



## FEATURED STORY FOR COMMUNITY INVOLVEMENT

We help people improve their physical fitness and mental health.

When our founder Kihachiro Onitsuka founded our business 70 years ago, he wanted to use sport to give purpose and meaning to the lives of young people in post-war Japan. Today our core vision remains the same: to inspire people through sports. As well as providing great athletic clothing and footwear products, our business is about motivating everyone to move, be healthy and feel happy.

### Right To Play partnership / KO100

- › 2018 saw the launch of Project Lebanon, a project to support Syrian refugee children and their families living in Lebanon.
- › Launched in September in Beirut and a number of other cities across Lebanon, the project provides children with opportunities to have fun and develop life skills by taking part in a range of sport activities and play programs, guided by volunteer coaches. The program is run by Right To Play with support from ASICS.
- › Project Lebanon was made possible as a result of donations through sales of our limited edition KO100 footwear and apparel collection, launched in 2018.

- › Commemorating the 100th anniversary of our founder, Kihachiro Onitsuka, the KO100 collection features distinctive sunflower designs, inspired by Onitsuka's own sunflower paintings. For our founder, sunflowers were a symbol of his desire to help people face toward their own bright future, in the same way a sunflower reaches for the sun.
- › For every KO100 product sold, we committed to donating 10 US dollars to Project Lebanon – enough to keep one child in the program for 10 weeks. In total we donated US\$100,000 to the project from the sales of the collection. We also encouraged our employees to make their own donations.

**“I fled from Syria 7 years ago. I was only two years old when I came here from my hometown. Sports is a nice thing to do with my classmates. I really love this program”.**

### Hanan Sawad,

a child participating in Project Lebanon.

# OUR APPROACH TO COMMUNITIES (COMMUNITY INVOLVEMENT)

Our company was founded on the belief that sport and play can transform lives and communities for the better. Today we continue to uphold that principle, supporting communities in our countries of operation and beyond through charitable donations, donations in kind, employee volunteering and disaster relief.

**US\$550,541**

Invested by ASICS Group globally FY2018 on community in cash and in kind as charitable donation and disaster relief

## Global activity alignment

Until recently, we generally engaged with communities on a local and regional level. We now want to align our activities globally, and to support that ambition we began working toward selecting a key global charity partner in 2018. Parallel to this process, we updated our global community engagement guidelines, an internal document that formalizes our approach to selecting and approving funding requests from charities.

Following thorough internal evaluations, we selected Right To Play as our priority charity partner from 2018 onward in all regions. Right To Play is a global organization that uses the transformative power of sport to educate and empower children facing adversity around the world. Right To Play has been a charity partner of ASICS Europe B.V. for more than 10 years, and we are proud to have expanded our collaboration globally.

While we will focus on our partnership with Right To Play to maximize our positive impact on communities on a global basis, we will continue to work with local partners to meet local community needs.

## Right To Play partnership / KO100

Beyond the KO100 project (shown on page 33), ASICS activities for Right To Play have existed within the EMEA region for many years. In 2017, we raised consumer awareness for Right To Play within ASICS Retail Stores and on E-Commerce sites during the holiday season. This resulted in a record amount of EUR 500,000 being donated by consumers to Right To Play in the first quarter of 2018. We repeated the campaign during the holiday season in 2018, while also extending it to ASICS Flagship Stores in the US.

We have committed to continue supporting Right To Play's Project Lebanon and other projects globally through to 2020.

### Find out more about Right To Play

→ [www.righttoplay.com](http://www.righttoplay.com)



## Disaster relief/volunteer week (US)

We took action to assist victims of the California wildfires in early January 2018. ASICS North America partnered with the Two Ten Footwear Foundation to deliver disaster relief to the families affected by the huge Thomas Fire north of Los Angeles. Through the partnership we donated a total of eight pallets of ASICS products to people who had lost their homes to wildfires. The donations were distributed by Two Ten Footwear Foundation's partners on the ground Samaritan's Feet and the Heart2Heart Foundation, working with the Salvation Army Ventura Corps.

## Japan floods disaster relief

In July 2018, heavy downpours in southwestern Japan resulted in widespread, devastating floods and mudflows. The floods became one of the deadliest natural disasters to hit the country since the earthquake and tsunami of 2011, killing more than 200 people and destroying more than 50,000 homes.

To help people affected by the landslides and floods, ASICS donated 5 million yen to Japan Platform, an organization working with multiple stakeholders to provide disaster relief in Japan and abroad.

## OUR APPROACH TO COMMUNITIES (COMMUNITY INVOLVEMENT) CONTINUED

### Supporting reconstruction from the earthquake

In Japan, the ASICS Tomorrow Project continues to support communities affected by the 2011 earthquake and tsunami. Due to ongoing reconstruction in the Tohoku area, many local children have limited access to spaces and facilities to enjoy sports. Since 2011, we've been helping children in Tohoku get involved in sports by holding sports events hosted by athletes and coaches.

The goal of the program is to promote the sound development of mind and body through sports, and to give children inspiration and hope for a brighter future. In 2018, the program helped more than 3,500 children take part in a range of sports activities, including soccer, volleyball, basketball and running.



Soccer event held in Fukushima

### Supporting the Boston community

ASICS North America's headquarters opened its new Creation Studio in Boston in February 2018.

As part of our commitment to the Boston community, we set up the Morning Mile Program in 10 Boston schools to inspire local children to get healthy and active. The program is being run in partnership with the charity organization PHIT America.

The program gets kids up and running every morning in schools where physical education programs have either been reduced or discontinued. The program was launched at the Michael J. Perkins Elementary School by ASICS Athletes Lolo Jones and Jordan Burroughs, together with ASICS North America's leaders.

**"We are thrilled to have a leading global brand like ASICS expand in Boston. We are extremely grateful for their community impact efforts to get our kids moving."**

**Mayor Martin J. Walsh,**  
City of Boston

### Adopt a School

The Tag Rugby® Association provides opportunities for children to get involved in sport and physical activity, as well as improving life skills. Since 2015, ASICS EMEA has been supporting the Tag Rugby® Association's Adopt-a-School program to support disadvantaged primary school children in South Africa. Tag Rugby is a non-contact form of rugby where a tackle is made by pulling a ribbon off the belt of the opponent holding the ball.

The Tag sessions are often the only exposure that these children have to organised sport. In some supported areas, children are faced with gang violence every day, and Tag provides them with a safe environment in which to enjoy sports, learn valuable life skills and stay out of trouble.

The program is designed to grow sustainably, providing employment to young men and women in their local communities.

**"We are extremely grateful to all our donors, and we view our relationship with ASICS especially as a true partnership. I would like to thank ASICS for their continued support of the Adopt-a-School programme and their shared commitment to making a positive difference in the lives of South African children through sport."**

### Stuart McConnell

Tag Rugby® Association – Executive Director  
International Tag Federation – Chairman



200 children from 17 schools taking part in the HSBC Tag Rugby® Community Clinic on December 5, 2018