prevention to treatment. As part of such efforts the company is operating Re.Ra.Ku PRO running stations in Takebashi and Nagatacho in Tokyo

It is the company's belief that offering various opportunities to exercise is critical to promote health, and triathlon events in particular provide them with a strong affinity among the participants.

As health awareness has been increasing during the pandemic, the company has decided to become the main sponsor of the event from 2022 in order to support the triathletes and expand the customer base of MEDIROM.

In addition, the company went public on the Nasdaq market at the end of 2020, and it recognizes that sponsoring the Honolulu Triathlon, which will be held in the United States (Hawaii), would be a good opportunity for the company to strengthen its branding in the United States and increase the brand recognition.

As a company that promotes health, it plans to collaborate with Atholina to offer special benefits to participants. Special offers and support will be announced on the event website as they become available.

■ About MEDIROM

MEDIROM operates 316 relaxation salons across Japan (as of October 31, 2021), with its leading brand, Re.Ra.Ku®, and also provides healthcare-related services. In 2015, the company entered the health tech business, providing "specific health guidance" and constitutional improvement programs using the Lay® healthcare app.

In 2020, Medirom also entered the device business, developing MOTHER Bracelet, an activity tracker that operates without the need of recharging. The project has raised 56.1 million yen through a crowdfunding website "Makuake", which has made an outstanding record, and is getting high expectations from users. Currently, the company is working to launch MOTHER Bracelet. In the future, the company is to expand its business to include the data analysis business based on the lifestyle data which it has accumulated since the founding.

<Overview of MEDIROM Healthcare Technologies Inc.>

Company name : MEDIROM Healthcare Technologies Inc.

Head Office: 16F Tradepia Odaiba, 2-3-1 Daiba, Minato-ku, Tokyo

Representative: Kouji Eguchi, Representative Director

Established: July 2000

Capital: 2471.63 million yen (J-GAAP standard, including reserves)

Business profile : Studio Operation Business, Franchise business, HealthTech Business, Device Business

Listed Market: Nasdaq Capital Market(Nasdaq CM)