

## OUR APPROACH TO CREATING PRODUCTS AND SERVICES

CONTINUED

### Products

#### Shifting to more sustainable materials

We are committed to using more sustainable materials such as recycled, bio-based and waterless dyed materials in our products. Shifting to more sustainable materials and manufacturing technologies will play an important role in helping us meet our new carbon reduction targets for 2030.

In 2017, we used a variety of sustainable materials for more than 40,000 items distributed at ASICS-supported events. This included souvenir and official volunteer items made from bio-based polyester fabric for the Tokyo marathon, and shirts made from recycled polyester fabric for events such as the Frankfurt marathon and the Dam tot Damloop.

#### Closing the loop: collecting and recycling used products

At ASICS, we're committed to supporting a circular economic model where resources are reused and recycled rather than being sent to landfill. During 2017, we've been working in partnership with others on a number of projects to find new uses for used clothing and shoes of any brand at the end of their life.

In Japan, we set up a pilot program with recycled products manufacturing company JEPLAN, INC. to collect used clothes and shoes from our consumers at two of our retail stores. The clothes were recycled into new polyester resins with the same high quality characteristics and performance as virgin polyester, but with a much lower environmental footprint. The shoes were recycled to produce fuels, in collaboration with other recycling companies.

In the US, on April 22nd, ASICS America Corporation celebrated Earth Day by launching a clothing and shoes recycling pilot program with textile recycling firm I:Collect (I:CO®). Consumers dropped off any brand of clothing and shoes in collection bins at 10 retail locations. The items were then sent to an I:CO® facility to find their next best use. Wearable items were kept in the loop as second-hand goods, while unwearable items were processed to become secondary materials for new products such as cleaning cloths, insulation material and new clothing.

We donated proceeds from the pilot program to our charity partners.



'ASICS + I:CO' bins in our US stores designed for collecting used apparel and footwear.