



## “NASDAQ JAPAN IR EVENT” to Be Held at Nasdaq MarketSite on June 20, 2024

*Discover the appeal of Japanese companies listed in the U.S.*



New York/May 15, 2024 – MEDIROM Healthcare Technologies Inc. (NasdaqCM: MRM), a holistic healthcare company based in Japan (“MEDIROM”, the “Company”), today announced it will participate in a “NASDAQ JAPAN IR EVENT” to be held at Nasdaq MarketSite in Times Square on June 20, 2024. Six companies are currently expected to join this event (including two private companies), and we will share information about the attractive nature of the Japanese market with a global audience.

### **Purpose**

In December 2020, the Company became the first Japanese company in 21 years to list on Nasdaq. Today, the number of Japanese companies listed on Nasdaq has increased to eight. While more and more companies from Japan are taking on challenges in the global market, the attractiveness of Japanese companies is still not well known to investors around the world. For this reason, we will hold a "NASDAQ JAPAN IR EVENT" for the first time, gathering Japanese companies that are taking on the challenge of listing their stock or developing their corporate brands in the U.S. market, with the aim of "spreading knowledge about the attractiveness of Japanese companies to the world".



Nasdaq Tower



Nasdaq MarketSite



Nasdaq MarketSite

## Details

Date: June 20, 15:00 - 21:00

Place: Nasdaq MarketSite

Address: 4 Times Square, Nasdaq, W 42nd St, New York, NY 10036

Target: Investors, Media

Registration form: <https://forms.gle/FVRUQG9979TZgLNM8>

Registration deadline: June 7

Admission: Free (Pre-registration is required)

## Schedule on the day (tentative)

15:00-18:00: Presentation sessions at each company's booth

18:00-21:00: After-party

## Participating Companies

MEDIROM Healthcare Technologies Inc. (Nasdaq: MRM)

SYLA Technologies Co., Ltd. (Nasdaq: SYT)

Earlyworks Co., Ltd. (Nasdaq: ELWS)

Lead Real Estate Co., Ltd. (Nasdaq: LRE)

SBC Medical Group Holdings Inc. (Unlisted)

Libera Gaming Operations, Inc. (NYSE (expected listing market): LBRJ)

\*Participating companies are subject to change without notice.



**About MEDIROM Healthcare Technologies Inc.**

MEDIROM, a holistic healthcare company, operates 312 (as of March 31, 2024) relaxation salons across Japan, Re.Ra.Ku<sup>®</sup> 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<sup>®</sup>”, which is developed by the Company. MEDIROM also entered the device business in 2020 and has developed a smart tracker “MOTHER Bracelet<sup>®</sup>”. 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>.

■Contacts

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