

Progress and Strategy for 2015

ASICS Corporation

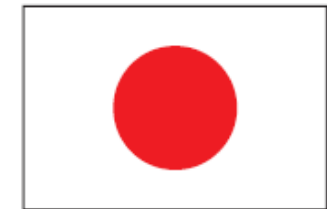
August 11th, 2015

Restructure for Sustained Profitability

- **Streamlining of Organization for faster Decision-making**
Integrate ASICS Japan Corp. and ASICS Sales Corp. (2016.1.1)
- **Efficiency of Back-office operations**
Utilize IT and Outsourcing
- **Build profitable Sales channel**
Withdrawing non-profit-making Retail and Review Terms and Conditions with Client
- **Optimization of Employee**
Introduction of Early Retirement Program

Tokyo 2020 Olympic and Paralympic Games Gold Partner (Sporting Goods)

Not only Athletic Sports but also expand Movements for various people seeking for Healthy and Comfortable life.



Japanese Paralympic Committee

JOC•JPC GOLD PARTNER (Sporting Goods)

Organizational Restructuring of Japan

Towards 2020

- Provide technologically innovative products
- Promote movements that intend daily health and comfort
- Renovate ASICS brand even more sophisticated



“Ashitae no michi” 1000km Relay marathon2015





GEL RUNS DEEP.

INTRODUCING THE NEW GEL-QUANTUM 360™

Product with innovative Function and Design

ASICS Technology and innovation that provides Maximum 360° Cushioning combined with a Design that Visually enhances the Technology

Training



Enhance Training as a new Focus Category for next ASICS Growth Plan

Training



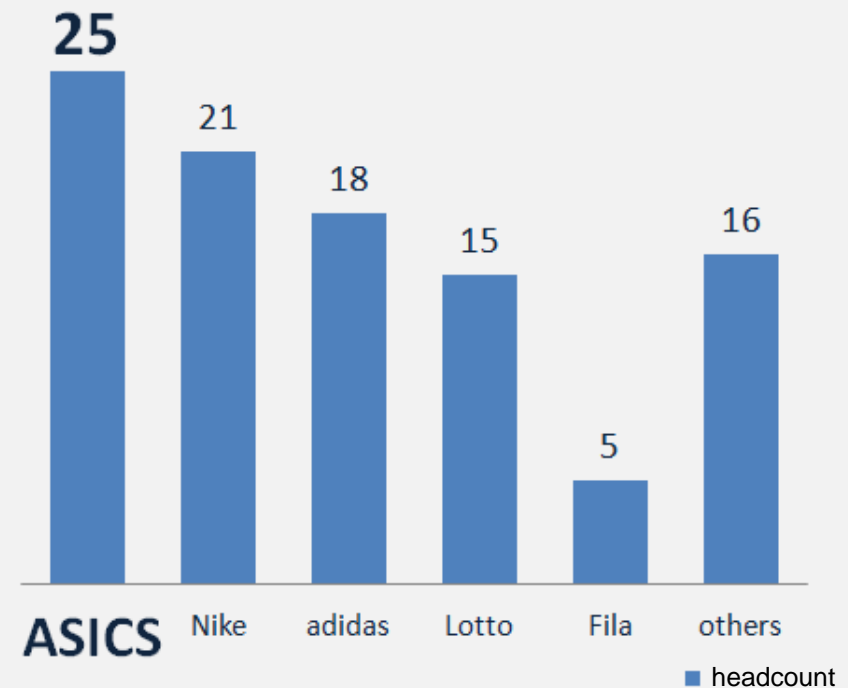
Organize COE(Center of Excellence) in America as a Center of Global Product Planning



Tennis Player Shoes Share NO.1

ATP WORLD TOUR RANKING MENS SINGLES TOP 100

(As of French Open 2015.6)



source : SPORTS BUZZ Business

Create products that enable athletes' top Performance by pursuing further Technological Innovation

Athletic Sports

asics

asics



IT'S GAME TIME. GO DOMINATE IT.

THE SPRINGBOKS. UNSTOPPABLE WITH ASICS.



November, 2015 Rugby world cup

SPRINGBOKS : Tendai Mtawarira

ASICS Tiger



G E L -LYTE III
Collaboration Model with
「Colette」

Produce not only Retro Vintage but also New Street Style Product which install Modern Technology

Expand through various channels

Onitsuka Tiger



Produce European Fashion Style

MEXICO MID RUNNER DELUXE
[NIPPON MADE]

Expand through Retail and Boutique channel. Organize COE(Center of Excellence) in Europe.

Controlled Space



RUNNING



TRAINING



ASICS' brand new visual merchandising

Concept Store

ASICS Paris Rue d' Amsterdam



RUNNING TIGHTS



ATHLETIC

GLOBAL TOTAL		vs. Dec
Own Retail	400	+19
Partnered Store	1036	+244
TOTAL	1436	+263

Retail sales ratio

10.4%

E-commerce ratio

1.2%

EC opened region : Japan • America • UK • France • Germany • Spain • Italy • Australia
Holland • Austria • Sweden • Ireland • Denmark

Accelerate the expansion of Controlled Space to increase opportunities to sell ASICS products directly to our consumers

Strengthen Business Foundation with consumer-centric mindset and aim Value Creation

- Organize Center of Excellence (COE) and manage its global categories from the most influential regional markets by category

Lifestyle Category

Europe

Training Category

America

- Enhance Training as a new Focus Category

- Strengthen Business Foundation and improve profitability

Organizational Restructuring of Japan, Deploy ERP system,
Expand Controlled Space, Branding

- Aim Value creation with New technology such as IoT(Internet of Things)

New service cooperated with wearable device “Smart B-Trainer” by SONY and “MY ASICS” which provides online training menu

