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Notice Regarding the Rolling Revision of the Medium-Term Management Plan

FIT EASY Inc. (hereafter “the Company”) announced its Medium-Term Management Plan on December 13, 2024. Due to steady store openings and growth in membership, we now anticipate achieving our plan sooner than expected.

In light of these developments and changes in the business environment, we have revised and formulated a new three-year Medium-Term Management Plan, starting from the fiscal year ending October 2026, using a rolling basis approach. The outline of this revised plan is provided below.

1 . Background of the Medium-Term Management Plan Rolling Revision

The fitness club industry, to which we belong, continues to see an increase in facilities, including the emergence of low-cost gyms and specialized studios, such as Pilates, introduced by competitors.

However, based on our MISSION to "Change the world by creating a new fitness culture" and our VISION to become the "world's best amusement fitness club," we are promoting a differentiation strategy. We deploy "FIT-EASY," our amusement fitness club (Trademark No. 6724824), nationwide. FIT-EASY incorporates various amusement elements (studios, oxygen rooms, golf, sauna, etc.) in addition to machines, offering a "third place" experience. We believe this unique approach is helping us gain market share in the fitness industry.

Furthermore, we utilize BI tools to drive strong data-driven management. By focusing on individualized member data, we aim to enhance customer satisfaction in our operations. We have established unique standards to control member attrition, which are independent of the industry-standard churn rate.

As a result, we continued opening new stores even after reaching the 200 stores milestone in April 2025. By implementing effective campaigns and intensifying efforts to improve member satisfaction, the number of members per store has remained robust. As of the end of October 2025, we have achieved 238 stores and 224 thousand members.

Due to these steady store openings and growth in membership, the operating results for the fiscal year ended October 2025 (from November 1, 2024 to October 31, 2025) achieved increases in both net sales and profit: Net Sales of 9,731 million yen (145.8% compared to the previous fiscal year), Operating profit of 2,311 million yen (141.7% of the previous year), Ordinary profit of 2,318 million yen (144.8% of the previous year), and

profit of 1,528 million yen (141.3% of the previous year).

In view of this business environment and the performance progress significantly exceeding the initial plan, we are revising the Medium-Term Management Plan and upwardly revising the numerical targets on a rolling basis to reflect a new growth strategy for future advancement.

2. Rolling Numerical Targets of the Medium-Term Management Plan

【Original Medium-Term Management Plan】 Announced on December 13, 2024

(Millions of Yen)

	FY Ended Oct. 2025		FY Ended Oct. 2026		FY Ended Oct. 2027	
	Planned	YoY	Planned	YoY	Planned	YoY
Net sales	8,150	122.1%	10,200	125.2%	12,600	123.5%
Operating profit (Operating Margin)	2,010 (24.7%)	123.2%	2,590 (25.4%)	128.9%	3,320 (26.3%)	128.2%
Ordinary profit (Ordinary Margin)	2,000 (24.5%)	124.9%	2,580 (25.3%)	129.0%	3,310 (26.3%)	128.3%
Profit (Net Margin)	1,320 (16.2%)	122.0%	1,680 (16.5%)	127.3%	2,150 (17.1%)	128.0%
Planned New Store Openings	+57stores		+80stores		+100stores	
Projected Members at Period End	200 thousand members		265 thousand members		350 thousand members	
R O E	35% or more		35% or more		35% or more	



【Revised Medium-Term Management Plan (Rolling)】

(Millions of Yen)

	FY Ended Oct. 2025		FY Ended Oct. 2026		FY Ended Oct. 2027		FY Ended Oct. 2028	
	Actuals	YoY	Planned	YoY	Planned	YoY	Planned	YoY
Net sales	9,731	145.8%	13,620	140.0%	18,000	132.2%	24,000	133.3%
Operating profit (Operating Margin)	2,311 (23.8%)	141.7%	3,140 (23.1%)	135.8%	4,200 (23.3%)	133.8%	5,650 (23.5%)	134.5%
Ordinary profit (Ordinary Margin)	2,318 (23.8%)	144.8%	3,160 (23.2%)	136.3%	4,230 (23.5%)	133.9%	5,680 (23.7%)	134.3%
Profit (Net Margin)	1,528 (15.7%)	141.3%	2,150 (15.8%)	140.6%	2,830 (15.7%)	131.6%	3,800 (15.8%)	134.3%
Planned New Store Openings	+60 stores		+84 stores		+118 stores		+165 stores	
Projected Members at Period End	224 thousand members		300 thousand members		410 thousand members		560 thousand members	
R O E	34.5% or more		30% or more		30% or more		30% or more	

(*Note) This Medium-Term Management Plan is based on the current business environment and is subject to change without prior notice. Please be aware that actual results may differ significantly from these projections depending on future changes in the business environment.

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