

INVESTING IN PEOPLE AND COMMUNITIES

COMMUNITY INVOLVEMENT

We aim to contribute to society and be a positive influence on the communities in which we operate around the world.

As well as stimulating active, healthy lifestyles through our products and services, we do this through financial contributions and donations in kind, and philanthropic activities such as volunteering, disaster relief and supporting education.

Our company operates in different communities around the world, each with different needs. Our community support activities reflect these differences. In 2016, our contributions to society also included a wide range of activities close to home, in the communities around our local offices and in developing countries.

In our fiscal year 2016, our community contributions added up to more than \$693,078 in financial contributions, with a further \$1,302,139 of donations in kind (such as footwear, apparel, sports accessories or equipment).

693,078 USD

MONETARY DONATIONS

1,302,139 USD

DONATIONS IN KIND

EMPLOYEE VOLUNTEERING

Colleagues from our office locations worldwide regularly take part in volunteering activities to support their local communities. Activities include coaching or organizing sports activities for children from disadvantaged backgrounds, humanitarian relief with food banks, volunteering at charity related fund-raising events and cleaning the environment in protected nature areas.

DISASTER RELIEF

Disaster relief has always been a key part of our community involvement activities worldwide. In 2016, ASICS volunteers helped in reconstruction efforts following the earthquake that hit Japan's Kumamoto area in April that year. Our volunteers also ran exercise and sports training sessions for high school students in the affected area, where many regular sports facilities had been destroyed. The sessions took place in temporary locations. The high school students then applied their learnings and worked as volunteers to provide physical exercise sessions to elderly people who had been evacuated to temporary houses.

On August 24 2016, an earthquake measuring 6.2 on the moment magnitude scale, hit the center of Italy. Destroying a number of small villages, many people lost their homes and almost 300 people lost their lives. Staff of our Italian sales office immediate after the earthquake mobilized colleagues to collect footwear, apparel and socks for donation and a special sales and funding activity was organized at the internal store at the Cuneo office, raising funds among colleagues, family and friends of employees. The amount generated was doubled by the region's EMEA head office of ASICS Europe BV and donated to the local Red Cross organization.

843 HOURS

THE TIME OF VOLUNTEER ACTIVITIES DURING PAID
WORKING HOURS BY STAFF OF ASICS
HEADQUARTERS, ASICS CORPORATION JAPAN, ASICS
AMERICA CORPORATION AND ASICS EUROPE BV

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ASICS TOMORROW PROJECT

Since April 2011, ASICS has been running A Bright Tomorrow Through Sport, a support program for young people who were affected in the Great East Japan Earthquake of 2011, and the wider community of the Tohoku region.

The goal of the program is to promote the sound development of minds and bodies through sports, and to give children inspiration and hope for a brighter future. It has four main pillars:

- Product donations: we provide eligible young people with sporting goods until they reach the age of 19.
- Visits by athletes: ASICS' athlete ambassadors visit children in the affected regions and hold sports clinics.
- Invitation to Kobe: Kobe, having been struck in 1995 by Japan's worst earthquake in recent history, is home to ASICS. We invite children from the affected regions to visit the reconstructed city, tour the ASICS Sports Museum and the ASICS Institute of Sport Science.
- Supporting health and exercise: ASICS' employees hold events in the affected regions to promote exercise and improve public health.

In 2016, ASICS held "Meeting for Tomorrow", a social assembly where people from various sectors got together to talk about the reconstruction of Tohoku and sports. It was a great success attracting 150 people for future collaboration.

"I learned effective teaching method for elderly people through the session; now I really want to put these to practice in our community."

High school student attending ASICS training session in Kumanoto area

GIRLS ON THE RUN

In 2016, we launched the ASICS Extra Mile campaign in the US. Shared online, in social media and across a range of other channels, this major campaign encouraged athletes of all levels to go the extra mile in their workouts through the Runkeeper fitness app. For each extra mile challenge completed, ASICS donated a pair of running shoes to Girls on the Run, a US charity that inspires girls and young women across the country to build life skills and confidence through running.

ASICS America Corporation has been an official sponsor of Girls on the Run since 2015. Through the partnership, ASICS America is providing affordable footwear, volunteer opportunities and health and fitness programming to the members of Girls on the Run's 225 councils across the country.

In addition, ASICS America engages its team of elite athletes to support Girls on the Run activities, and organizes meet-and-greets with local councils.



50,000

PAIRS OF RUNNING SHOES DONATED TO
GIRLS ON THE RUN THROUGH THE ASICS
AMERICA EXTRA MILE CAMPAIGN

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ADOPT A SCHOOL

In 2016, ASICS EMEA continued its support to 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 with the ball.

Through their Adopt-a-School program, the Tag Rugby® Association aims to provide children in disadvantaged communities with the opportunity to learn a new sport, have fun, and find a positive outlet for their energy. Through the partnership, we sponsored six primary schools, providing sports kit and coaching sessions for 2,620 children.



2,620

CHILDREN FROM DISADVANTAGED COMMUNITIES IN SOUTH AFRICA BENEFITTED THE TAG RUGBY ADOPT A SCHOOL PROGRAM THROUGH ASICS' SUPPORT (1,696 BOYS AND 924 GIRLS).



THE RUNNING CHARITY

In Europe, ASICS formed a new partnership in 2016 with The Running Charity, a UK-based organization that supports homeless and vulnerable young people. The charity uses running to help members improve their health and fitness and develop a goal-setting mentality – important tools for building a more secure, sustainable future. This new partnership runs alongside our existing long-standing relationship with Right to Play and Tag Rugby® Adopt-a-School.



Steve Oltay, a Running Charity program participant who completed the London Marathon in 2016.

“
It has changed the way
I see the world, I now know
that I can accomplish anything.”
”

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RIGHT TO PLAY

Right To Play (RTP) is a global organization that uses the transformative power of games and sport to educate and empower children facing adversity. RTP has been a charity partner of ASICS Europe BV for many years.

In 2016, for the third consecutive year, RTP was chosen as a priority charity of the Dam tot Damloop, the biggest running event of the Netherlands. ASICS is the proud sponsor of this race and supported fund-raising activities, together with other main sponsors.

Also in 2016, we supported the RTP NOC*NSF Fundraising Gala that was organized in August 2016. We facilitated a corporate partner event organized by RTP, providing the ASICS Europe BV office as a venue and donations in kind. Charity fund-raising action by the ASICS EMEA DTC team generated considerable funds.



ENGAGING CONSUMERS IN COMMUNITY INVOLVEMENT

Within the ASICS Europe Group, for the first time our retail operations team created a platform for consumer engagement around community involvement. During the holiday sales period in the last two months of 2016, consumers were invited to donate a small amount (equivalent to €5.00, depending on the local currency) to one of ASICS Europe Group's charity partners with every purchase they made either in our own retail locations or when making a purchase on our ASICS local webshops.

By means of this action, 24,379 donations were generated by our 85 retail locations on online webshops.

Our Amsterdam Flagship store donated the fundings to the Movember Foundation after having also sponsored the organization of Movember Fun Run in Amsterdam's Vondelpark. The Movember Foundations aims to raise awareness of men's health issues, such as prostate cancer, testicular cancer.

All donations made by customers in the UK will benefit our UK charity partner The Running Charity.

All other donations made within Europe will benefit the long-term charity partner of ASICS Europe BV Right To Play.

By means of the donations made by our customers to Right to Play, 3,432 children can participate twice a week for a period of one year in the educational sport and play programmes of Right to Play.

TOTAL AMOUNTS GENERATED

The Running Charity (all UK & Ireland)	GBP 38,135
Movember Foundation	Euro 1,485
Right to Play (all other stores)	Euro 82,355

With above funds being generated by ASICS customers to our various charity partners, the above amounts are not reflected in the total community engagement figures on monetary donations and donations in kind.

3,432

CHILDREN ABLE TO BENEFIT FROM RIGHT TO PLAY PROGRAMMES THROUGH THE SUPPORT OF OUR CUSTOMERS' CONTRIBUTIONS

