

Progress and Strategy for 2016

ASICS Corporation

August 9, 2016

Americas



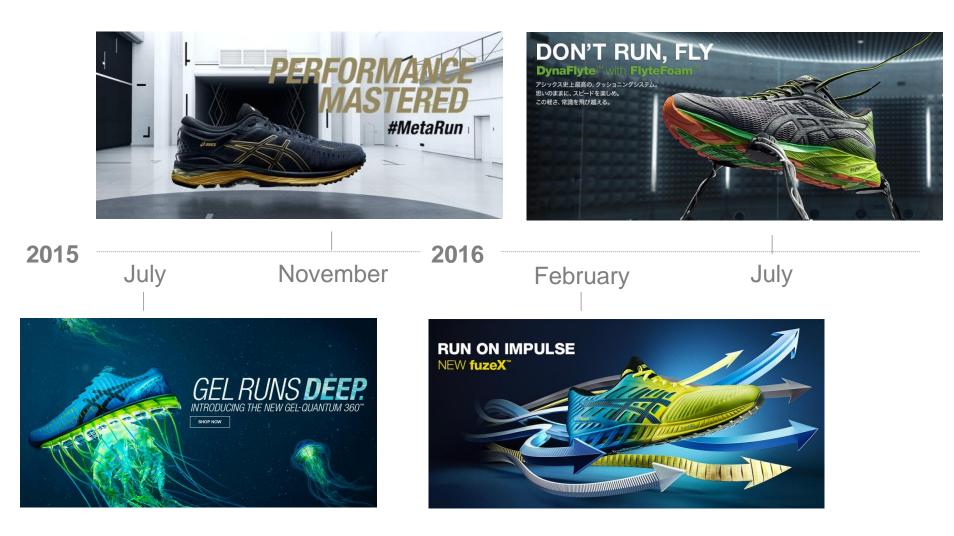
Americas

Establish a strategic sales organization

New concept products and integrated marketing

Product

Accelerate new product launch to market



Product



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fuzeX "Country Pack"

Product

Strengthen the superiority of quality and function



Americas

Establish a new base in Boston



Japan

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O asks-

ASICS STORE IN THE WORLD!



GRAND OPEN! 2016.8.9.TUE 11:00~ (PRE OPEN 2016.8.8.MON 15:00~)

ASICS STATION STORE SHINAGAWA 8

Japan

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Develop new DTC channel

Connect with rewards card service







Collaboration with University



Develop new wholesale channels

Selling our products in convenience stores

Collaboration with local community





ASICS SHANGHAI

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"ASICS STORE SHANGHAI,HUAI HAI ROAD" Grand opening



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ASICS LINKING ROAD, MUMBAI

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EMEA

NORTH

asics

ÉBEAT THE SUN

EUROPE NOR

ASICS Beat the Sun challenge is an unique trail running relay race around Mont Blanc between sunrise and sunset on the summer solstice.

HTRON

Oceania

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Lifestyle

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Onitsuka Tiger NIPPON MADE Dyed leather marbling print "MEXICO 66 DELUXE"

Lifestyle

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Japan "mita sneakers "

Netherlands "Patta"

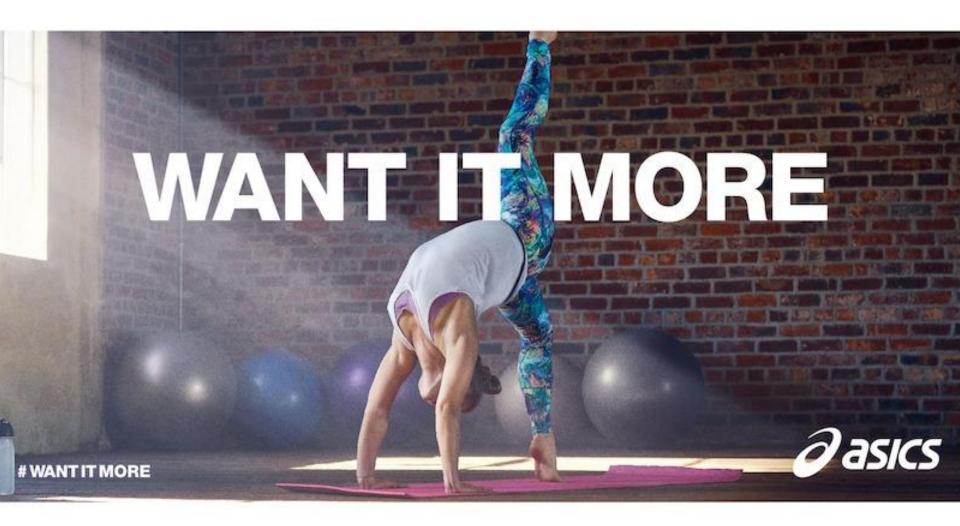








Training



Training

Progress and Strategy for 2016



