

# Curves Group History

'Curves, 30-minute Fitness for Women' started in 2005 in Japan. Started in the United States, Curves has built a national chain in Japan leveraging its unique support system and community power. The Group will continue to grow as a community-based health infrastructure to keep contributing to a society where everyone can lead a healthy and fulfilling life.

## Business Incorporation

- 2005**
- Curves Japan Co., Ltd. incorporated (with the Curves master license for Japan)
  - Japan's 1st club of 'Curves, 30-minute Fitness for Women' opened in Togoshi, Tokyo.
- 2006**
- National franchise chain roll out started.

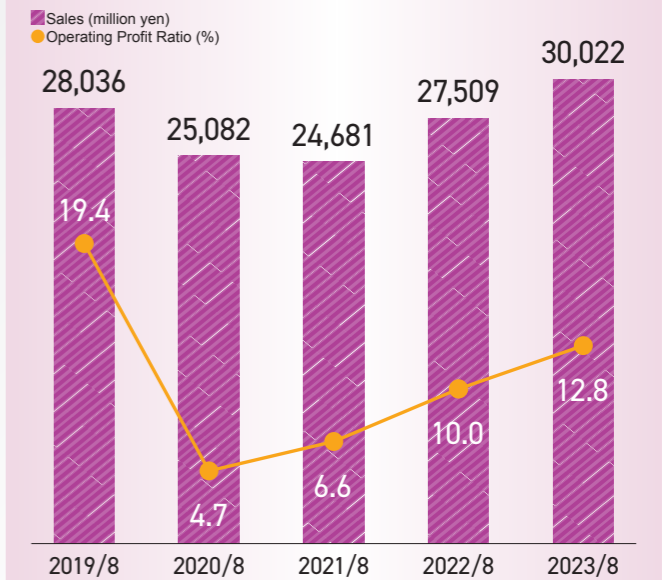
## Growth across the nation

- 2008**
- Joined the Koshidaka Holdings Group
  - CURVES HOLDINGS Co., Ltd. incorporated
- 2011**
- Chain reached 1,000 clubs nation-wide.
- 2014**
- Chain topped 1,500 clubs.
- 2015**
- Collaboration with local government started (Daisen-cho, Tottori)

## Growth toward the community-based health infrastructure

- 2018**
- Group acquired Curves International, Inc., the global franchise headquarters.
  - 'Men's Curves', Curves for men, started
- 2019**
- Group acquired Curves Europe B.V., the European franchise headquarters.
  - Chain surpassed 2,000 clubs.
- 2020**
- Company became independent from Koshidaka Holdings Group by spin-off.
  - Listed in the Section 1 of Tokyo Stock Exchange.
  - Group released 'Ouchi-de-Curves' online fitness program to existing members.
- 2021**
- Group started offering 'Ouchi-de-Curves' online fitness program to new members.
- 2022**
- Company transferred to the Prime Market, Tokyo Stock Exchange.

## Curves Holdings' Consolidated Sales/Operating Profit Ratio



Chain has grown steadily since the inception, and has become the prominent fitness club chain in Japan both in the numbers of locations and members.

### 2019/10

Chain surpassed 2,000 clubs. Total 860K members

Continuing to grow into future overcoming the pandemic.

**2005**  
Business started with strong missions of 'For society and people'.

### — Our Mission —

By spreading the habits of correct exercises, we will help our members and ourselves have a better life, and solve problems in our society.

### 2006/6

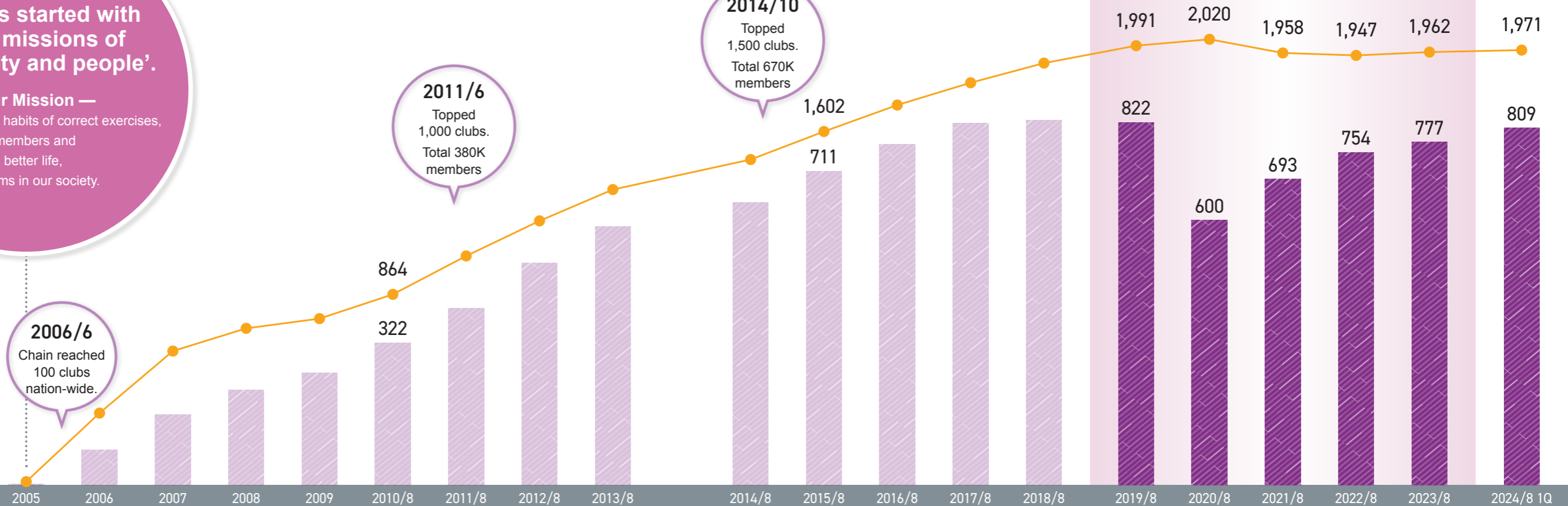
Chain reached 100 clubs nation-wide.

### 2011/6

Topped 1,000 clubs. Total 380K members

### 2014/10

Topped 1,500 clubs. Total 670K members



### 'Curves, 30-minute Fitness for Women'

- Club Count (Line chart: Clubs)
- Membership (Bar chart: thousand members)

\* Data as of end FY (Aug)

\* Active members excluding absentee members for 8/2020

**2008** Company joined Koshidaka Holdings Group CURVES HOLDINGS Co., Ltd. incorporated

**2020/3** Company became independent from Koshidaka Holdings Group by spin-off. Listed in the First Section of Tokyo Stock Exchange.

**2020/9** Released 'Ouchi-de-Curves' online fitness program.