

**MEDIROM Healthcare Technologies Inc. Announces Filing of Registration
Statement for Proposed Initial Public Offering on NASDAQ**

Tokyo, JAPAN—MEDIROM Healthcare Technologies Inc. (“MEDIROM”), the healthcare company which runs branded relaxation salons in Japan, today announced it has publicly filed a registration statement on Form F-1 with the U.S. Securities and Exchange Commission (“SEC”) relating to a proposed initial public offering of its American Depositary Receipts which represent the common shares of the Company. The number of ADRs to be offered and the price range for the proposed offering have not yet been determined. MEDIROM has applied to list its ADR on Nasdaq Capital Market.

Maxim Group LLC is acting as lead manager and representative of the underwriters for the offering.

The proposed offering will be made only by means of a prospectus. Once available, a copy of the preliminary prospectus related to the offering may be obtained at the SEC's website at <http://www.sec.gov> or from the offices of Maxim Group LLC, Attention: Prospectus Department, 405 Lexington Ave Second Floor, New York, NY 10174, telephone: 1-212-895-3500, fax: 212-895-3860.

A registration statement on Form F-1 relating to the proposed offering has been filed with the SEC but has not yet become effective. These securities may not be sold, nor may offers to buy be accepted, prior to the time the registration statement becomes effective.

This press release does not constitute an offer to sell or the solicitation of an offer to buy these securities, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction. The offering is subject to market conditions, and there can be no assurance as to whether or when the offering may be completed, or as to the actual size or terms of the offering.

■ **About MEDIROM Healthcare Technologies Inc.**



MEDIROM

HEALTHCARE TECHNOLOGIES INC.

MEDIROM operates 291 (as of October 31, 2020) relaxation salons across Japan centered around Re.Ra.Ku™ brand, which aims to provide healthcare services. In 2015, MEDIROM entered the health tech business, and conducted the government-initiated Specific Health Guidance program, and constitution improvement programs, on-demand health monitoring smartphone application, "Lav™". MEDIROM also entered the device business in 2020, and succeeded in developing the world's first thermo tech self-charging smart tracker "MOTHER Tracker™". MEDIROM is planning to expand the scope of its business to include data analysis based on the lifestyle data it has accumulated since its founding.

URL : <https://medirom.co.jp/en>

■ Overview of MEDIROM

Company name: MEDIROM Healthcare Technologies Inc.

Headquarters: 2-3-1 Daiba, Minato-ku, Tokyo, Japan

CEO/Founder: Kouji Eguchi

Establishment: July 2000

Business: Relaxation Salon Management, Related Franchise Business, Health Promotion Business and Wearable Devices Business

■ Contact

【Contact details for inquiries】

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