

CREATING PRODUCTS AND SERVICES

ENABLING HEALTHY, MORE SUSTAINABLE LIFESTYLES

Promoting health and wellbeing through sport has always been a vital part of what we stand for as a company. From sponsoring international competitions and national education campaigns to local grass-roots events, we support a wide range of initiatives that encourage participation in sports and contribute to a health-conscious society.

By integrating sustainability into the development of service and store concepts, we limit the environmental impact of our operations and aim to engage consumers in our sustainability journey.

ENGAGING CONSUMERS ON OUR SUSTAINABILITY JOURNEY

By integrating sustainability in the development of services and store design concepts and operations, we aim to reduce the impact of our business operations. Our retail and other interactions with consumers also form a good opportunity to engage consumers and facilitate them to make better, more sustainable lifestyle decisions.

ASICS America continued their partnership with Give Back Box. The partnership allows our US e-Comm customers to donate clothes, shoes and other unwanted household items and ship them free of charge to participating charities, using the same boxes in which they received their ASICS purchases. The charities use these items to raise funds to fulfill their mission. In this way, the scheme helps customers contribute to disadvantage communities, reduce environmental impact by reusing packaging materials, keeping unwanted items out of landfill and enabling their prolonged life cycle. For more information, see: <http://www.asics.com/us/en-us/givebackbox>.

In Japan, ASICS took back unnecessary clothes and shoes from our employees in our offices in collaboration with the Japanese organization JEPLAN, INC., to test the take back program trial for consumers planned in two of our Japanese retail stores in early 2017. More than one million tonnes of clothing are thrown away each year in Japan and 90% of these are currently being incinerated. JEPLAN's vision is to create a circular economy by creating the infrastructure for upcycling and recycling unwanted items. JEPLAN has also developed a recycling technology that creates the source material for polyester fabric which has the same high quality characteristics and performance as virgin polyester but with a much lower environmental footprint. Both individually, and together with our partners, we will continue to work towards a circular economy in coming years.

Within the ASICS Europe Group, our retail locations formed a platform for consumer engagement around community involvement. During the holiday sales period in the last two months of 2016, consumers were invited to donate a small amount (equivalent to €5) to one of ASICS Europe Groups charity partners. 24,379 donations were generated by 85 retail locations. More information about this activity can be read on page 46 of this report.

MOTIVATING THE WORLD TO MOVE

ASICS constantly looks for new ways to help people enjoy the benefits of fitness and exercise. In line with this, we acquired 100% shares in FitnessKeeper Inc in 2016. FitnessKeeper is the operator of Runkeeper, a fitness tracking platform that employs location technology to allow users to manage their workout performance on their iOS or Android device.

Runkeeper is a vibrant online running community that keeps users motivated and helps them achieve their fitness goals. It offers ways to record, manage and analyze fitness activities, and share achievements and milestones with friends. The app has more than 33 million registered users in the US and worldwide.

The addition of FitnessKeeper into the ASICS Group supports our commitment to engaging our customers with sports through digital technology. We plan to use the resources of both ASICS and FitnessKeeper to provide high value added products, services and content to even more customers in the future.

