



MEDIROM HEALTHCARE TECHNOLOGIES INC.

MEDIROM's subsidiary, MEDIROM MOTHER Labs Inc.

Forms a Business Alliance with 3H Medi Solution Inc.

Introducing the Recharge-free Smart Tracker "MOTHER Bracelet®" to Medical Institutions
to Support Clinical Research through Healthcare Data



MEDIROM
MOTHER Labs

MOTHER
BRACELET



 **3H medi solution**



December 13th 2024, Tokyo, Japan: MEDIROM Healthcare Technologies Inc. (NASDAQ: MRM) ("MEDIROM") announces that its subsidiary MEDIROM MOTHER Labs Inc. has formed a business alliance with 3H Medi Solution Inc.

3H Medi Solution Inc. will act as a distributor for MOTHER Labs' the recharge-free smart tracker "MOTHER Bracelet®," promoting its adoption in medical institutions and other relevant organizations. Additionally, MOTHER Labs will provide 3H with healthcare data obtained from "MOTHER Bracelet®", SDK of "MOTHER Gateway®" (Software development Kit), and the remote health monitoring system "REMONY" to support and enhance clinical research efforts.

■ **Background of Distribution Agreement for "MOTHER Bracelet"**

3H supports the growing trend of at-home trials (remote clinical trials and studies) where participants can engage from their own homes. These trials highlight the importance of wearable devices that can continuously, objectively, and in real-time capture everyday data from patients. This approach is also advancing research on digital biomarkers. On this occasion, both companies shared the vision of supporting researchers and companies dedicated to advancing health through cutting-edge technology for a lot of people. This led to the signing of a distribution agreement for MOTHER Labs' MOTHER Bracelet.



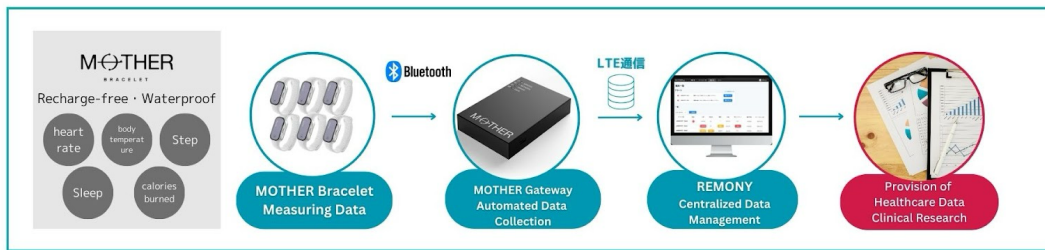
■ Primary Sales and Utilization Targets

- Medical Institutions
- Pharmaceutical Company
- Clinical Research at universities
- Introduction at conferences and related event

■ Future Prospect

When users wear MOTHER Bracelet® on their wrist, the data from the device is transmitted to Remote Health Monitoring System “REMONY”, via MOTHER Gateway. With “REMONY,” vital data from users can be managed in real-time, enabling the utilization of this data for healthcare-related clinical research. By leveraging 3H’s expertise in data-driven clinical studies and data analysis, we aim to assess future risks associated with diseases. This capability to evaluate disease risk will allow us to provide support in preventing illnesses. Through the partnership between MOTHER Labs and 3H, we aspire to create a world where people can proactively prevent and manage their health.

From Healthcare Data to Clinical Research



■ About 3H Medi Solution Inc.



As a life sciences company dedicated to connecting Human Health and Happiness, we offer on e-stop services across the pharmaceutical and medical fields, including patient recruitment, surveys, information provision, app and system development, and support for new business development. Through science and patient-centric drug discovery and development support, combined with the latest in digital health transformation technologies, we work to address the needs of patients and healthcare settings.

URL : <https://3h-ms.co.jp/>



MEDIROM HEALTHCARE TECHNOLOGIES INC.

Forward-Looking Statements Regarding MEDIROM

Certain statements in this press release are forward-looking statements for purposes of the safe harbor provisions under the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements may include estimates or expectations about MEDIROM's possible or assumed operational results, financial condition, business strategies and plans, market opportunities, competitive position, industry environment, and potential growth opportunities. In some cases, forward-looking statements can be identified by terms such as "may," "will," "should," "design," "target," "aim," "hope," "expect," "could," "intend," "plan," "anticipate," "estimate," "believe," "continue," "predict," "project," "potential," "goal," or other words that convey the uncertainty of future events or outcomes. These statements relate to future events or to MEDIROM's future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause MEDIROM's actual results, levels of activity, performance, or achievements to be different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. You should not place undue reliance on forward-looking statements because they involve known and unknown risks, uncertainties and other factors which are, in some cases, beyond MEDIROM's control and which could, and likely will, affect actual results, levels of activity, performance or achievements. Any forward-looking statement reflects MEDIROM's current views with respect to future events and is subject to these and other risks, uncertainties and assumptions relating to MEDIROM's operations, results of operations, growth strategy and liquidity.

More information on these risks and other potential factors that could affect MEDIROM's business, reputation, results of operations, financial condition, and stock price is included in MEDIROM's filings with the Securities and Exchange Commission (the "SEC"), including in the "Risk Factors" and "Operating and Financial Review and Prospects" sections of MEDIROM's most recently filed periodic report on Form 20-F and subsequent filings, which are available on the SEC website at www.sec.gov. MEDIROM assumes no obligation to update or revise these forward-looking statements for any reason, or to update the reasons actual results could differ from those anticipated in these forward-looking statements, even if new information becomes available in the future.



MEDIROM

MOTHER Labs

ABOUT MEDIROM MOTHER Labs Inc.

A subsidiary of MEDIROM Healthcare Technologies Inc. (NASDAQ: MRM), focuses on the health-tech sector. The company's core activities include the "Specific Health Guidance Program" offered through the "Lav" health application and development and sales of the 24/7 recharge-free MOTHER Bracelet smart tracker. By leveraging the features of the recharge-free MOTHER Bracelet, MOTHER Labs offers customizable health management solutions across diverse sectors, including caregiving, logistics, manufacturing, etc.

MEDIROM Healthcare Technologies Inc.

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MEDIROM HEALTHCARE TECHNOLOGIES INC.

MEDIROM MOTHER Labs Inc.

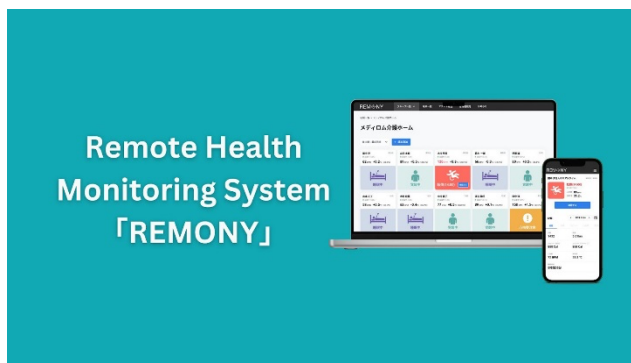
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MOTHER
BRACELET



MOTHER Bracelet is the world's first* 24/7 recharge-free smart tracker. It uses innovative technology from a Silicon Valley tech company that allows for power generation based on temperature differences between body and surrounding air. The recharge-free feature eliminates the risk of data loss when a device is taken off for recharge. MOTHER Bracelet records five basic metrics: heart rate, calories burned, body surface temperature, step count, and sleep.

Official Website: <https://mother-bracelet.com>



"REMONY" remote health monitoring system, developed by MEDIROM MOTHER Labs, combines the wrist-worn recharge-free smart tracker MOTHER Bracelet with a dedicated gateway. The system enables automatic data synchronization and centralized real-time management.

Health monitoring with conventional wearables often faces challenges due to data loss during device recharge period. However, "MOTHER" measures user vital data in real-time 24/7 without needing removal for recharge. As a result, it allows prompt and early detection of health emergencies and accident prevention with high accuracy.

The system is customizable for use in various industries, including elderly care, health monitoring for night shift workers, and etc.

Function 1: Measurement and visualization of the heart rate, body surface temperature, step count, sleep, and burned calories.

Function 2: Heart rate alerts with a customizable heart rate threshold settings.

Function 3: Automatic SMS notification to a specific phone number in case of alerts.

Function 4: Automatic fall detection alert.

Function 5: User-triggered emergency SOS alert.