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March 4, 2014

Name of the Company: ASICS Corporation

President and CEO, Representative Director: Motoi Oyama

Code Number: 7936 Listing Exchanges: Tokyo

Notice Concerning a Change in the Accounting Period (Closing Date) and Partial Amendments to the Articles of Association

ASICS Corporation (the “Company”) hereby announces that the Board resolved at its meeting of the Board of Directors today to change the Company’s accounting period (closing date), provided that the “Partial Amendments to the Articles of Association” is approved at the 60th Ordinary General Meeting of Shareholders, scheduled to be held on June 19, 2014, as follows.

1. Reasons for the Change

In anticipation of the further expansion of ASICS Group’s global activities, the Company intends to enhance the timely and accurate disclosure of corporate information, and improve the efficiency of management and business operations, including the budgetary process and performance management by unifying the Company’s accounting period with its overseas subsidiaries.

2. Details of the Change in the Accounting Period

Current closing date: March 31 of each year

New closing date: December 31 of each year

The 61st business year, a transitional period for the change in the accounting period, will cover the nine months from April 1, 2014 to December 31, 2014. The same change in the accounting period will be applied to those of the Company’s consolidated subsidiaries whose current closing date is other than December 31.

For the Company’s consolidated subsidiaries whose current closing date is December 31, their accounting period will remain unchanged, covering the twelve months from January 1, 2014 to December 31, 2014.

From 2015, the Company and all the consolidated subsidiaries will cover the twelve months from January 1 to December 31.

3. Future Forecast

The forecast of consolidated business results for the 61st term will be announced in the Summary of Financial Statements for the Fiscal Year Ending March 31, 2014, scheduled to be issued in May 2014.

4. Partial Amendments to the Articles of Association

(1) Reason for the amendments

At present, the Company's business year runs from April 1 of each year to March 31 of the following year. In anticipation of the further expansion of ASICS Group's global activities, the Company believes that changing the business year to be running from January 1 to December 31 of each year, and achieve consistency of fiscal closing date with those of overseas consolidated subsidiaries, will contribute to timely and appropriate disclosure of management information, promote greater efficiency in management and business initiatives such as ASICS Group's budgetary process and performance management.

Additionally, given that the 61st business year will be a 9-month period from April 1, 2014 to December 31, 2014 as a result of this change, a supplementary provision will be established as a transitional measure.

(2) Contents of the amendments

The Articles of Association will be partially amended as follows.

(The underlined parts indicate changes.)

Current Articles of Association	Proposed Amendments
Article 1 to Article 9 (Provisions omitted)	Article 1 to Article 9 (No change)
Article 10 (Record Date) 1. The Company shall specify that Shareholders possessing voting rights described or recorded in the final Shareholders' Register as of <u>March</u> 31 of each year as Shareholders who may exercise rights at the Ordinary General Meetings of Shareholders relative to the business year. 2. Notwithstanding the provision of the above paragraph, a provisional record date may be set as required by giving a public notice in advance by a resolution by the Board of Directors.	Article 10 (Record Date) 1. The Company shall specify that Shareholders possessing voting rights described or recorded in the final Shareholders' Register as of <u>December</u> 31 of each year as Shareholders who may exercise rights at the Ordinary General Meetings of Shareholders relative to the business year. 2. (No change)
Article 11 and Article 12 (Provisions omitted)	Article 11 and Article 12 (No change)
Article 13 (Calling of Meetings) The Ordinary General Meeting of Shareholders shall be called for <u>June</u> of every year while Extraordinary General Meeting of Shareholders shall be called from time to time as required.	Article 13 (Calling of Meetings) The Ordinary General Meeting of Shareholders shall be called for <u>March</u> of every year while Extraordinary General Meeting of Shareholders shall be called from time to time as required.
Article 14 to Article 41	Article 14 to Article 41

<p>(Provisions omitted)</p> <p>Article 42 (Business Year) The business year of the Company shall be from <u>April</u> 1 of each year to <u>March 31 of the following</u> year.</p> <p>Article 43 (Provision omitted)</p> <p>Article 44 (Record Date for Dividends of Surplus) Dividends of surplus shall be paid to Shareholders written or recorded in the Shareholders' Register or to registered pledgees of shares as of <u>March</u> 31 of each year.</p> <p>Article 45 (Provision omitted)</p> <p>(Newly established)</p>	<p>(No change)</p> <p>Article 42 (Business Year) The business year of the Company shall be from <u>January</u> 1 to <u>December</u> 31 of each year.</p> <p>Article 43 (No change)</p> <p>Article 44 (Record Date for Dividends of Surplus) Dividends of surplus shall be paid to Shareholders written or recorded in the Shareholders' Register or to registered pledgees of shares as of <u>December</u> 31 of each year.</p> <p>Article 45 (No change)</p> <p><u>Supplementary Provision</u> <u>Notwithstanding the provision of Article 42, the 61st business year beginning on April 1, 2014 shall end on December 31, 2014, and the Supplementary Provision herein shall be deleted as of January 1, 2015.</u></p>
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(3) Schedule

Date of the 60th Ordinary General Meeting of Shareholders: June 19, 2014 (plan)

Effective date of the amendments to the Articles of Association: Same as above