



June 2025

Dear Shareholder:

As a special thank-you to our shareholders, we are pleased to offer qualifying shareholders the opportunity to participate in MEDIROM Shareholders Benefit Plan. This program is designed for shareholders who keep holding 300 or more ADSs for more than six months as of a certain date designated by us. After the required application process, the eligible shareholders will receive either of the following benefits.

- A coupon for US\$ 100 discount on MOTHER Bracelet.
- Two coupons for free 60-minute body care trial at Re.Ra.Ku salons.
- Please note that, at our discretion, the details of the shareholder benefit program may be changed.
- Because we cannot identify individual ADS holders as of the record date, we are unable to send notices to every ADS holder. For this reason, if you wish to receive the benefit, please complete the prescribed application procedure.

If you would like to participate, it's simple:

1. Access our special website and fill in your name, e-mail address, and necessary information while an application period is open. In applying, please attach proof of your eligibility (documentation must show you are a current ADSs holder of our company (Ticker: MRM) who keeps holding a minimum of three hundred (300) shares for at least the past six (6) months) as of the designated date. We plan to hold the initial application window from January to February 2026, and eligibility will be determined based on shareholdings as of December 31, 2025. Once the application window opens, please visit our website to access the application form.

Examples of proof: broker's trading report that indicates your purchase date and account statement showing you held MRM ADSs issued by your broker as of the designated date.

Please redact any information unnecessary to apply for this program, such as securities information held by you other than MRM ADSs, other personal information that is not required for application.

2. We will check your application. After verifying your eligibility, we will send you either, at your choice, a coupon available to purchase a MOTHER Bracelet at a special price or coupons that can be used at our Re.Ra.Ku group salon.



MEDIROM HEALTHCARE TECHNOLOGIES INC.

3. Visit our dedicated website/salon and enjoy our service!

Handling of Personal Information:

We only use provided personal information for the purpose to carry out this program and provide IR information.

MEDIROM Healthcare Technologies Inc. reserves the right to modify this program, remove or change eligibility, or cancel the program at any time without notice.

■ Contacts

Investor Relations Team

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