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**Supplementary Material:  
Consolidated Results of Operations  
for 2Q of FY ending August 31, 2023**

April 13, 2023

TSE Prime Market : 7085

CURVES HOLDINGS Co., Ltd.

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# **Operations results of 2Q of FY 8/2023**

# Consolidated Statement of Income

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(million yen)	FY 8/2023(current) Half year (9-2) Actual	FY 8/2022(previous) Half year (9-2) Actual	Year on year	FY 8/2023(current) Half year (9-2)Forecast	To Forecast
<b>Sales</b>	<b>14,482</b>	<b>13,443</b>	<b>107.7%</b>	<b>14,600</b>	<b>-117</b>
<b>Cost of Sales</b>	<b>8,166</b>	<b>7,537</b>	<b>108.3%</b>		
(COS ratio)	56.4%	56.1%			
<b>Gross profit</b>	<b>6,316</b>	<b>5,905</b>	<b>107.0%</b>		
(Gross profit ratio)	43.6%	43.9%			
<b>SGA</b>	<b>4,282</b>	<b>4,176</b>	<b>102.5%</b>		
incl. Amortization expenses for goodwill, trademark rights and intangible fixed assets *	859	691	124.1%		
<b>Operating profit</b>	<b>2,033</b>	<b>1,729</b>	<b>117.6%</b>	<b>1,905</b>	<b>+128</b>
(Operating profit ratio)	14.0%	12.9%		13.0%	
<b>Ordinary profit</b>	<b>1,914</b>	<b>1,850</b>	<b>103.5%</b>	<b>1,950</b>	<b>-35</b>
(Ord profit ratio)	13.2%	13.8%		13.4%	
<b>Net profit</b>	<b>1,178</b>	<b>1,207</b>	<b>97.6%</b>	<b>1,269</b>	<b>-91</b>
(Net profit ratio)	8.1%	9.0%		8.7%	

# Consolidated Statement of Income (by region)

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(million yen)	FY 8/2023(current)		FY 8/2022(previous)		Year on year	FY 8/2023(current)	
	Half year(9-2)Actual	To Sales	Half year(9-2)Actual	To Sales		2Q(12-2)Actual	To Sales
<b>Sales</b>	<b>14,482</b>	<b>100.0%</b>	<b>13,443</b>	<b>100.0%</b>	<b>107.7%</b>	<b>7,547</b>	<b>100.0%</b>
<b>Domestic</b>	<b>14,270</b>	<b>98.5%</b>	<b>13,247</b>	<b>98.5%</b>	<b>107.7%</b>	<b>7,437</b>	<b>98.5%</b>
<b>International</b>	<b>211</b>	<b>1.5%</b>	<b>195</b>	<b>1.5%</b>	<b>108.2%</b>	<b>109</b>	<b>1.5%</b>
<b>Operating profit</b>	<b>2,033</b>	<b>14.0%</b>	<b>1,729</b>	<b>12.9%</b>	<b>117.6%</b>	<b>1,401</b>	<b>18.6%</b>
<b>Domestic</b>	<b>3,106</b>		<b>2,622</b>		<b>118.5%</b>	<b>1,921</b>	
<b>International</b>	<b>-270</b>		<b>-230</b>		<b>-</b>	<b>-117</b>	
<b>Adjustments</b>	<b>-802</b>		<b>-662</b>		<b>-</b>	<b>-402</b>	
Average exchange rate during period	<b>139.22 yen/\$</b>		<b>112.05 yen/\$</b>		Depreciation by 27.17 yen	<b>139.22 yen/\$</b>	

## \* Sales and Operating Profit for the International segment

The international segment comprises of the global franchise business and European franchiser operations by 2 subsidiaries (Curves International, Inc. and Curves Europe B.V.). Sales and operating profit for the international segment do not include incomes from royalty fees and equipment sales from the domestic business to Curves International, as well as the costs for management fee payments from the 2 subsidiaries to the Japanese entity.

## \* Adjustments for operating profit

Expenses not attributable to specific regions, including amortizations for goodwill and trademark rights.

# Composition of Sales

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**Spot Income:** One time incomes from franchise sales and renewal of FA

- Income from license fee and new equipment sales for new club opening
- Income from Franchise Agreement renewal for equipment sales, etc.

**Base Income:** Ongoing incomes associated with numbers of clubs and members

Domestic  
(Japan)

**Royalty fee, etc.**

Royalty fees and membership administrative fees etc.  
received from franchisees

**Franchisees, other**

Other incomes from franchisees

**Merchandise for  
members**

Merchandise sales for members. Direct sale by the group  
to members and sales commission paid to franchisees.

**Corporate-owned  
clubs**

Income from operating corporate clubs

**Others**

Others

**International**

# Breakdown of Sales

7

(million yen)	FY 8/2023(current)		FY 8/2022(previous)		Year on year	FY 8/2023(current)	
	Half year(9-2)	Actual To Sales	Half year(9-2)	Actual To Sales		2Q(12-2)	Actual To Sales
<b>Sales</b>	<b>14,482</b>	<b>100.0%</b>	<b>13,443</b>	<b>100.0%</b>	<b>107.7%</b>	<b>7,547</b>	<b>100.0%</b>
<b>Domestic</b>	<b>14,270</b>	<b>98.5%</b>	<b>13,247</b>	<b>98.5%</b>	<b>107.7%</b>	<b>7,437</b>	<b>98.5%</b>
Spot	292	2.0%	234	1.7%	124.6%	136	1.8%
Base	13,977	96.5%	13,012	96.8%	107.4%	7,301	96.7%
Royalty,etc	3,201	22.1%	2,980	22.2%	107.4%	1,596	21.2%
Franchisees, other	1,013	7.0%	810	6.0%	125.1%	528	7.0%
Merchandise*	8,388	57.9%	7,992	59.5%	105.0%	4,486	59.4%
Corporate clubs	1,319	9.1%	1,182	8.8%	111.6%	662	8.8%
Other	55	0.4%	46	0.3%	118.3%	27	0.4%
<b>International</b>	<b>211</b>	<b>1.5%</b>	<b>195</b>	<b>1.5%</b>	<b>108.2%</b>	<b>109</b>	<b>1.5%</b>

\* Merchandise Sales include the sales of products sold to franchisees.

# Consolidated Statement of Income – Year on Year comparison<sup>8</sup>

## Comparison to 1st Half previous FY

	Sales	Operating profit	Ordinary profit	Net profit
1st Half current FY (9/22 – 2/23)	14.48 B yen (To 2Q 8/22 +1.03 B yen)	2.03 B yen (+300 M yen)	1.91 B yen (+60 M yen)	1.17 B yen (-20 M yen)
1st Half previous FY (9/21 – 2/22)	13.34 B yen	1.72 B yen	1.85 B yen	1.20 B yen

**Sales 14.48 B yen, +1.03 B yen (107.7%) Year-on-Year**

### ① Growth in Royalty Income

- Total membership increased from **718K → 758K members**  
**Net growth by 39K members**  
Hybrid service offering online and in-club programs
- **30K members** enrolled in Ouchi de Curves Dual Plan

### ② Growth in Merchandise Sales

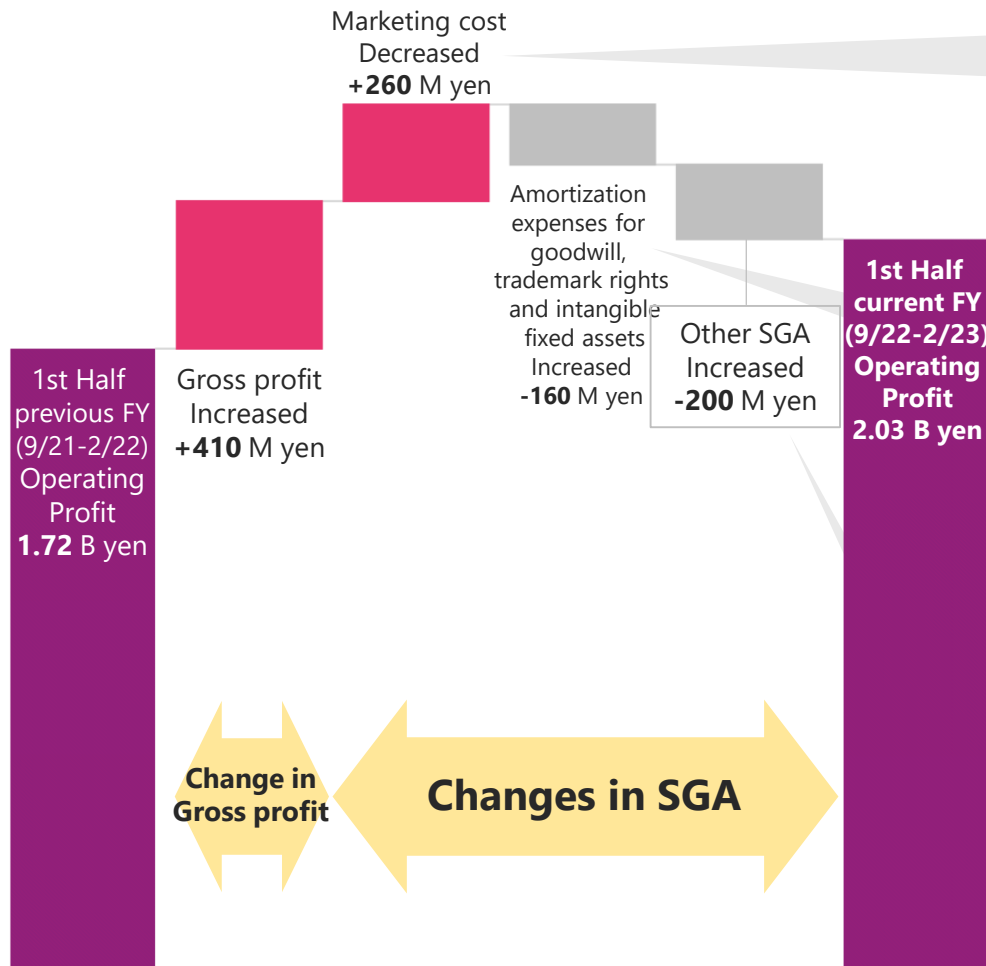
- Merchandise sales grew from **7.99 B yen → 8.38 B yen**
- Protein subscribers increased



# Consolidated Statement of Income – Year on Year comparison<sup>9</sup>

## Operating profit 2.03 B yen, +300 M yen (117.6%)

Changes in Half year FY 8/2023 (9/22-2/23) from Half year FY 8/2022 (9/21-2/22)



**Marketing cost decreased**  
due to increase in ad funds collected from franchisees.

**Increase in Amortization Expenses in terms of Yen due to progress of Yen depreciation**  
(no impact on changes in cash)

**Average exchange rate (US\$)**  
1st Half current FY 139.22 yen  
1st Half previous FY 112.05 yen

**Sales activities normalized, Increase in payrolls, etc.**

# Consolidated Statement of Income – Comparison to 1Q

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## Comparison to 1Q current FY

	Sales	Operating profit	Ordinary profit	Net profit
<b>2Q</b>	<b>7.54 B yen</b>	<b>1.40 B yen</b>	<b>1.19 B yen</b>	<b>710 M yen</b>
(12-2)	(To 1Q +610 M yen)	(+760 M yen)	(+470 M yen)	(+240 M yen)
<b>1Q</b>	<b>6.93 B yen</b>	<b>630 M yen</b>	<b>720 M yen</b>	<b>460 M yen</b>
(9-11)				

**2Q Sales 7.54 B yen growth from 1Q, +610 M yen (108.8%)**

### ① Slight drop in Royalty Income 📉 New sign-ups decreased due to seasonal factor

- Total membership decreased from end 1Q with fewer sign-ups due to seasonal factors.
- Ouchi-de-Curves Dual Plan (in-club and on-line hybrid service) offering continued, leading to slight increase in monthly due income per member.
- Attrition rate maintained low at 2.3% for Dec-Feb.

### ② Increase in Merchandise Sales 📈 Steady increase in Protein subscribers

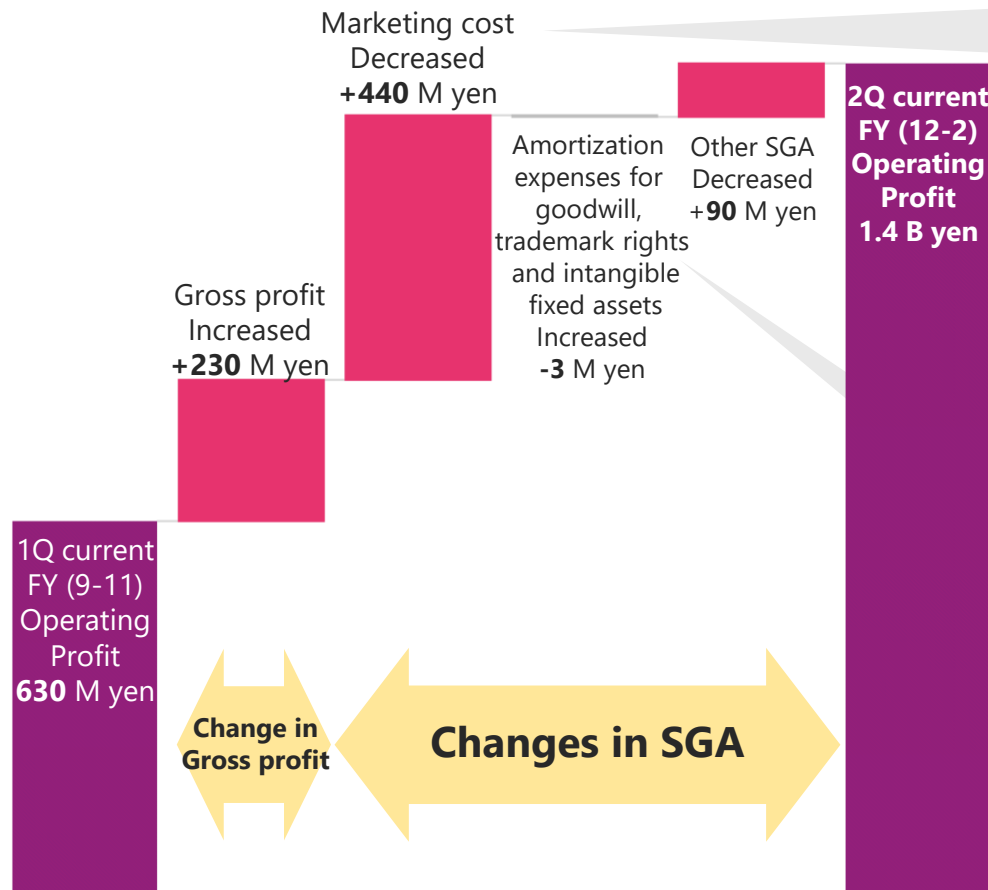
- "Month of Diet Counseling" was promoted in Dec 2022 for members. Protein subscribers have increased.
- Shift to high-function new products has been successfully progressing.

# Consolidated Statement of Income – Comparison to 1Q

11

**2Q Operating profit 1.4 B yen +760 M yen (221.7%) compared to 1Q**

Changes in 2Q (12-2) from 1Q (9-11)



**Limited marketing activities due to seasonal factors.**

**Increase in Ad funds collected from franchisees helped as well.**

**Marketing cost decreased.**

**Increase in Amortization expenses in terms of Yen due to progress of Yen depreciation.**

**Average exchange rate (US\$)**

**2Q current FY 139.22 yen**

**1Q current FY 138.68 yen**

# Consolidated Statement of Income – Comparison to Forecasts

12

(million yen)	FY 8/2023(current)			FY 8/2023(current)Forecast 1st Half (9-2)	To Forecast	
	1Q(9-11)	2Q(12-2)	1st Half (9-2)		Difference	Achieved
<b>Sales</b>	<b>6,935</b>	<b>7,547</b>	<b>14,482</b>	<b>14,600</b>	<b>-117</b>	<b>99.2%</b>
<b>Operating profit</b>	<b>632</b>	<b>1,401</b>	<b>2,033</b>	<b>1,905</b>	<b>+128</b>	<b>106.8%</b>
(Operating profit ratio)	9.1%	18.6%	14.0%	13.0%		
<b>Ordinary profit</b>	<b>720</b>	<b>1,194</b>	<b>1,914</b>	<b>1,950</b>	<b>-35</b>	<b>98.2%</b>
(Ord profit ratio)	10.4%	15.8%	13.2%	13.4%		
<b>Net profit</b>	<b>466</b>	<b>711</b>	<b>1,178</b>	<b>1,269</b>	<b>-91</b>	<b>92.8%</b>
(Net profit ratio)	6.7%	9.4%	8.1%	8.7%		
Average exchange rate during period	138.68 yen/\$	139.22 yen/\$	139.22 yen/\$	139.25 yen/\$	Appreciation 0.03 yen	
Exchange rate end period	144.81 yen/\$	132.70 yen/\$	132.70 yen/\$	140.00 yen/\$	Appreciation 7.30 yen	

## Sales to Forecast

**Difference -117 M yen**

**Achieved 99.2%**

・Membership on plan. 30K members enrolled in "Ouchi de Curves Dual Plan."

・In Merchandise Sales, Protein subscribers on plan, while quantity sold below plan due to slight increase in subscribers' requests for skipping shipment\*

\* By exercising this option, subscribers may request for postponement of a product delivery till the next month. Since the invoicing and sales recognition occur at the time of delivery, an increase in the number of skip reduces Sales.

## Operating profit to Forecast

**Difference +128 M yen**

**Achieved 106.8%**

・Advertising expenses decreased due to increase in Ad Funds collected from franchisees through membership growth and improvement of marketing efficiency.  
・We have reviewed the entire cost structures.

## Ordinary profit to Forecast

**Difference -35 M yen**

**Achieved 98.2%**

Non-cash foreign exchange loss posted due to currency fluctuations (non-operating loss).

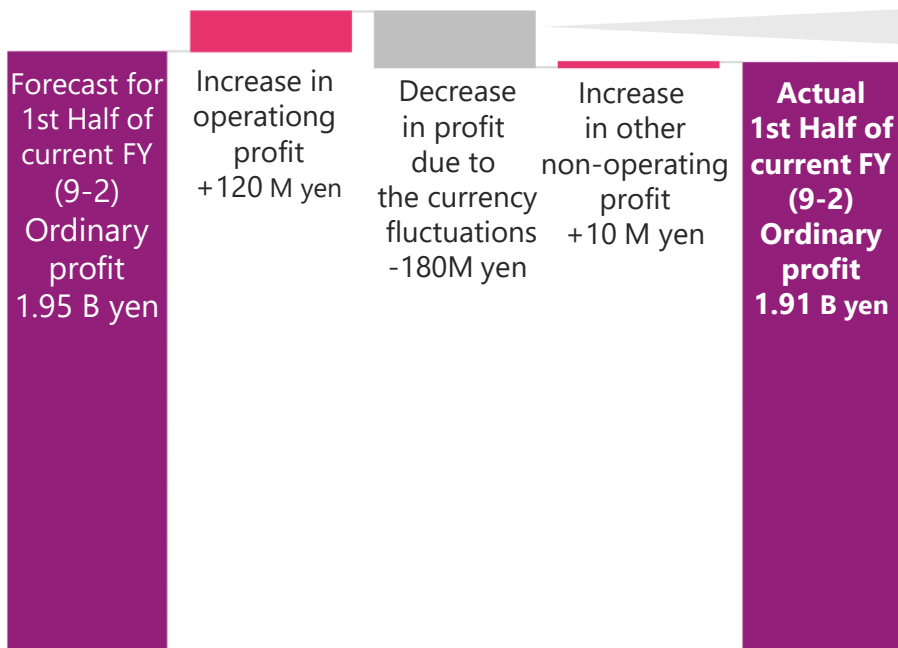
※ Please refer to Slide 13 for details.

**Operating profit 2.03 B yen, +120 M yen to Forecast (Achieved 106.8%)**

**Ordinary profit 1.91 B yen, -30 M yen to Forecast (Achieved 98.2%)**

Factors for Ordinary Profit Forecast/Results

Differences for 1st Half (9-2)



**Yen based loans to overseas subsidiary**

**Foreign exchange loss 100 M yen posted due to Yen appreciation (non-operating expenses)**

**(Forecast was foreign exchange gain 70 M yen due to Yen depreciation)**

**No impacts on changes in cash**

**Exchange rate at end period (US\$)**

**End 2Q current FY (forecast) 140.00 yen**

**End 2Q (actual) 132.70 yen**

**7.30 yen appreciation**

Ref: Exchange Rate Trend (US\$)	FY 8/2021	FY 8/2022				FY 8/2023		
	4Q (6-8)	1Q (9-11)	2Q (12-2)	3Q (3-5)	4Q (6-8)	1Q (9-11)	2Q (12-2)	2Q (forecast)
Exchange rate end period	110.58 yen	111.92 yen	115.02 yen	122.39 yen	136.68 yen	144.81 yen	132.70 yen	140.00 yen
Average exchange rate for period	106.63 yen	110.47 yen	112.05 yen	113.77 yen	117.81 yen	138.68 yen	139.22 yen	139.25 yen

# Consolidated Balance Sheet

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(million yen)	FY 8/2023 End 2Q	FY 8/2022 End fiscal year	Changes
<b>Current assets</b>	<b>13,433</b>	<b>13,739</b>	<b>-305</b>
Cash and deposits*	7,478	8,212	-733
Notes and accounts receivable	4,261	4,156	105
Merchandise	1,227	933	294
<b>Non-current assets</b>	<b>23,352</b>	<b>24,612</b>	<b>-1,260</b>
<b>Property, plant and equipment</b>	<b>407</b>	<b>424</b>	<b>-17</b>
<b>Intangible assets</b>	<b>22,118</b>	<b>23,401</b>	<b>-1,282</b>
Goodwill	1,465	1,559	-94
Trademark rights	19,044	20,258	-1,214
Software	1,355	1,204	150
<b>Investments and other assets</b>	<b>825</b>	<b>786</b>	<b>39</b>
<b>Total assets</b>	<b>36,785</b>	<b>38,352</b>	<b>-1,566</b>
<b>Current liabilities</b>	<b>9,246</b>	<b>9,307</b>	<b>-61</b>
Current portion of long term borrowings	3,290	3,290	-
<b>Non-current liabilities</b>	<b>14,793</b>	<b>16,688</b>	<b>-1,895</b>
Long-term borrowings	10,310	11,956	-1,645
<b>Total liabilities</b>	<b>24,039</b>	<b>25,996</b>	<b>-1,956</b>
Interest-bearing debts	13,601	15,246	-1,645
<b>Total net assets</b>	<b>12,746</b>	<b>12,355</b>	<b>390</b>
Shareholders' equity	9,718	8,868	849
<b>Total liabilities and net assets</b>	<b>36,785</b>	<b>38,352</b>	<b>-1,566</b>
(Exchange Rate)	132.70 yen/\$	136.68 yen/\$	Appreciation 3.98 yen

# Effects of Currency Fluctuations on the intangible assets (goodwill/ trademark rights) owned by Curves International, a US entity

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## When Curves International, Inc. was acquired (April 2018):

Goodwill & trademark rights	US\$	Converted to Yen (106.24 yen/\$)
	<b>202 Million</b>	<b>21.5 B yen</b>

Amortization for Goodwill/trademark rights (20 years) at **\$10 Million fixed annually**

### Previous FY (8/2022)

Goodwill/trademark rights	US\$	Converted to Yen (136.68 yen/\$)
<b>Balance</b>	<b>159.5 Million</b>	<b>21.8 B yen</b>
<b>Amortization</b>	US\$	Converted to Yen (117.81 yen/\$)
<b>Annual total</b>	<b>10 Million</b>	(*112.05 yen at end 1 <sup>st</sup> Half)
<b>1<sup>st</sup> Half total</b>	<b>5 Million</b>	<b>1.19 B yen</b>
		<b>560 M yen</b>

### 1<sup>st</sup> Half current FY (8/2023)

Goodwill/trademark rights	US\$	Converted to Yen (132.70 yen/\$)
<b>Balance</b>	<b>154.5 Million</b>	(3.98 yen appreciation YoY)
		<b>20.5 B yen (-1.30 B yen YoY)</b>
<b>Amortization</b>	US\$	Converted to Yen (139.22 yen/\$)
<b>1<sup>st</sup> Half total</b>	<b>5 Million</b>	(27.17 yen depreciation YoY)
		<b>700 M yen (+130 M yen YoY)</b>

# Consolidated Statement of Cash Flows

16

	FY 8/2023 (current) 1st Half (9-2) Actual	FY 8/2022 (previous) 1st Half (9-2) Actual	Differences
(million yen)			
<b>Cash flows from operating activities</b>	<b>1,749</b>	<b>931</b>	<b>817</b>
Profit before income taxes	1,914	1,849	64
Depreciation/Amortization goodwill, trademark rights	1,149	946	202
Foreign exchange losses (gains)	105	-126	232
Decrease (increase) in trade receivables	-124	-153	29
Decrease (increase) in inventories	-300	-498	198
Increase (decrease) in trade payables	40	339	-298
Increase (decrease) in accounts payable - other	-255	-439	184
Income taxes refund (paid)	-816	-793	-23
Other *1	35	-191	227
<b>Cash flows from investing activities</b>	<b>-525</b>	<b>-420</b>	<b>-104</b>
Purchase of property, plant and equipment	-44	-183	139
Purchase of intangible assets	-436	-231	-205
Other	-43	-5	-38
<b>Cash flows from financing activities</b>	<b>-1,975</b>	<b>-3,261</b>	<b>1,286</b>
Repayments of long-term borrowings	-1,645	-1,545	-100
Acquisition of treasury stock *2	-	-1,247	1,247
Dividends paid	-328	-469	140
<b>Effect of exchange rate change on cash and cash equivalents</b>	<b>10</b>	<b>35</b>	<b>-24</b>
<b>Net increase (decrease) in cash and cash equivalents</b>	<b>-740</b>	<b>-2,715</b>	<b>1,974</b>
<b>Cash and cash equivalents at beginning of period</b>	<b>7,943</b>	<b>9,760</b>	<b>-1,816</b>
<b>Cash and cash equivalents at end of period</b>	<b>7,203</b>	<b>7,045</b>	<b>158</b>
<b>Free CF: Operation CF - Investing CF</b>	<b>1,224</b>	<b>511</b>	<b>713</b>

*Curves* \*1 Includes 270 M. yen paid out for introduction of J-ESOP and BBT. (previous) \*2 Acquisition of treasury stock for introduction of J-ESOP and BBT. (previous)

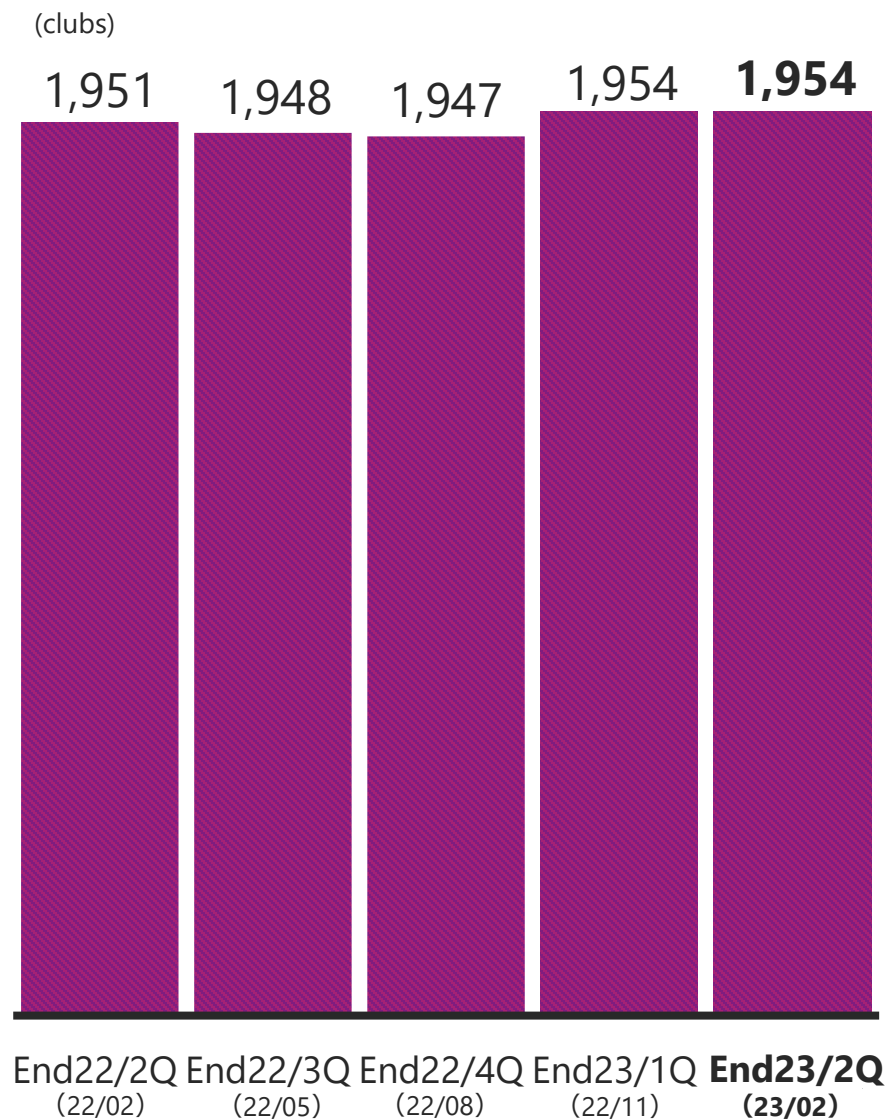




# **Business outline and updates for 2Q**

# Total Club Count

18

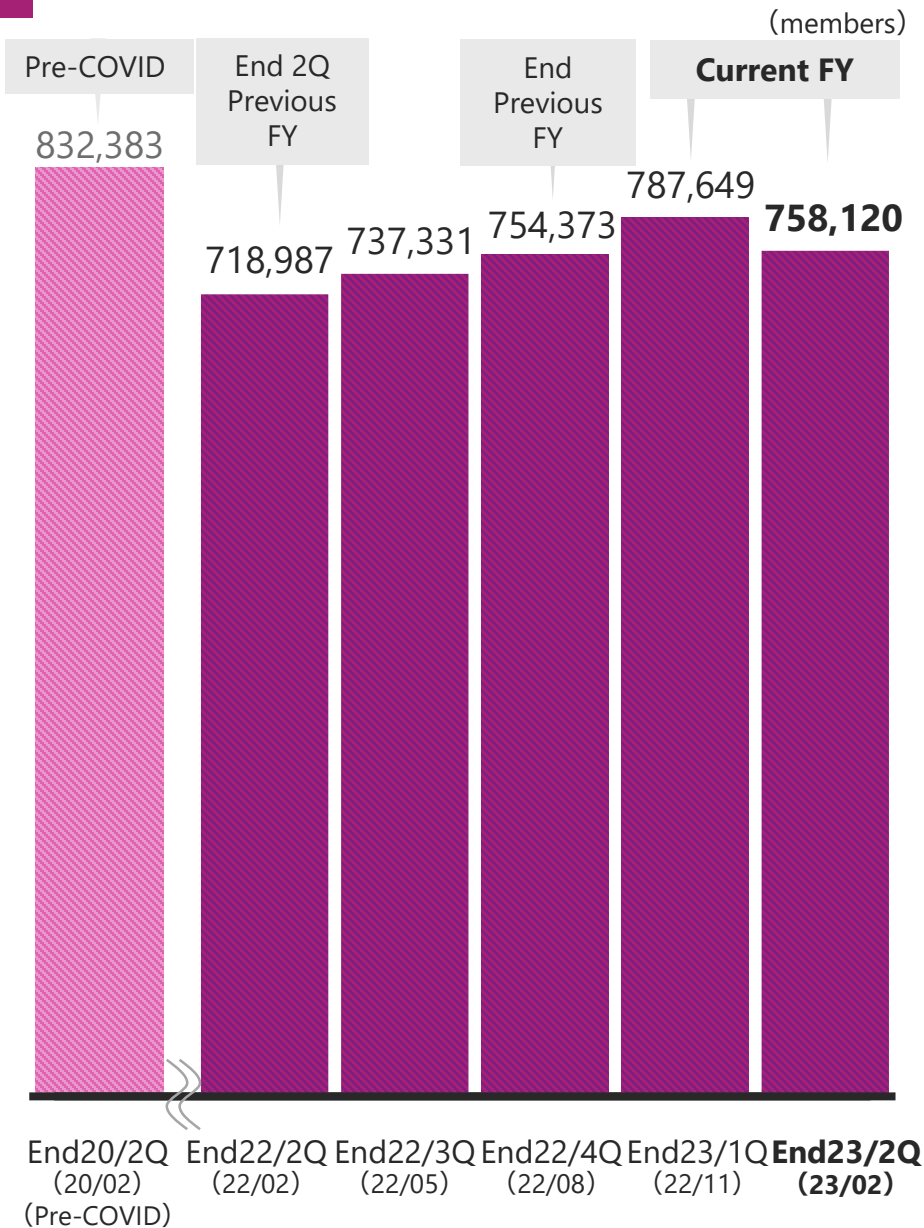


**1,954** Clubs in Japan

	2Q (12-2)	Total 1st Half (9-2)
New open	1 club	9 clubs
Closed	1 club	2 clubs
Net growth	± 0 club	+ 7 clubs

# Total Membership Count

19



Total **758K** members

Year on year + **39K**

To End FY 8/22 + **3K**

- 2Q seasonal factor affected  
→ Net decrease from end 1Q.
- Attrition rate maintained low at 2.3% (12-2)

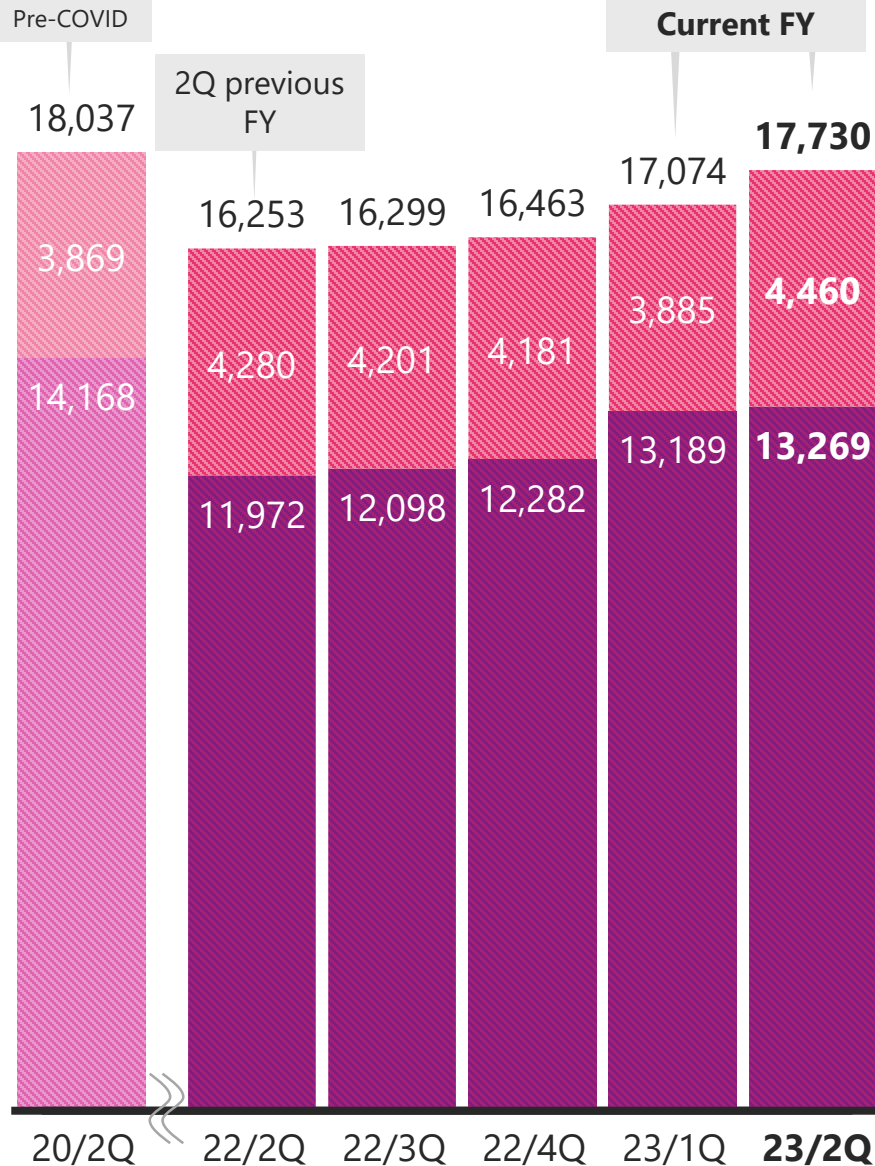
- **Nearly 30K members enrolled with Ouchi-de-Curves Dual Plan** (in-club and on-line hybrid service) out of total membership

Total **nearly 50K members** are users of **On-line Fitness** including "Ouchi-de-Curves only" users.

# Chain-wide Sales

20

■ Merchandise ■ Membership/Dues (million yen)



2Q FY 8/2023  
**Actual 17.73B yen**

Year on year  
To 2Q FY 8/22 **109.1%**

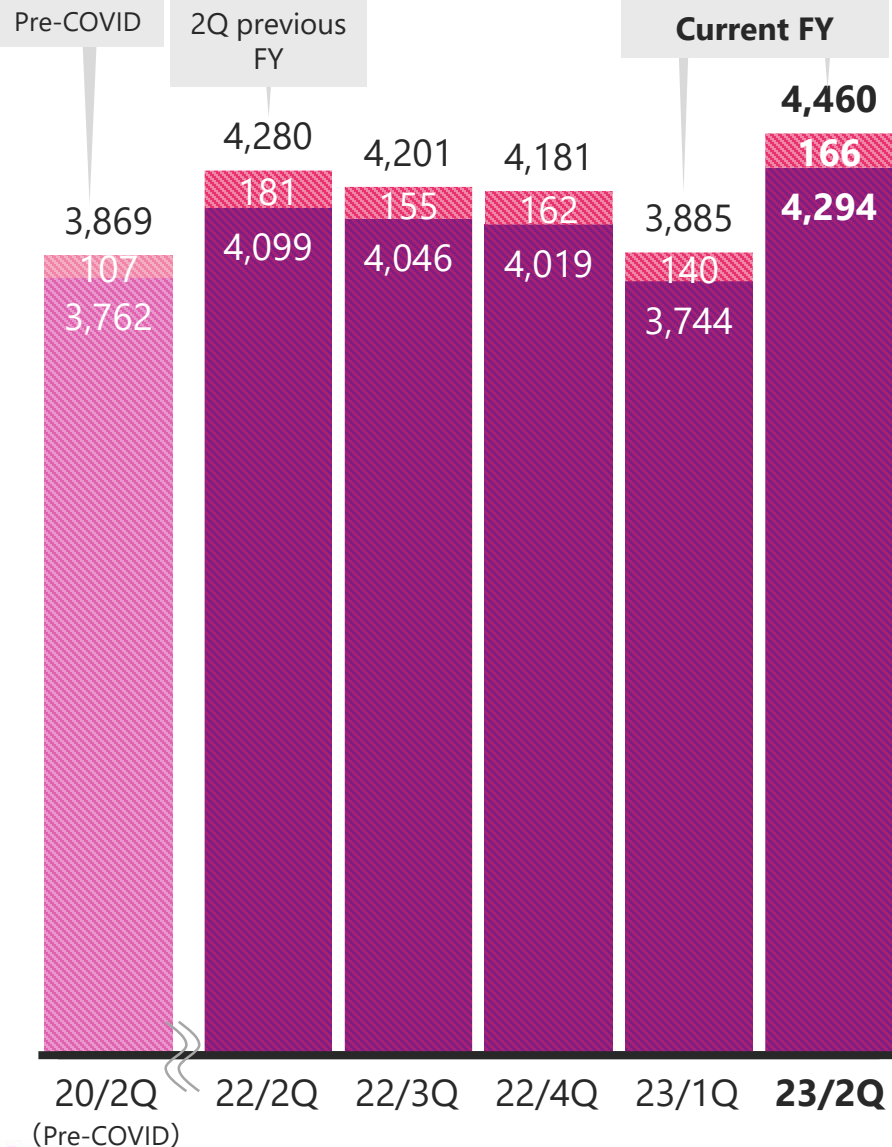
Previous quarter  
To 1Q FY 8/23 **103.8%**

# Merchandise Sales

21

Other Merchandise Protein

(million yen)



2Q FY 8/2023

**Actual 4.46 B yen**

Year on year

To 2Q FY 8/22

**104.2%**

Previous quarter

To 1Q FY 8/23

**114.8%**

# Strategy for 2Q

22

## Raising service quality for members

Enhancing personalized workout coaching for each member



**Raising CS for existing members &  
Building solid foundations for membership  
growth during Spring and Summer**

# Diet Counseling Enhancement

23

Dec 2022

## Promoted the Month of Diet Counseling

### High function product **Super Protein Premium+**

The 5<sup>th</sup> release of new product in the Premium+ series:

Function-claimed food

**Protein+ Hyaluronic Acid** was released.

Existing line-up in Premium+



- Protein products subscribers increased.
- Enhancing the line-up of Super Protein Premium+

→ Ratio of Premium+ line-up in total quantity of Protein products sold in 2Q of FY 8/2023 exceeded 35%.

(Price is 1,000 yen higher than regular Protein.)

**Shipment deferment<sup>\*</sup> of Protein slightly increased**  
**➡ Member support is being enhanced after the month of promotion.**

<sup>\*</sup> By exercising this option, subscribers may request for postponement of a product delivery till the next month.

Since the invoicing and sales recognition occur at the time of delivery, an increase in the number of skip reduces Sales.

# Curves Food-Drive

24

Since  
2007

Community-based social support can start with donating a can of food.

## The 16<sup>th</sup> Annual Curves Food-Drive Campaign

### 【What is Curves Food-Drive?】

Bring non-refrigerated  
preservable foods  
available from home



Curves members  
and community



About 2,000 Curves  
clubs nationwide

Curves clubs directly  
deliver to  
local organizations.



Local children's care  
and mother/children  
facilities etc.

1 month from Jan 16 to Feb 15, 2023

Participated by : About 153K donors

Foods donated : About 214 metric tons

Donated to : 769 organizations



Moment of donation

Curves Food-Drive information site <https://www.curves.co.jp/convey/food/>  
\* Website in Japanese

Curves





# Men's Curves

25

A new club opened in Dec 2022,  
making total 15 clubs

📍 **Asahi, Chiba**

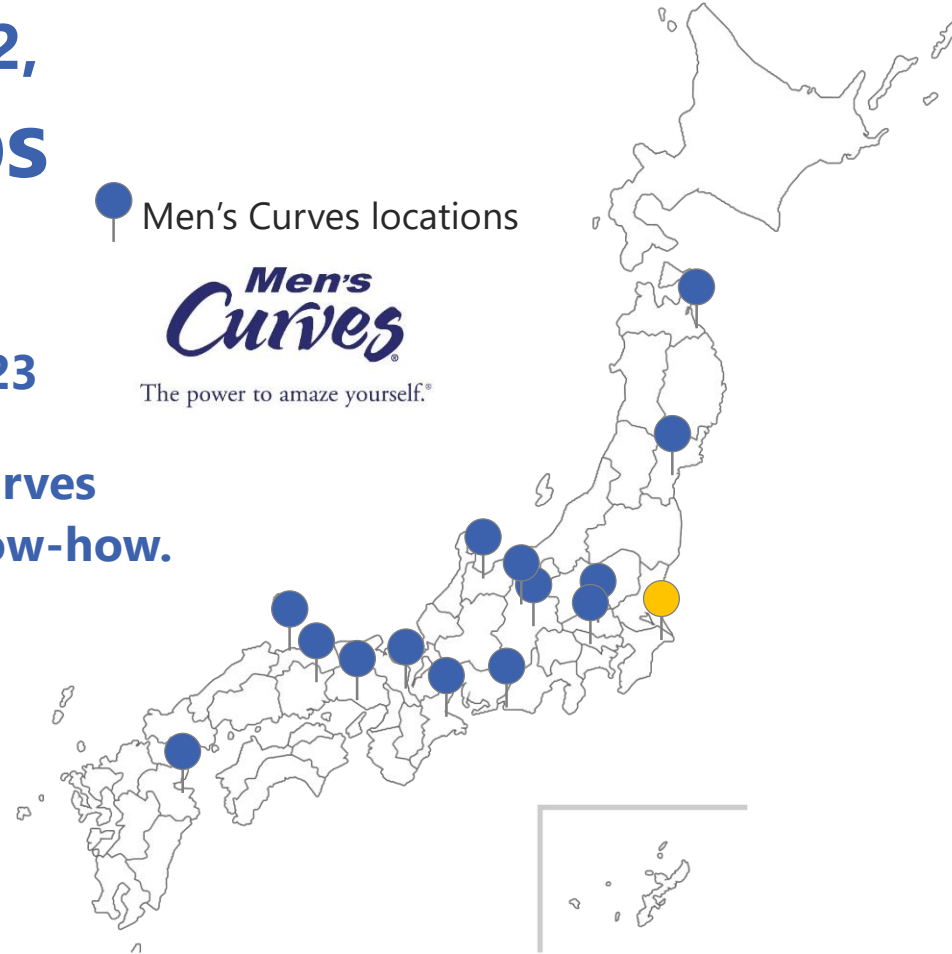
The 16<sup>th</sup> club scheduled to open in 3/2023  
in Chiba city, Chiba.

👉 Opening a corporate club of Men's Curves  
for establishing guest production know-how.

📍 Men's Curves locations

**Men's  
Curves**

The power to amaze yourself.®



**Attrition rate continues lowering.  
Further brushing up guest production  
know-how.**

# International Segments

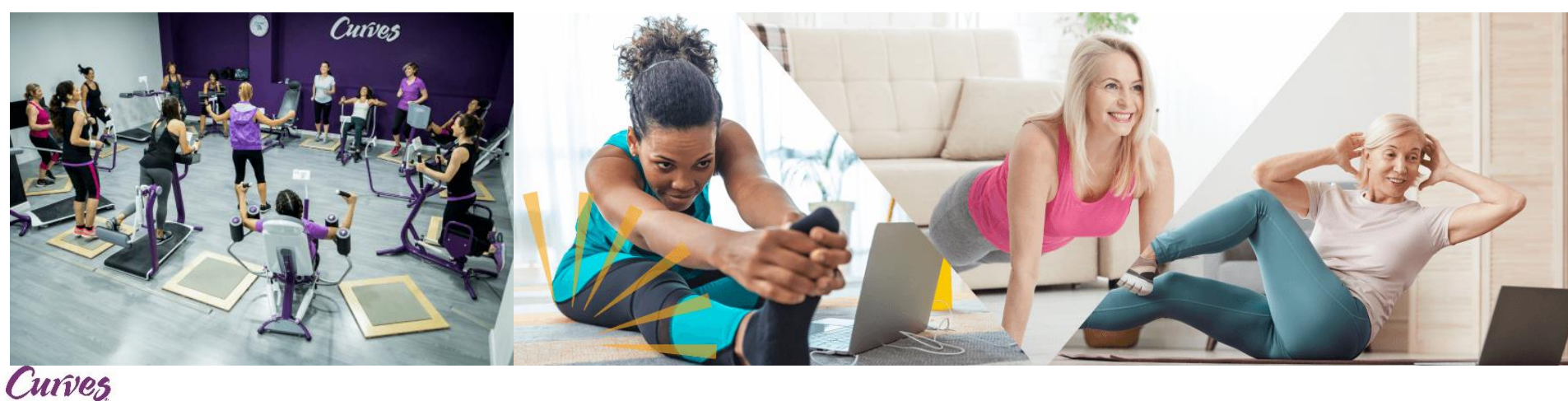
## Updates of Key Markets

**Europe** (8 countries including Spain, Italy and UK):

Total **141** clubs open as of end 12/2022

- \* Direct territories only where the group runs the franchise headquarters.
- \* 2 months delay in consolidating the international segments.

**Currently building a new business model with growth strategy in markets with/post-COVID.**





# **Forecasts and strategies for 2<sup>nd</sup> Half of FY 8/2023 and beyond**

# Financial Forecast and Outlook for 2<sup>nd</sup> Half of FY

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	1 <sup>st</sup> Half FY 8/23	Annual FY 8/23	Annual FY 8/22	To previous FY
	Actual	Forecast	Actual	Changes
Sales	14.48 B yen	30.00 B yen	27.50 B yen	+2.49 B yen
Operating profit	2.03 B yen	3.70 B yen	2.74 B yen	+950 M yen
Ordinary profit	1.91 B yen	3.71 B yen	3.31 B yen	+390 M yen
Net profit	1.17 B yen	2.42 B yen	2.24 B yen	+170 M yen
Members end period	758K	824K	754K	+70K
Clubs end period	1,954	1,952	1,947	+5

## Annual forecast remains unchanged

- Forecasting membership growth in 2<sup>nd</sup> Half with Membership Drive Campaigns to run in spring (March/April) and summer (June/July).
- Forecasting growth in Protein subscribers by promoting “Month of Diet Counseling” in May. Enhance efforts to raise sales quantity through user support after the promotion.
- Club closures expected below forecast → Projecting over 1,952 clubs at the FY end.

# Membership Drive Campaign

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## Membership Drive Campaign in 3Q

First Timer Support Campaign offering

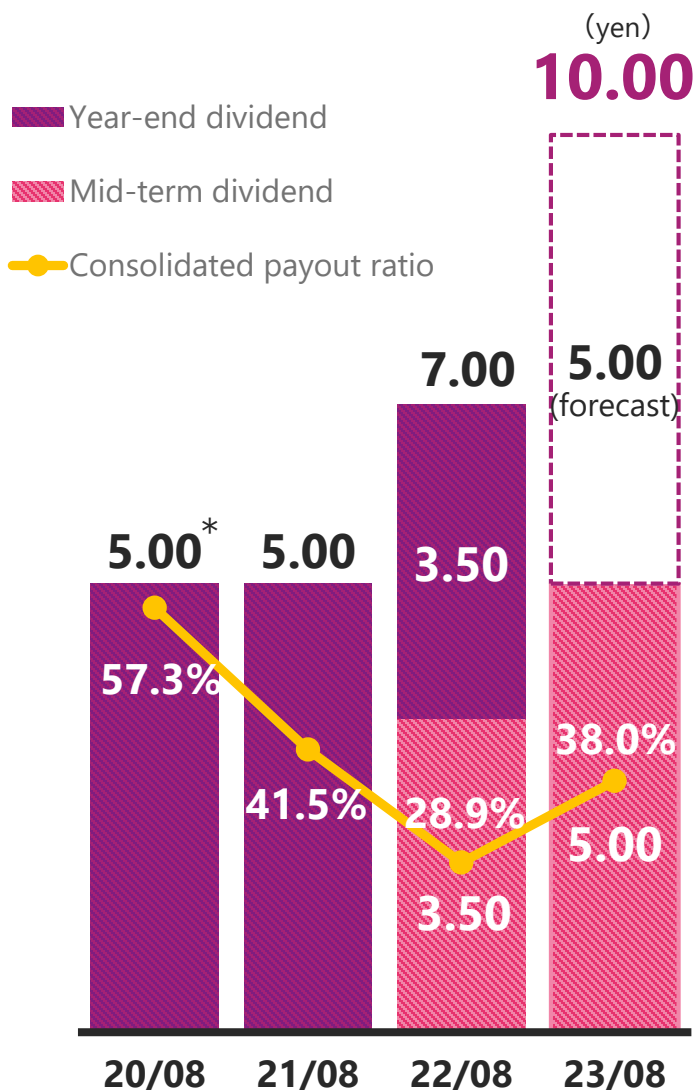
## National TVCM, Informercial & Media-mix marketing

- Numerous informercials planned after end March
- Massive TVCM for 10 days in April
- Media-mix marketing including TV, online and local marketing activities  
→ To support leveraging members' referrals as the Curves' strength.



# Dividends Policy

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\* Regular dividends : 3.00Yen  
Commemorative dividends : 2.00Yen

FY 8/2023

**Annual Dividend Forecast** **10.00 Yen**

Our basic policy on the dividends is to achieve the consolidated payout ratio at 50%, while ensuring to maintain sufficient reserves needed for future operations and the optimization of financial strength.

**Annual Forecast**

**Earnings per share 26.32 Yen**

**Consolidated payout ratio 38.0%**



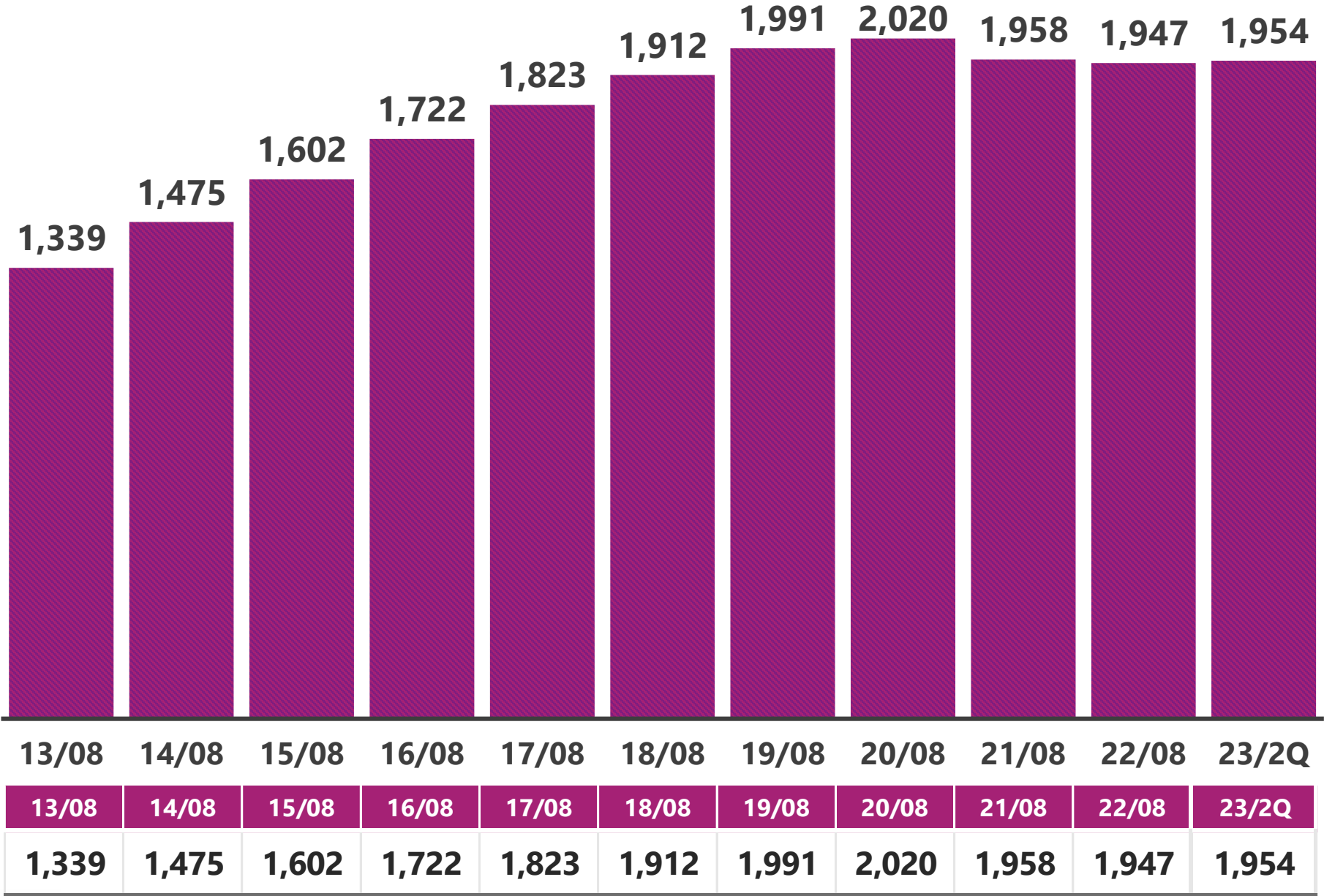
# Appendix

## **| History of Curves Business**



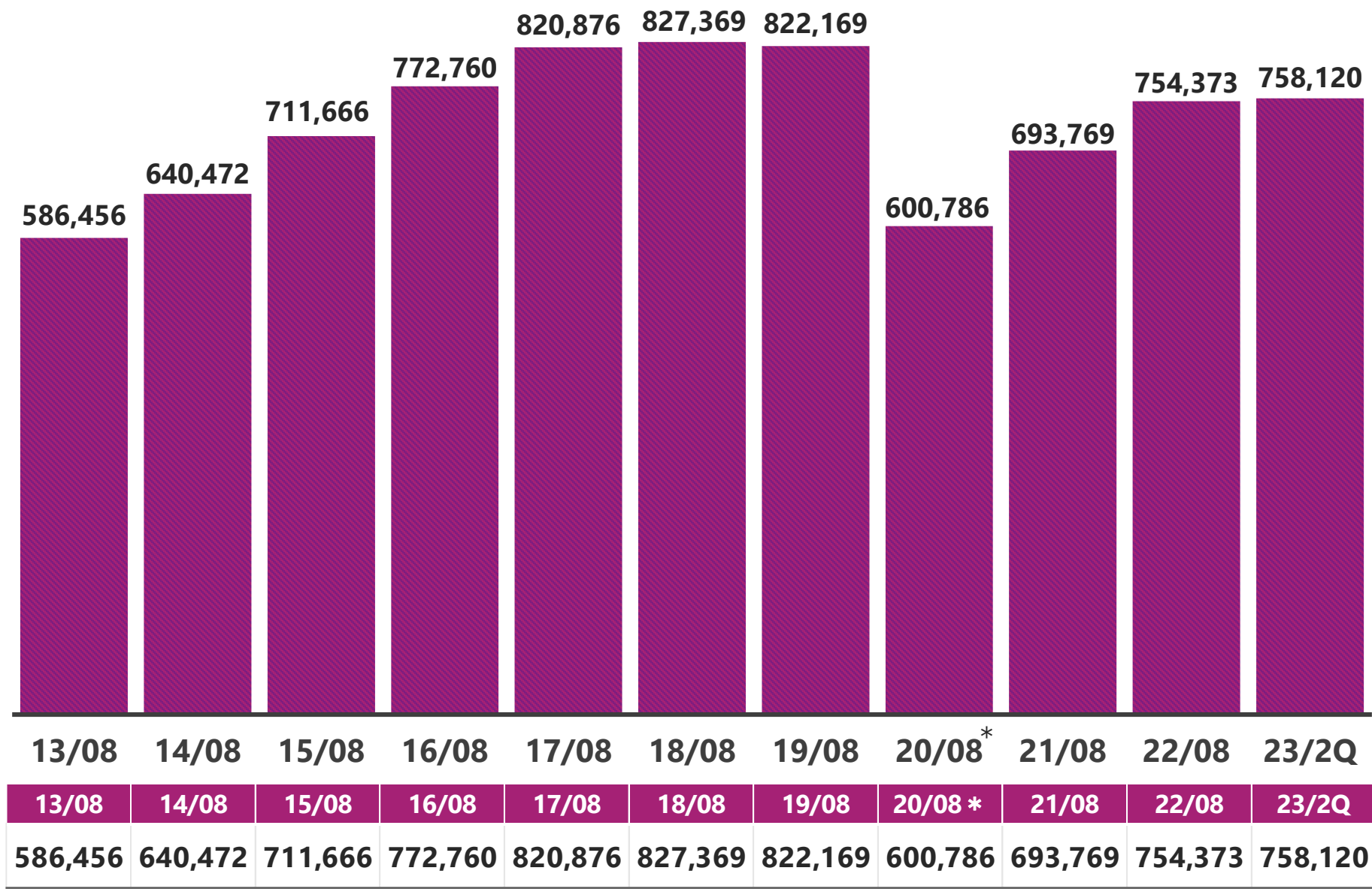
# Trends in Club Count

33  
(clubs)



# Trends in Membership

(members)



\* FY 8/20 shows active members excluding absentees.

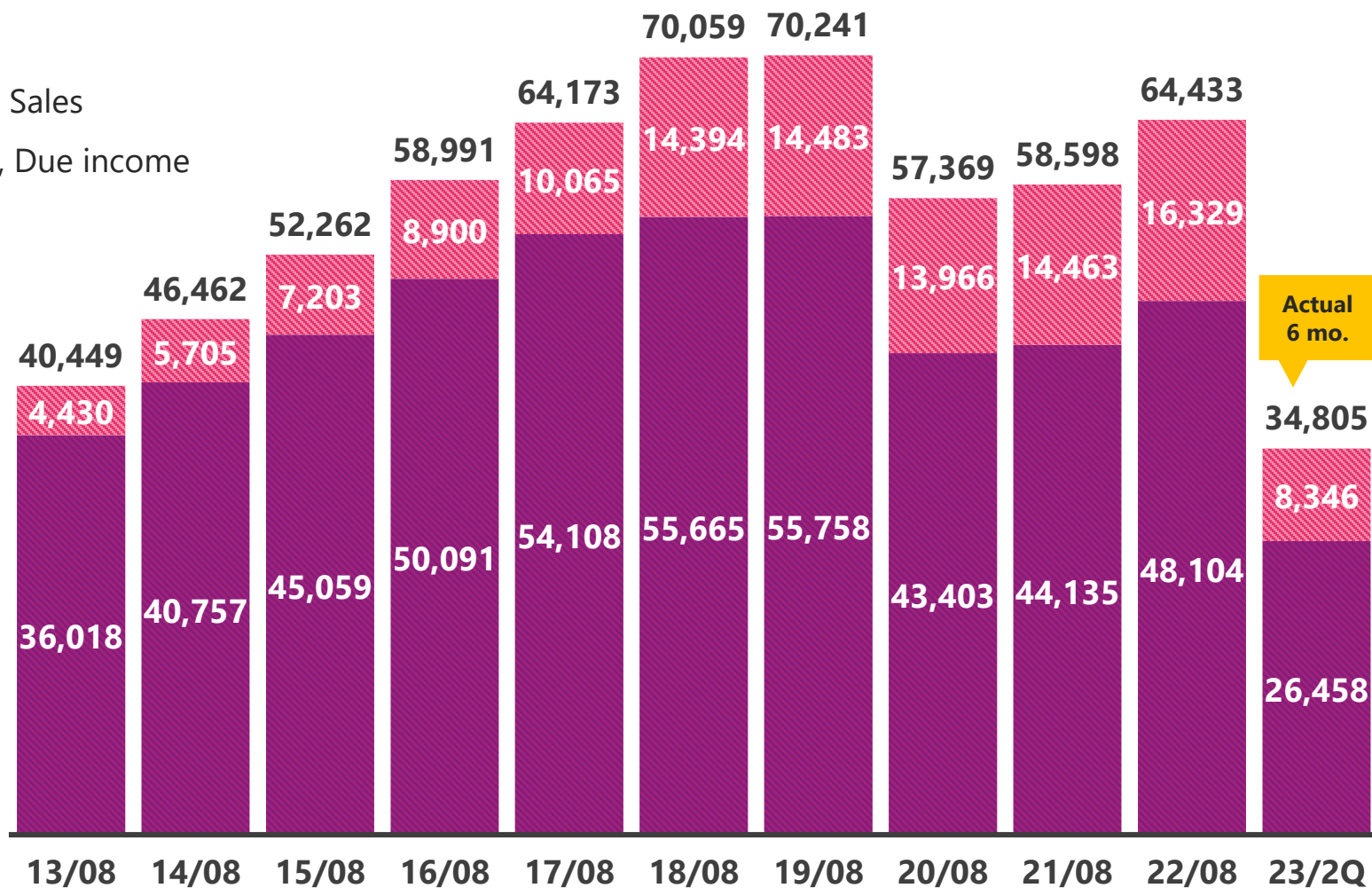
# Trends in Chain-wide Sales

35

(million yen)

Merchandise Sales

Membership, Due income



Actual  
6 mo.

	13/08	14/08	15/08	16/08	17/08	18/08	19/08	20/08	21/08	22/08	23/2Q
Chain-wide Sales	40,449	46,462	52,262	58,991	64,173	70,059	70,241	57,369	58,598	64,433	34,805
Merchandise Sales	4,430	5,705	7,203	8,900	10,065	14,394	14,483	13,966	14,463	16,329	8,346
Membership, Dues	36,018	40,757	45,059	50,091	54,108	55,665	55,758	43,403	44,135	48,104	26,458

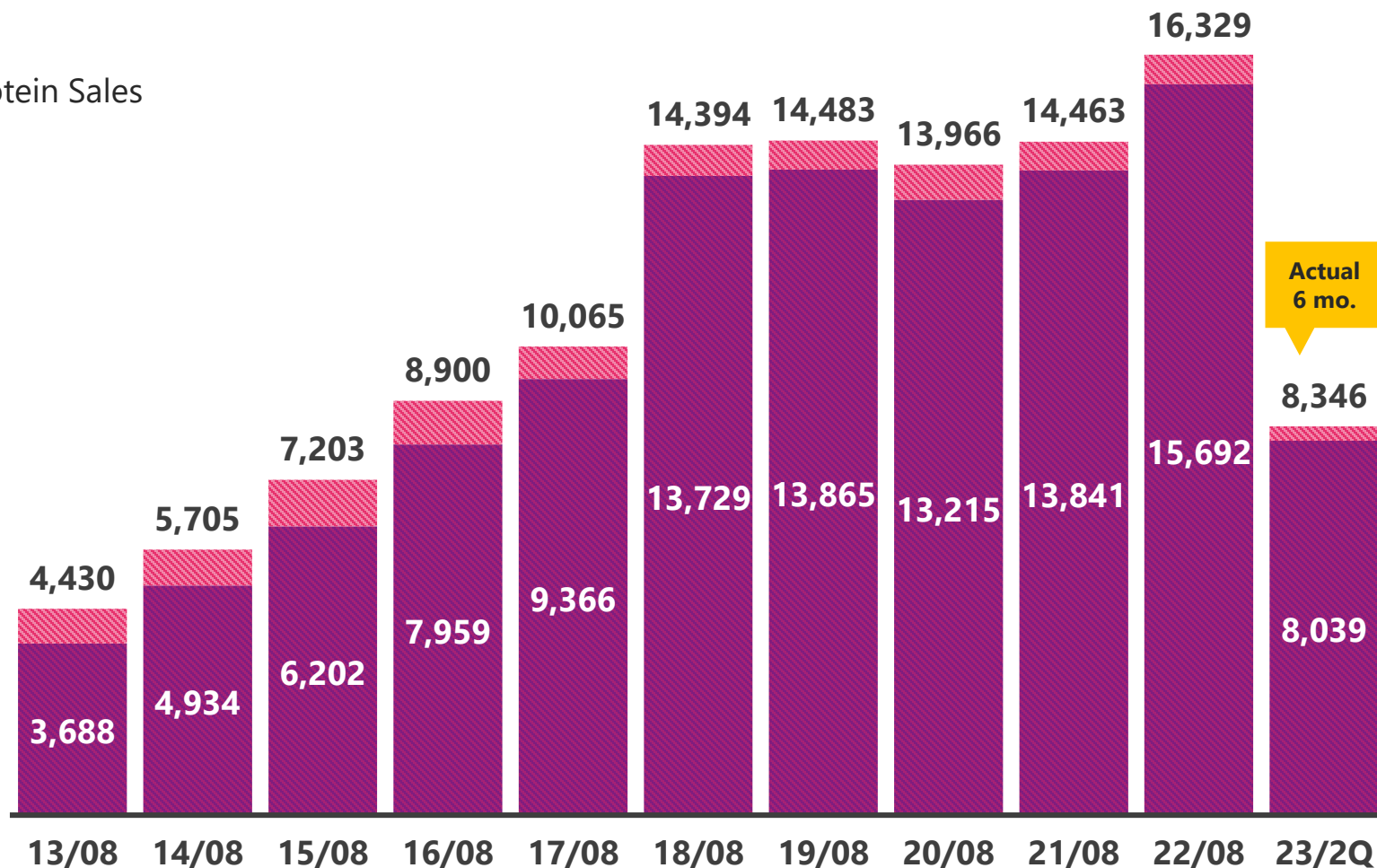
# Trends in Merchandise Sales

36

(million yen)

Other than Protein Sales

Protein Sales



Actual  
6 mo.

	13/08	14/08	15/08	16/08	17/08	18/08	19/08	20/08	21/08	22/08	23/2Q
Merchandise Sales	4,430	5,705	7,203	8,900	10,065	14,394	14,483	13,966	14,463	16,329	8,346
Incl. Protein Sales	3,688	4,934	6,202	7,959	9,366	13,729	13,865	13,215	13,841	15,692	8,039
Protein ratio	83.3%	86.5%	86.1%	89.4%	93.1%	95.4%	95.7%	94.6%	95.7%	96.1%	96.3%
Protein Year-on-year	137.8%	133.8%	125.7%	128.3%	117.7%	146.6%	101.0%	95.3%	104.7%	113.4%	-

# **Curves Group Profile**

# Our Mission

By spreading the habits of correct exercises,  
we will help our members and  
ourselves have a better life,  
and solve problems in our society.



## Business purpose:

To create a society free from fears of illness,  
nursing cares and loneliness,  
filled with vitality for life.



Video "Curves in 10 Years"

<https://youtu.be/XKuPtwwnNIE>

## Basic Sustainability Policy

### In Pursuit of Community-based Health Infrastructure, We Will Contribute to Solving Social Issues.

The CURVES Group has the following management philosophy which dates back to its founding.

**Business purpose :** To create a society free from fears of illness,  
nursing cares and loneliness,  
filled with vitality for life.

**Our mission:** : By spreading the habits of correct exercises,  
we will help our members and ourselves have a better life,  
and solve problems in our society.

Based on the philosophy, the Group has been operating as the community-based health infrastructure to contribute to provide solutions to the social challenges.

We will put into practice sustainability management by striving to improve society and the environment in cooperation with all stakeholders including customers, our franchisees and coworkers.

# Sustainability-related Material Issues

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- 1. Serving as community-based health infrastructure to help customers and society get mentally and physically healthier**
- 2. Business operation aimed at the highest safety and reliability for customers**
- 3. Create business models and operate outlets in a way that is eco-friendly and entails smaller risks of climate change**
- 4. Develop human resources and workplaces and operate organizations for each motivated individual to shine**
- 5. Contributing to local communities**
- 6. Respect fair trade, human rights and human nature in the supply chain**
- 7. Effective corporate governance**

The company's sustainability information site has been released.

<https://www.curvesholdings.co.jp/en/sustainability/index.html>





# Group Companies

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**CURVES HOLDINGS Co., Ltd.**  
(Holding company)

**Curves Japan Co., Ltd.**

Franchiser operations in Japan

**HIGH STANDARD Co., Ltd.**

Operation of directly  
operated clubs in Japan

**Curves International, Inc.**

Global franchiser operations

**Curves Europe B.V.**

European franchiser  
operations

# Company Profile

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## Business Profile

- Operations of “Curves 30-min fitness clubs for women only”
- 1,954 clubs in Japan (76 corporate owned, 1,878 Franchisees)  
(as of the end February 2023)

## Basic Data

- Corporate Address: 11F, Shibaura Renasite Tower, 3-9-1  
Shibaura, Minato-ku, Tokyo
- Founded(1) : Feb 2005
- Sales (2) : 27.5 billion Yen
- Capital (2) : 800 million Yen

Note:

(1) Shows date of incorporation of Curves Japan Co., Ltd. Curves Holdings was founded in October 2008.

(2) Results of the FY August 31, 2022.

## History

<b>02/2005</b>	Curves Japan founded by Venture Link Co., Ltd. (Acquired master license from Curves International)
<b>03/2006</b>	Rollout in Japan in franchising
<b>06/2006</b>	Opened 100 clubs
<b>10/2008</b>	Becomes Koshidaka Holdings' subsidiary
<b>06/2011</b>	Reached 1,000 clubs
<b>06/2015</b>	Opened 'Prevention Center Curves Odawara', the 1st Prevention Center certified by Kanagawa Pref
<b>03/2018</b>	Acquired Curves International, Inc. (global franchiser)
<b>11/2018</b>	Started Men's Curves (Chino)
<b>07/2019</b>	Acquired CFW International Management B.V. (currently Curves Europe B.V., European franchiser )
<b>10/2019</b>	Topped 2,000 clubs
<b>03/2020</b>	Listed in Tokyo Stock Exchange Section 1 with Stock Allocation Spin-off
<b>04/2022</b>	Transferred to “Prime Market” of Tokyo Stock Exchange.

# For more information

## ► For IR related inquiries :

### **CURVES HOLDINGS Co., Ltd.**

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**e-Mail** : [curves-ir@curves.co.jp](mailto:curves-ir@curves.co.jp)

**URL** : <https://www.curvesholdings.co.jp/>

**TSE Code** : 7085

The purpose of this presentation is to provide information about the Curves Group based on results of operations for 2nd Quarter of the fiscal year ending August 31, 2023. This is not a solicitation to purchase securities issued by CURVES HOLDINGS Co., Ltd.

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