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MEDIROM

Group

■ Title

MEDIROM Segregates Wholly-Owned Subsidiaries by Functions

■ Lead Sentence

Tokyo – July 1, 2021 - MEDIROM Healthcare Technologies Inc. (NasdaqCM: MRM, Head Office: Minato-ku, Tokyo; Representative Director: Koji Eguchi) ("MEDIROM") announces it will segregate its wholly-owned subsidiaries by function.

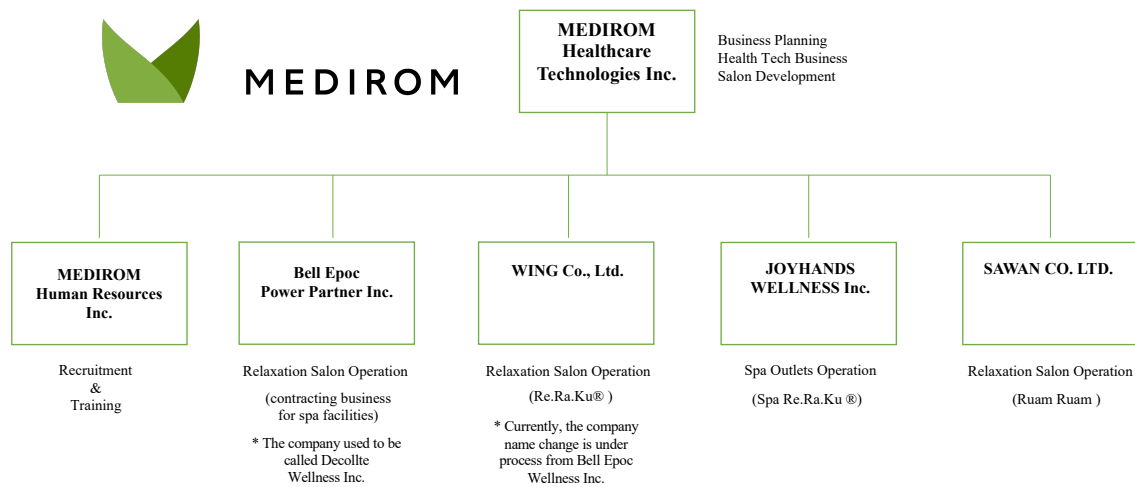
■ Body Sentence

In order to speed up the decision-making, improve business efficiency, and maximize business value, we have decided to segregate our wholly-owned subsidiaries by functions. As part of the changes, Decolte Wellness will be known as Bell Epoc Power Partner Inc. and will take on responsibility for the contracting business with the spa facilities. Bell Epoc Wellness Inc. will be known as WING Co., Ltd., and will continue to operate the ReRaKu® relaxation salons, with JOYHANDS WELLNESS Inc. operating the spa outlets. Sawan Co. Ltd. will continue to operate the RuamRuam® brand of relaxation salons.

Medirom expects to obtain the following advantages from the separation of functional companies:

- (1) Integration of therapist training by brand integration.
- (2) Expediting decision-making, improving business efficiency, and maximizing corporate values.
- (3) Ability to monitor more effectively the business performance of each company.
- (4) Reinforcement of the internal control of the entire group of companies.

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■ About MEDIROM Healthcare Technologies Inc.



MEDIROM operates 313 (as of May 31, 2021) relaxation 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 on-demand training app called "Lav®", which is developed by the company. MEDIROM also entered the smart device business in 2020 and is developing a smart wearable tracker, the "MOTHER Tracker®". MEDIROM plans to expand the scope of its business to include data analysis utilizing the data it has collected since formation of the company.

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

Overview of Medirom Healthcare Technologies Inc.

Company name: MEDIROM Healthcare Technologies Inc.

Head Office: 16 F Tradepia Odaiba, 2 -3 -1 Daiba, Minato-ku, Tokyo

Representative: Koji Eguchi, Representative Director and CEO

Established: July 2000

Capital: 2471.63 million yen (JGAAP standard, including reserves)

Business Profile: Studio Operation Business, Franchise Business, Health Tech Business, Device Business

Listed Market: Nasdaq Capital Market (Nasdaq CM)

■ Contact

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