



MEDIROM HEALTHCARE TECHNOLOGIES INC.

Medirom Decides to Double Installation of Authentication Device “Orb” to 200 Stores, in Collaboration with “World” Co-founded by Sam Altman and Alex Blania

Medirom Decides to Double Installation of Authentication Device “Orb” to 200 Stores



Tokyo, Japan – September 25, 2025 – MEDIROM Healthcare Technologies Inc. (Headquarters: Minato-ku, Tokyo; CEO: Kouji Eguchi; NASDAQ: MRM), a diversified healthcare company, has joined “World,” a “proof of human” protocol co-founded by Sam Altman and Tools for Humanity’s CEO, Alex Blania. MEDIROM plans to complete the deployment of the World ID proof of human authentication device Orb across 100 of its Re.Ra.Ku relaxation studios in Japan within this month, and to expand the deployment to 200 locations nationwide further. This expansion marks the largest installation of Orbs in Japan to date, providing greater access to this new social infrastructure that enables individuals to prove their unique humanness.

Through the integration of healthcare and technology, MEDIROM is committed to driving the adoption of World ID in Japan.

■About World ID

World ID is a global authentication technology that proves “humanness.”

In recent years, with the rapid evolution of generative AI, we are entering a society where it is difficult to distinguish between humans and AI. Against this backdrop, World ID aims to provide “digital proof of human”.

The Orb, an advanced camera, is used to verify humanness of individuals without identifying them.

Once verification is complete, a verified World ID is issued and stored in World App, enabling its use across various compatible services.



HP: <https://world.org/>

■ About Re.Ra.Ku Group



Re.Ra.Ku Group operates more than 300 relaxation studios nationwide, centered around Re.Ra.Ku. In addition to “Re.Ra.Ku,” which is located in commercial facilities and street-front stores, the group also operates five other brands: “Spa Re.Ra.Ku,” which is located in hot spring facilities; “Re.Ra.Ku PRO,” which operates a multi-purpose running station; “Bell Epoc,” which offers a wide range of services such as reflexology and aromatherapy body care, mainly in rural areas; and “Ruam Ruam,” which offers Asian massage techniques.

Web <https://reraku.jp/>

■ About MEDIROM Group



MEDIROM Group operates over 300 wellness salons under the "Re.Ra.Ku®" brand nationwide. Since 2015, we have expanded into HealthTech, offering on-demand training apps like Lav® for specific health guidance and lifestyle improvement programs. In 2020, we started manufacturing the battery-free smart tracker "MOTHER Bracelet®," which is now used in REMONY, our remote monitoring system for various industries including caregiving, transportation, construction, and manufacturing.

About MEDIROM Healthcare Technologies Inc.

NASDAQ Symbol: MRM

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*The plans, forecasts, and figures included in this release are as of September 25, 2025, and may be subject to change without notice.

*World, WorldID, Worldcoin, and Orb are trademarks or registered trademarks of Tools for Humanity Corporation.

*MOTHER Bracelet® is a registered trademark of MEDIROM Healthcare Technologies Inc.

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Forward-Looking Statements Regarding MEDIROM

Certain statements in this press release are forward-looking statements for purposes of the safe harbor provisions under the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements may include estimates or expectations about MEDIROM's possible or assumed operational results, financial condition, business strategies and plans, market opportunities, competitive position, industry environment, and potential growth opportunities. In some cases, forward-looking statements can be identified by terms such as “may,” “will,” “should,” “design,” “target,” “aim,” “hope,” “expect,” “could,” “intend,” “plan,” “anticipate,” “estimate,” “believe,” “continue,” “predict,” “project,” “potential,” “goal,” or other words that convey the uncertainty of future events or outcomes. These statements relate to future events or to MEDIROM's future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause MEDIROM's actual results, levels of activity, performance, or achievements to be different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. You should not place undue reliance on forward-looking statements because they involve known and unknown risks, uncertainties and other factors which are, in some cases, beyond MEDIROM's control and which could, and likely will, affect actual results, levels of activity, performance or achievements. Any forward-looking statement reflects MEDIROM's current views with respect to future events and is subject to these and other risks, uncertainties and assumptions relating to MEDIROM's operations, results of operations, growth strategy and liquidity. Some of the factors that could cause actual results to differ materially from those expressed or implied by the forward-looking statements in this press release include:

- MEDIROM's ability to achieve its development goals for its business and execute and evolve its growth strategies, priorities and initiatives;
- changes in Japanese and global economic conditions and financial markets, including their effects on MEDIROM's expansion in Japan and certain overseas markets;
- MEDIROM's ability to achieve and sustain profitability in its Digital Preventative Healthcare Segment;
- the fluctuation of foreign exchange rates, which affects MEDIROM's expenses and liabilities payable in foreign currencies;
- MEDIROM's ability to maintain and enhance the value of its brands and to enforce and maintain its trademarks and protect its other intellectual property;
- MEDIROM's ability to raise additional capital on acceptable terms or at all;
- MEDIROM's level of indebtedness and potential restrictions on MEDIROM under MEDIROM's debt instruments;
- changes in consumer preferences and MEDIROM's competitive environment;
- MEDIROM's ability to respond to natural disasters, such as earthquakes and tsunamis, and to global pandemics, such as COVID-19; and
- the regulatory environment in which MEDIROM operates.

More information on these risks and other potential factors that could affect MEDIROM's business, reputation, results of operations, financial condition, and stock price is included in MEDIROM's filings with the Securities and Exchange Commission (the "SEC"), including in the "Risk Factors" and "Operating and Financial Review and Prospects" sections of MEDIROM's most recently filed periodic report on Form 20-F and subsequent filings, which are available on the SEC website at www.sec.gov. MEDIROM assumes no obligation to update or revise these forward-looking statements for any reason, or to update the reasons actual results could differ from those anticipated in these forward-looking statements, even if new information becomes available in the future.