

Notice Regarding Extension of Compliance Period by Nasdaq

MEDIROM Healthcare Technologies Inc. (the “Company”) received a written notification from The Nasdaq Stock Market LLC (“Nasdaq”), notifying that the Company had been granted an extension of compliance period until November 14, 2022 (the “Extension Period”) to regain compliance with the periodic filing requirement for continued listing set forth in Nasdaq Listing Rule 5250(c)(1) (the “Listing Requirement”).

The Company previously presented its plan of compliance to Nasdaq on July 18, 2022 in response to a notice dated May 17, 2022 that the Company was not in compliance with the Listing Requirement, since the Company had not filed its Annual Report on Form 20-F for the year ended December 31, 2021 (the “Annual Report”).

Failure to file the Annual Report by the end of the Extension Period could result in the Company being delisted from Nasdaq. The Company is working diligently to complete its audit in accordance with its submitted plan of compliance and intends to file the Annual Report as soon as practicable prior to the expiration of the Extension Period.

About MEDIROM Healthcare Technologies Inc.

MEDIROM a holistic healthcare company, operates 307 (as of June 30, 2022) relaxation salons across Japan, Re.Ra.Ku[®], being its leading brand, and provides healthcare services. In 2015, MEDIROM entered the health tech business, and launched new healthcare programs using on-demand training app called “Lav[®]”, which is developed by the company. MEDIROM also entered the device business in 2020 and is developing a smart tracker “MOTHER Bracelet[®]” (formerly known as “MOTHER Tracker[®]”). MEDIROM hopes that its diverse health related services and products offering 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>

Forward-Looking Statements

Certain statements in this notice 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 the Company’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 the Company’s future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause the Company’s actual results, levels of activity, performance, or achievements to be materially 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 since they involve known and unknown risks, uncertainties and other factors which are, in some cases, beyond the Company’s control and which could, and likely will, materially affect actual results, levels of activity, performance or achievements.



MEDIROM HEALTHCARE TECHNOLOGIES INC.

Any forward-looking statement reflects the Company's current views with respect to future events and is subject to these and other risks, uncertainties and assumptions relating to the Company's operations, results of operations, growth strategy and liquidity. The Company assumes no obligation to publicly update or revise these forward-looking statements for any reason, or to update the reasons actual results could differ materially from those anticipated in these forward-looking statements, even if new information becomes available in the future.

■ Contacts

Investor Relations Team

ir@medirom.co.jp

or

U.S. Investor Contact

Robert Blum, Joe Diaz, Joe Dorame

Lytham Partners, LLC

602-889-9700

MRM@lythampartners.com