



**MEDIROM HEALTHCARE TECHNOLOGIES INC.**

## **MEDIROM GROUP AND LEAD REAL ESTATE HOTELS FORM BUSINESS ALLIANCE**

**October 9<sup>th</sup> 2024, Tokyo, Japan:** MEDIROM Healthcare Technologies Inc. (NASDAQ: MRM) announces that its subsidiary MEDIROM MOTHER Labs Inc. and Lead Real Estate Co., LTD. (NASDAQ: LRE), operator of the luxury apartment hotels “ENT TERRACE,” have entered into a business alliance to install and offer MEDIROM’s recharge-free smart tracker, MOTHER Bracelet®, in LRE’s luxury apartment hotels for their guests.

This business alliance provides another sales channel for MEDIROM to continue to pursue awareness and sales of its MOTHER Bracelet®, a recharge-free smart tracker designed to monitor users’ health in Japan and worldwide. The alliance includes introducing MOTHER Bracelet® into LRE’s luxury apartment hotels for use by and sale to their guests. This alliance comes at an opportune time when Japan is attracting approximately 3.13 million tourists in June 2024 alone, a record high for a single month and an increase of 51.2% from last year.

“We are pleased to form this alliance with MEDIROM to bring health monitoring to our luxury hotel guests visiting Japan from all over the world,” said Eiji Nagahara, CEO, Lead Real Estate.

LRE’s luxury apartment hotels are located in the center of Tokyo, a city with cultural charm and tourist diversity. LRE offers visitors comfortable and luxurious stays in apartment-style units. ENT TERRACE units are close to popular spots such as Akihabara and Komagome, and offer convenient access for guests to enjoy Tokyo to the fullest. ENT TERRACE is a simple and stylish space that combines Japanese tradition and modernity, allowing guests to soothe the fatigue of their travels.

“We are excited to enter into this business relationship with Lead Real Estate’s hotels to bring our MOTHER Bracelet® to their esteemed guests,” said Koji Eguchi, CEO, MEDIROM Healthcare Technologies. “This is the first alliance of this kind that Medirom has entered in the hospitality industry, and we will continue to develop strategic opportunities that this sector provides.”

MEDIROM continues to see increased demand and adoption of its recharge-free MOTHER Bracelet® as it continues to develop new B2B and B2B2C channels for its sales.

### **About Lead Real Estate Co., LTD.**

Primarily engage in luxury real estate planning and development in Tokyo, Kanagawa, and Sapporo, Hokkaido.



**MEDIROM HEALTHCARE TECHNOLOGIES INC.**

LRE' s goal is to accurately understand the characteristics and needs of our clients, aiming to create a more comfortable and secure living environment. LRE specializes in the planning and development of luxury homes, condominiums, and single-occupancy residences.

With expertise in luxury property development and specialized knowledge in real estate purchasing, LRE provides the best living environment tailored to our clients' needs.

For more information please visit LRE' s website: <https://ent-terrace.com/>



#### **ABOUT MEDIROM MOTHER Labs Inc.**

A subsidiary of MEDIROM Healthcare Technologies Inc. (NASDAQ: MRM) ( "MEDIROM" ), MEDIROM Mother Labs Inc. 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.

#### **Forward-Looking Statements Regarding MEDIROM and MOTHER Labs**

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 Lead Real Estate Co.' s ability to collaborate in the anticipated



**MEDIROM HEALTHCARE TECHNOLOGIES INC.**

ed manner;

- changes in Japanese and global economic conditions and financial markets, including 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](http://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 Healthcare Technologies Inc.**

NASDAQ Symbol: MRM

Tradepia Odaiba, 2-3-1 Daiba, Minato-ku, Tokyo, Japan

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

Contact: [ir@medirom.co.jp](mailto:ir@medirom.co.jp)



**MEDIROM**  
MOTHER Labs

**MEDIROM MOTHER Labs Inc.**

Tradepia Odaiba, 2-3-1 Daiba, Minato-ku, Tokyo, Japan

**MOTHER**  
BRACELET



For more information visit: <https://mother-bracelet.com>