

# News Release

Kobe, Japan | July 27, 2012

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## ASICS WELCOMES LAUNCH OF 'Higg INDEX'

As one of the founding member of the Sustainable Apparel Coalition (SAC), ASICS would like to share the exciting news of the global public launch of the SAC and its Sustainability Index: The Higg Index.

The SAC is a unique multi-stakeholder collaboration that brings together brands, retailers, manufacturers, suppliers, governmental and non-governmental organizations and academic experts and represents more than a third of the global apparel and footwear market.

Years of voluntary work have resulted in the launch of the Higg Index which forms an important milestone and starting point for collaboration around sustainability in our industry.

Open source indices, such as the Higg Index, will eventually enable companies to more effectively measure and compare the comprehensive environmental and social impact of apparel and footwear products. By using the Higg Index companies can identify opportunities to reduce impact and improve long-term sustainability throughout their supply chain.

ASICS is strongly committed to a more sustainable sporting goods industry and has been actively involved in the development of a suite of sustainability indices that resulted in the launch of the Higg Index.

Being the first founding brand from Asia-Pacific, ASICS took responsibility to represent the perspective from this part of the world as well as involve the needs and expectations from our local markets. In the design and development processes for its footwear and apparel, ASICS is committed to make further sustainability improvements to meet its targets.

The Higg Index complements ASICS' Performance Management-based approach to sustainability which allows the company to benchmark the brand's performance against industry measurements and indicators.

ASICS expects the SAC and the Higg index to create the conditions for better informed decisions by suppliers, brands, retailers and consumers for ASICS as well as our industry as a whole.

[www.apparelcoalition.org](http://www.apparelcoalition.org)

