



MEDIROM HEALTHCARE TECHNOLOGIES INC.

Healthy and Beauty Synergies MEDIROM Healthcare Technologies and SBC Medical Group Holdings Announce Business Alliance

November 7th 2024, Tokyo, Japan: MEDIROM Healthcare Technologies Inc. (NASDAQ: MRM) announced a business alliance with SBC Medical Group Holdings Incorporated (Nasdaq: SBC) a global owner, operator and provider of management services and products to cosmetic treatment centers.

Our two leading healthcare service providers have more than 4 million members across their loyalty programs at SBC's "Shonan Beauty Clinic" and MEDIROM's "Re.Ra.Ku wellness salon". In addition to bringing customers enhanced offerings and expertise, the alliance will seek to create compelling, integrated opportunities to harness the power of these loyal customers and reward them when they receive services at SBC Medical and MEDIROM.

In this alliance, both companies have elevated expectations for their different customer segments. Shonan Beauty Clinic is widely supported mainly by women in their 20s and 30s, while MEDIROM's Re.Ra.Ku serves mainly male customers for relaxation and health maintenance. This collaboration is expected to enable the two companies to approach new markets, expand total customer base, and provide new value.

"We believe we can provide new value and 'Healthy and Beauty Synergies' by distributing special invitation tickets to customers visiting each store," said Kouji Eguchi, CEO, MEDIROM.

About SBC Medical

SBC Medical, through its subsidiaries, provides services to support the operation of clinics that deliver highly specialized medical services in the areas of cosmetic medicine, esthetic dentistry, and Androgenetic Alopecia or AGA, primarily in Japan and centered on the SBC Shonan Beauty Clinic Brand. SBC Medical and its subsidiaries now provide management services to a total of 224 franchisees located worldwide. For Global, SBC Medical owns and operates one treatment center in Vietnam and provides management services to one treatment center in State of California in the United States. For more information, visit <https://sbc-holdings.com/>

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About MEDIROM Healthcare Technologies Inc.

MEDIROM, a holistic healthcare company, operates over 300 wellness salons across Japan, Re.Ra.Ku® being its leading brand, and provides healthcare services. In 2015, MEDIROM entered the health tech business and launched new healthcare programs using an on-demand training app called “Lav®”, which is developed by the Company. MEDIROM also entered the device business in 2020 and has developed a smart tracker “MOTHER Bracelet®”. In 2023, MEDIROM launched REMONY, a remote monitoring system for corporate clients, and has received orders from a broad range of industries, including nursing care, transportation, construction, and manufacturing, among others. MEDIROM hopes that its diverse health-related product and service offerings will help it collect and manage healthcare data from users and customers and enable it to become a leader in big data in the healthcare industry. For more information, visit <https://medirom.co.jp/en>.

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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. Some of the factors that could cause actual results to differ materially from those expressed or implied by the forward-looking statements in this press release include:

- MEDIROM’s ability to achieve its development goals for its business and execute and evolve its growth strategies, priorities and initiatives;
- MEDIROM’s and SBC Medical Group’s ability to collaborate in the anticipated manner;
- changes in Japanese and global economic conditions and financial markets, incl



uding their effects on MEDIROM' s expansion in Japan and certain overseas markets;

- MEDIROM' s ability to achieve and sustain profitability in its Digital Preventive Healthcare Segment;
- the fluctuation of foreign exchange rates, which affects MEDIROM' s expenses and liabilities payable in foreign currencies;
- MEDIROM' s ability to maintain and enhance the value of its brands and to enforce and maintain its trademarks and protect its other intellectual property;
- MEDIROM' s ability to raise additional capital on acceptable terms or at all;
- MEDIROM' s level of indebtedness and potential restrictions on MEDIROM under MEDIROM' s debt instruments;
- changes in consumer preferences and MEDIROM' s competitive environment;
- MEDIROM' s ability to respond to natural disasters, such as earthquakes and tsunamis, and to global pandemics, such as COVID-19; and
- the regulatory environment in which MEDIROM operates.

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.