

ASICS SOCIAL MEDIA EMPLOYEE GUIDELINES

Overview

These guidelines establish the principles for the personal use of social media by ASICS employees. Such “use” of social media includes, but is not limited to: instances when you publish (post), create, contribute, participate in, and/or upload content. Content includes text (including blogs and tweets), (hyper)links, data, logos, audio, photos, and/or video on a (mobile) internet medium such as websites, weblogs (blogs), forums, social networks (examples: LinkedIn, Facebook, Twitter, Pinterest, Instagram, Snapchat, WeChat, and Weibo accounts), and wikis.

Social Media Principles

ASICS uses social media as an important tool for communications and outreach. Company postings, including those through the official company social media channels, are coordinated through the ASICS Global Digital Marketing division. Official postings on ASICS social media channels are permitted only by marketing staff, agencies, or other employees who have been pre-approved.

You are responsible for the content of your personal social media accounts. While the use of social media is allowed, you should use discretion and be mindful of how social media could impact the company. Athletes and Federations using social media must abide by the ASICS Global Code of Conduct (<http://corp.asics.com/en/p/asics-global-code-of-conduct>). Social media posts and comments that violate the ASICS Global Code of Conduct are prohibited.

Transparency and Disclosure

These guidelines require transparency and disclosure about an employee’s relationship to the company (ASICS) in social media posts and profiles when discussing topics related to the company or industry.

Do’s:

- If you publish work-related content or commentary to any personal social media or website, state that the views expressed in your postings, etc. are your own.
 - Use a disclaimer such as: “The views expressed in this post are mine and do not necessarily reflect the views of ASICS” in blog posts (if you have a personal blog or contribute to a blog or publisher site), or indicate that you are an employee of ASICS in social posts by using hashtag #asicsemployee.
- It is important to be transparent when discussing ASICS-related information on social media. Be sure to use your real name, identify that you are an employee of ASICS by using hashtag #asicsemployee, and be clear about your role within the company.

Don'ts:

- Do not include ASICS in your profile name/handle for any social media, blog, or forum account.
 - Example of what NOT to do: JohnatASICS or ASICSFan
- Do not use any company logos or trademarks in your profile images/avatars, albums, or any posts unless directly requested by ASICS marketing.
- Do not set up any accounts on behalf of the company or your department related to the brand, product, events, etc. This includes Facebook pages and profiles, blogs, Twitter, Pinterest, and/or any other social media or website.
- Do not use your company email address or phone number on social media account profiles.

Privacy and Security

Social media should be used to build relationships online, but you should be aware that there is certain company information that shouldn't be made public. Privacy and security are of utmost concern when it comes to the company and customers.

Do's:

- Share content from the ASICS website and social media sites (remember to adhere to disclosure guidelines above).
- Remove the post if you share information that you come to find isn't true.

As a rule of thumb, any content shared publicly by ASICS can be shared.

Don'ts:

- Do not publish, post, or release information that hasn't been announced publicly, is considered confidential, or is for internal use only. If it seems confidential, it probably is. Keep in mind that online "conversations" are never private.
 - Ex: Do not release information about a campaign or new product before it's been officially announced.
- Do not give out or transmit personal information of customers, co-workers, ASICS athletes, or partners.
- Do not proactively contact or friend customers on social media.
- Do not post photos or videos online that could associate ASICS with questionable substances (i.e. alcohol, illegal drugs).
- Do not post or tag photos or videos of coworkers, athletes, or partners without their approval.
- Do not respond to customer inquiries on behalf of the company unless authorized to do so.
- Do not share updates or commentary about the AHQ Institute of Sports Science or Safety and Quality Assurance without seeking approval from the department itself in advance.
- Do not use athlete or event photos without permission from the Sports Marketing team. Request permission and photo files from global or regional marketing teams depending in the athlete and/event.

- Do not upload, share, or reshare ASICS' intellectual property, such as its brands, trademarks, drawings, designs (of products, packaging, advertising, and promotion materials), photos, audio and video content, slogans, advertising, commercials, and trade secrets (including information and data about products, development and manufacturing processes and methodologies, other strategic business, and financial data) with the outside world.

Rules for Engagement

Social interactions include any activity you take in communicating with others or posting/sharing information online.

Do's:

- Respect your digital audience. Don't insult, use obscene language, bully, or behave in any way that would not be appropriate at ASICS offices or retail locations.
- Write and post only about your areas of expertise within ASICS. If you are not the authority on the subject, direct your audience to the person who is.
- Route false statements or remarks you see on social media to the appropriate parties.
 - Route to the PR team within your region > PR team will escalate to ASICS global marketing if necessary.
- Be truthful and provide only correct information in accordance with this document.
- Check-in (on Facebook and Instagram) at the offices and retail locations if you wish.
- Be positive and constructive, participating to assist people, to improve their knowledge about ASICS, its employees, its products, brands, image and values, and to build a true community.

Don'ts:

- Do not answer questions about ASICS from the media. All questions should be directed to the ASICS Public Relations department.
- Do not answer or respond to customer service questions or customer issues. These should be monitored and escalated by the regional marketing teams according to Social Media Crisis Guideline.
- Do not check-in using location-based services anywhere that would disclose non-public information.
- Do not share spam and remarks via corporate email or on social networks that is untrue or offensive to others (personal attacks) and/or ASICS, its brands, its products, its values, its employees and partners.

Acting as a Brand Ambassador

We appreciate that our employees are often the best brand ambassadors on social media. While we don't encourage you to speak on behalf of the brand, we do encourage you to share positive stories about ASICS via personal social media accounts, keeping in mind the guidelines in this document. The

following are a few ideas of how you can share your experiences as an employee and spread the news about the company and brand initiatives.

Facebook:

- “Share” posts and photos from the ASICS Facebook page.
- Post about upcoming events to invite friends and contacts to join.
- Spread the word about contests, promotions, sponsored events, athlete news, and product launches.

Twitter:

- Retweet content from the ASICS Twitter account.
- Tweet live from ASICS events. Don’t forget to check if there are any event hashtags so you can join the conversation with others tweeting at or about the same event.
 - Ex: Getting ready to watch #ASICS runners take off in the race around Mont Blanc in #BeattheSun! #TeamASICS
- Make sure to disclose that you are an employee of ASICS.
 - Ex. Heading to the #TokyoMarathon to cheer on Rachel See with the #ASICS team. #loveyourjob

Instagram:

- Share photos of new ASICS products at retail partner locations.
- Raise awareness about photo contests.

Should you choose to participate in the ASICS community, please refrain from using offensive content in any posts or in your profile information. Disclose that you are an employee of ASICS and remember that you are a direct reflection of the brand and its message.

Official Hashtags and Accounts

Below is a list of hashtags in use by ASICS on a global level. Hashtags associated with past promotions or campaigns are not encouraged to be used in any content on social media. *This list should be refreshed on a yearly basis.*

#ASICS – It is recommended all regions use the #ASICS hashtag in every social media post

#teamASICS – For use when highlighting ASICS athletes or competitions

#WantItMore – Use in conjunction with global Want It More campaign

#BeattheSun – Use alongside any posts related to the Beat the Sun race around Mont Blanc or UGC supporting the campaign

Regional Considerations

Due to the unique social media regulations in China, below is a list of considerations that employees in the region should adhere to.

- Inciting to resist or breaking the Constitution or laws or the implementation of administrative regulations.
- Inciting to overthrow the government or the socialist system.
- Inciting division of the country, harming national unification.
- Inciting hatred or discrimination among nationalities or harming the unity of the nationalities.
- Making falsehoods or distorting the truth, spreading rumors, destroying the order of society.
- Promoting feudal superstitions, sexually suggestive material, gambling, violence, murder.
- Terrorism or inciting others to criminal activity; openly insulting other people or distorting the truth to slander people.
- Injuring the reputation of state organizations.
- Other activities against the Constitution, laws or administrative regulations.
- Key Opinion Leaders must avoid explicit promotion of ASICS. KOLs cannot @ mention the brand in a post, but can add a hashtag for the brand slogan or campaign topic.

Conclusion

Use of social media platforms in accordance with this policy can be a very effective and powerful communication tool. Be proud of what you do and enjoy a sense of accomplishment in your work. Above all, please use good judgment.

If you have any questions about these guidelines, please contact General Manager, Multi-Channel Marketing Department, Global Marketing Division.