



MEDIROM Healthcare Technologies Inc. Signs Distribution Agreement with KITANIHON SPINNING Co., Ltd.

Tokyo/July 18, 2024 – MEDIROM MOTHER Labs Inc. (“MOTHER Labs”), a subsidiary of MEDIROM Healthcare Technologies Inc. (NasdaqCM: MRM,) has entered into a Distributorship Agreement with KITANIHON SPINNING Co., Ltd. (TSE: 3409, “KITANIHON SPINNING”) for its MOTHER Bracelet® - the world's first* 24/7 recharge-free smart tracker.



KITANIHON SPINNING engages in healthcare, spinning and recycling businesses, with a focus on sales of high value-added products. The agreement is synergistic given that both groups will work to promote the MOTHER Bracelet® for monitoring the health of the elderly in Japan.

“We are very excited for this strategic relationship with KITANIHON and believe that together we will expand the sales and distribution of the MOTHER Bracelet as well as help monitor and save lives of the elderly in Japan,” said Kouji Eguchi, CEO, MEDIROM Healthcare Technologies.

The agreement with KITANIHON, which also works with administrative agencies, will also help to promote the service to them. Working with local administrations and the elderly can be monitored whether they are, living alone or in evacuation shelters in disaster areas. Having them wear the MOTHER Bracelet, government agencies can monitor their health status and, in the event of an emergency, an SOS alert will be sent out to First Responders for immediate help.

“The MOTHER Bracelet enables us to provide yet another value-added service to the Japanese public for their health and wellbeing and allows both our companies to scale its sales and distribution together,” said Toshiaki Kasuya, CEO, KITANIHON SPINNING.



About KITANIHON SPINNING Co., Ltd.

KITANIHON SPINNING Co., Ltd. manufactures and sells synthetic spun yarns and fabrics in Japan. The company operates through Spinning, Textile, Health Care, and Recycling Business segments. It also manufactures and sells non-woven masks, and other sanitary products; and processes, manufactures, and sells waste plastic materials. KITANIHON SPINNING Co., Ltd. was incorporated in 1948 and is headquartered in Hakusan, Japan.



Company Name: KITANIHON SPINNING Co., Ltd.

Listed Market: Tokyo Stock Exchange; 3409

Headquarters: 201-1, Fukudome-cho, Hakusan-shi, Ishikawa

Representative Director: Toshiaki Kasuya

Establishment: October 1948

URL: <https://www.ktbo.co.jp/>

About MEDIROM Healthcare Technologies Inc.

MEDIROM Healthcare Technologies Inc., together with its subsidiaries, provides holistic health services in Japan. It operates in three segments: Relaxation Salon, Digital Preventative Healthcare, and Luxury Beauty. The Relaxation Salon segment owns, develops, operates, franchises, and supports relaxation salons, which provide finger-pressure style bodywork therapy, stretch therapy, and posture and joint alignment, as well as physical therapy elements; and various individual services, including anti-fatigue therapy, athletic support therapy, slim-down therapy, and reflexology.



MEDIROM

HEALTHCARE TECHNOLOGIES INC.

Company Name: MEDIROM Healthcare Technologies Inc.

Listed Market: NASDAQ

Ticker Symbol: MRM

Headquarters: Tradepia Odaiba, 2-3-1 Daiba, Minato-ku, Tokyo

CEO/Founder: Kouji Eguchi

Establishment: July 2000

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

■Contacts

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