



Summary of the Report for the Fiscal Second Quarter Ended September 30, 2012

November 5, 2012

Name of the Company: ASICS Corporation Listing Exchanges: Tokyo, Osaka
 Code No.: 7936 Head Office: Hyogo Prefecture
 (URL <http://www.asics.co.jp/>)
 President and CEO, Representative Director: Motoi Oyama
 Date of filing Securities Report by quarter: November 9, 2012
 Date of scheduled payment of dividends: –
 Quarterly Results Supplemental Materials: Yes
 Quarterly Results Presentation Meeting: Yes (for institutional investors and analysts, in Japan)

(Amounts less than one million yen are truncated.)

1. Consolidated results for the second quarter ended September 30, 2012 (April 1, 2012– September 30, 2012)

(1) Consolidated business results (Accumulated)

(The percentages indicate the rates of increase or decrease compared with the previous fiscal year.)

	Net sales		Operating income		Ordinary income		Net income	
	MY	%	MY	%	MY	%	MY	%
2nd quarter ended September 2012	126,601	2.2	10,967	(0.9)	10,008	7.0	5,811	13.8
2nd quarter ended September 2011	123,935	6.5	11,064	(9.6)	9,355	(10.1)	5,106	(7.3)

(Note) Comprehensive income : 2nd quarter ended September 2012: ¥5,992 million (-6.5%)

2nd quarter ended September 2011: ¥6,412million (–%)

	Net income per share	Diluted net income per share
	Yen	Yen
2nd quarter ended September 2012	30.65	–
2nd quarter ended September 2011	26.94	–

(2) Consolidated financial position

	Total assets	Net assets	Shareholders' equity ratio
	MY	MY	%
As of September 2012	211,421	119,006	52.7
As of March 2012	212,343	115,315	50.8

(Reference) Shareholders' equity: September 2012: ¥114,345 million March 2012: ¥107,951 million

2. Dividends

(Record date)	Cash dividend per share				
	End of 1st quarter	End of 1st half	End of 3rd quarter	End of year	Annual
	Yen	Yen	Yen	Yen	Yen
FY ended March 2012	–	–	–	12.00	12.00
FY ended March 2013	–	–	–	–	–
FY ending March 2013 (Projected)	–	–	–	12.00	12.00

(Reference) Changes in projected dividends: None

3. Forecast for consolidated business results for the year ending March 31, 2013 (April 1, 2012 – March 31, 2013)

(The full-year percentages indicate the rates of increase or decrease compared with the previous fiscal year.)

	Net sales		Operating income		Ordinary income	Net income		Net income per share
	MY	%	MY	%	MY	MY	%	Yen
Full-year	259,000	4.5	20,000	1.9	20,000	12,000	(4.9)	63.29

(Reference) Changes in forecast for consolidated business results: None

※ Notes

- (1) Changes in significant subsidiaries during the fiscal year (changes in specified subsidiaries that caused changes in the scope of consolidation): None
- (2) Adopting accounting treatment simplified or specialized for quarterly consolidation: Yes
- (3) Changes in accounting policy, changes in accounting estimates, and changes in presentation due to revisions
 - ① Changes in accounting policy to conform to revisions in accounting standards and others: Adopted: Yes
 - ② Changes in accounting policy adopted otherwise than in ①: None
 - ③ Changes in accounting estimates: Yes
 - ④ Changes in presentation due to revisions: None
- (4) Number of shares (of common stock) issued and outstanding
 - ① Number of shares outstanding (including treasury shares) at fiscal end:

September 2012	199,962,991 shares	March 2012	199,962,991 shares
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 - ② Number of treasury shares at fiscal end:

September 2012	10,372,159 shares	March 2012	10,371,575 shares
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 - ③ Average number of shares during the term:

2nd quarter ended September 2012	189,591,206 shares	2nd quarter ended September 2011	189,597,003 shares
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* Implementation status of quarterly review procedures

This quarterly financial results report is not subject to quarterly review procedures by independent auditors under Japan's Financial Instruments and Exchange Law. At the time of release of this report, such quarterly review procedures under the Financial Instruments and Exchange Law have not been completed.

* Explanation of appropriate use of business performance forecasts ; other special items

(Notes to the description about future, other)

The performance forecasts above are estimated based on information available as of the date hereof. This may cause actual results to differ from stated projections due to changing business conditions or other factors.

(How to access supplemental materials on quarterly business results)

The Company is scheduled to hold presentation meeting on business results for institutional investors and analysts on Wednesday, November 14, 2012. We plan to post the supplemental materials used in the meeting on Company's website immediately after the meeting.

Qualitative information for consolidated business results

In the second quarter of fiscal 2013 (cumulative from April 1, 2012 to September 30, 2012), the trend of economic slowdown was observed in the global economy mainly due to the aggravation of the sovereign debt problem in Europe. The Japanese economy, although the trend of moderate recovery on the back of factors such as earthquake recovery demand was observed, still faced difficult conditions due to the effects of the trend of weak personal consumption, deflation and other factors.

In the sporting goods industry, interests in sport remained at a high level owing to rising health consciousness on the back of a running boom and other factors, but business conditions remained challenging.

Under these conditions, the ASICS Group continued efforts to reinforce and expand its business on a global scale based on the Five-Year Strategic Plan, “ASICS Growth Plan (AGP) 2015”. In addition to supporting marathon events held in different parts of the world including Paris, Stockholm and Gold Coast, the ASICS Group manufactured and supplied its products used by athletes representing their countries in various events at Games of the XXX Olympiad, London 2012 such as track & field, swimming and wrestling. Besides, the ASICS Group strived for heightening the value of the ASICS brand and enhancing the corporate image through such measures as deciding to integrate all of its baseball products under the ASICS brand.

On the sales front, the ASICS Group worked to expand sales through such measures as opening directly managed sales venues in places such as Spain, Portugal and Brazil, in addition to a flagship store of the ASICS brand in London, and a flagship store of the Onitsuka Tiger brand in Tokyo.

Furthermore, the ASICS Group decided to split its businesses in Japan from the global headquarters as well as to streamline and consolidate its Japanese domestic sales subsidiaries. Through these moves, it is aimed for the ASICS Corporation, as the global headquarters, to carry out business management focused on global market trends and strengthen its product development capability, which is a source of competitiveness, and for the businesses in Japan to strengthen and expand their marketing and sales functions.

In the second quarter of fiscal 2013, consolidated net sales increased 2.2% to ¥126,601 million. Domestic net sales increased 0.4% to ¥43,386 million mainly due to the strong sales of running shoes and training wear notwithstanding the weak sales of baseball wear and equipment. Overseas sales increased 3.1% to ¥83,215 million due to the effect of foreign exchange rates notwithstanding the strong sales of running shoes in the Americas, Europe and other regions.

Gross profit increased 0.2% to ¥54,600 million mainly due to an increase in net sales, notwithstanding a rise in purchasing costs. Selling, general and administrative expenses increased 0.4% to ¥43,632 million primarily due to an increase in personnel expenses, notwithstanding a decrease in advertising expenses. As a result, operating income fell 0.9% to ¥10,967 million. Ordinary income increased 7.0% to ¥10,008 million due to a decrease in exchange loss. Net income for the second quarter increased 13.8% to ¥5,811 million.

SEGMENT INFORMATION

ASICS Corporation and Consolidated Subsidiaries
From April 1 to September 30, 2012 and 2011

	Millions of yen								
2012	Japan area	America area	Europe area	Oceania area	East Asia area	Other business	Total	Adjustments	Consolidated
Net sales:									
Sales to customers	¥45,526	¥34,671	¥30,936	¥5,636	¥6,594	¥3,183	¥126,550	¥51	¥126,601
Intersegment	8,330	0	-	-	-	-	8,330	(8,330)	-
Total sales	53,857	34,671	30,936	5,636	6,594	3,183	134,880	(8,278)	126,601
Operating income (loss)	¥2,490	¥3,217	¥3,712	¥1,377	¥635	¥(339)	¥11,094	¥(126)	¥10,967

	Millions of yen								
2011	Japan area	America area	Europe area	Oceania area	East Asia area	Other business	Total	Adjustments	Consolidated
Net sales:									
Sales to customers	¥45,462	¥31,256	¥31,723	¥5,337	¥6,822	¥3,288	¥123,891	¥44	¥123,935
Intersegment	6,439	0	-	-	73	-	6,513	(6,513)	-
Total sales	51,901	31,257	31,723	5,337	6,895	3,288	130,404	(6,468)	123,935
Operating income(loss)	¥2,812	¥2,121	¥4,311	¥1,394	¥771	¥(465)	¥10,946	¥118	¥11,064

Foreign Currency Exchange Rates

	USD	EUR	AUD	KRW	SEK
Year ended September 31, 2012	¥79.48	¥103.29	¥81.89	¥0.0695	¥11.65
Year ended September 31, 2011	81.72	114.82	85.18	0.0741	12.84
Increase or (Decrease)	¥(2.24)	¥(11.53)	¥(3.29)	¥(0.0046)	¥(1.19)
Ratio (%)	(2.7)	(10.0)	(3.9)	(6.2)	(9.3)

Note: Statements of income for foreign subsidiaries have been translated by above the rates.

Net Sales, Operating Income Ratio

		Japan area	America area	Europe area	Oceania area	East Asia area	Other business
Net Sales	(Currency Neutral)	-	+14.1	+8.4	+9.8	-	+6.7
Vs Previous year (%)	(Yen)	+3.8	+10.9	(2.5)	+5.6	(4.4)	(3.2)
Operating Income	(Currency Neutral)	-	+56.0	(4.3)	+2.8	-	-
Vs Previous year (%)	(Yen)	(11.5)	+51.7	(13.9)	(1.2)	(17.6)	-
Operating Income Ratio (%)		4.6	9.3	12.0	24.4	9.6	(10.7)