

INVESTING IN PEOPLE AND COMMUNITIES

ASICS TOMORROW PROJECT

Since April 2011, ASICS has been running A Bright Tomorrow Through Sport, a support program for young people who were affected in the Great East Japan Earthquake of 2011, and the wider community of the Tohoku region.

The goal of the program is to promote the sound development of minds and bodies through sports, and to give children inspiration and hope for a brighter future. It has four main pillars:

- Product donations: we provide eligible young people with sporting goods until they reach the age of 19.
- Visits by athletes: ASICS' athlete ambassadors visit children in the affected regions and hold sports clinics.
- Invitation to Kobe: Kobe, having been struck in 1995 by Japan's worst earthquake in recent history, is home to ASICS. We invite children from the affected regions to visit the reconstructed city, tour the ASICS Sports Museum and the ASICS Institute of Sport Science.
- Supporting health and exercise: ASICS' employees hold events in the affected regions to promote exercise and improve public health.

In 2016, ASICS held "Meeting for Tomorrow", a social assembly where people from various sectors got together to talk about the reconstruction of Tohoku and sports. It was a great success attracting 150 people for future collaboration.

"I learned effective teaching method for elderly people through the session; now I really want to put these to practice in our community."

High school student attending ASICS training session in Kumanoto area

GIRLS ON THE RUN

In 2016, we launched the ASICS Extra Mile campaign in the US. Shared online, in social media and across a range of other channels, this major campaign encouraged athletes of all levels to go the extra mile in their workouts through the Runkeeper fitness app. For each extra mile challenge completed, ASICS donated a pair of running shoes to Girls on the Run, a US charity that inspires girls and young women across the country to build life skills and confidence through running.

ASICS America Corporation has been an official sponsor of Girls on the Run since 2015. Through the partnership, ASICS America is providing affordable footwear, volunteer opportunities and health and fitness programming to the members of Girls on the Run's 225 councils across the country.

In addition, ASICS America engages its team of elite athletes to support Girls on the Run activities, and organizes meet-and-greets with local councils.



50,000

PAIRS OF RUNNING SHOES DONATED TO
GIRLS ON THE RUN THROUGH THE ASICS
AMERICA EXTRA MILE CAMPAIGN