

## Consumers and Communities

### Helping People Stay Healthy During COVID-19

COVID-19 has brought with it an increased risk of mental health issues. This convergence of threatened physical and mental wellness makes our founding philosophy more relevant than ever before. In 2020, we announced our renewed commitment to uplifting the world using the power of sport through research and innovation. We also committed to supporting projects that get people moving for physical and mental well-being.

On 11 November 2020, we held ASICS World Ekiden, an online running event. More than 56,000 runners from 179 countries and regions applied to participate in the event, covering 277,045 kilometers in total. They also enjoyed the feeling of teamwork, with over 13,000 teams participating.

We also conducted research on sport and mental health with Dr. Brendon Stubbs, a leading exercise and mental health researcher at King's College, London. We confirmed that everyday athletes experienced an overall emotional uplift and a significant drop in negative emotions like frustration. We are continuing the research with everyday and elite athletes.

The COVID-19 pandemic has had a major impact on the health and wellbeing of people around the world. Mitigation efforts like social distancing and quarantine made conventional team and outdoor sports difficult. That is why we established new approaches to sport that fit within the COVID-19 context, such as Ekiden.

The virus itself also put people's health at risk, either directly or indirectly through their work. We support our employees, their families and our stakeholders around the world to ensure their safety. We will continue to work with local governments, authorities, and industry associations to protect people during the pandemic, while continuing our business and serving our consumers.

ASICS European headquarters took various actions to support local communities during the pandemic. The ASICS team working in Benelux (Belgium, the Netherlands and Luxembourg) collected technical running shirts and water bottles and donated them to a hospital in Amsterdam to

*"It is impossible to overstate just how significant the impact sport and exercise have on our mind. It's absolutely vital that people regularly move their body to experience those all-important cognitive and emotional benefits for themselves. Never has there been a more important time to become active and experience the mental health benefits sport and movement bring."*

**Dr. Brendon Stubbs**  
King's College London

support caregivers. They also donated face masks to the local Red Cross organization on behalf of an ASICS supplier.

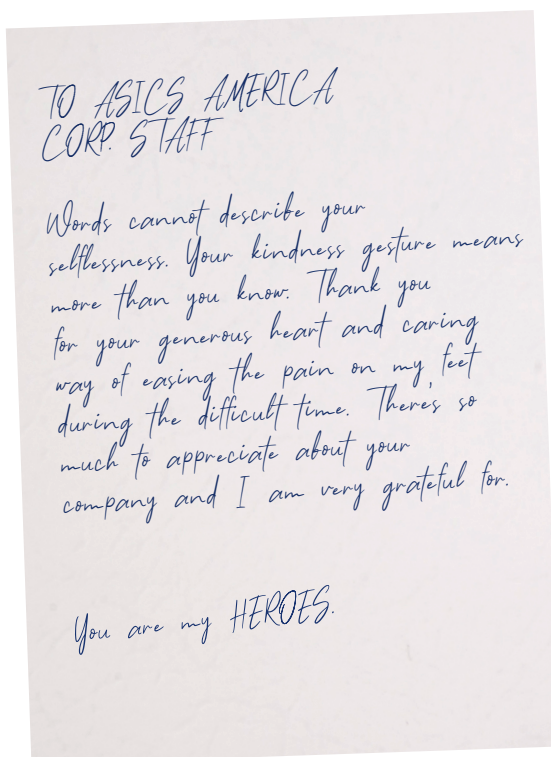
ASICS North America has a permanent discount program available to medical professionals, first responders, the military, and students. Students can get a 20% discount, and the others can get a 40% discount once they verify their status online. During the first quarter of the pandemic, an additional 20% discount was available for medical professionals and first responders. By the end of 2020, a total of 265,435 first responders had taken advantage of the discount. In addition, approximately 1,000 items of footwear and apparel were donated to key retail partners to help them support their local communities.



ASICS headquarters also supported medical professionals during the pandemic. They donated about 5,400 running ponchos to Kobe University Hospital as substitutes for medical protective clothing. And in China, with the cooperation of Konica Minolta Shanghai, seven sets of pneumonia test equipment were donated to hospitals in Wuhan.

Although the pandemic led to sporting events being cancelled around the world, there were opportunities to be found. ASICS Japan donated 2 million yen from the sales of cancelled Tokyo Marathon 2020 related products to the COVID-19 emergency fund for international NGO Save The Children.

#### Thank you note from a medical professional



#### **Empowering the Next Generation through Sport**

'Sound Mind, Sound Body' is a philosophy for all people, regardless of their age. We believe in the importance of health and well-being for children. We also acknowledge the power of sport for empowering people and making positive changes to their lives. ASICS is involved in a number of projects focused on supporting young people through sport.

#### **ASICS Tomorrow Project – Japan**

The ASICS Tomorrow Project aims to support communities in disaster-stricken areas of Eastern Japan. The earthquake and tsunami that occurred in 2011 has resulted in ongoing reconstruction efforts in the Tohoku area. Local children have had limited access to sports and places to play. Through the ASICS Tomorrow Project, we help local children get involved in sports events hosted by athletes and coaches and provide them with sporting goods. Since 2011, there have been four programs involving 44,000 participants in total. We will continue to give hope to our children through sport.

#### **One Future Project**

In July 2020, ASICS Japan launched a new community initiative: 'One Future Project'. It is part of the 'Reborn Beyond' program, which connects products to people and people to communities. There are two pillars, for People and Planet. Through the People pillar, 'One Future Project', children can get familiar with sports and become more aware of environmental issues.

Working with the non-profit organization After School, ASICS Japan developed programs to get children active through fun physical activities. In the program, children play KARADA KARUTA, an activity derived from a traditional Japanese card game called Karuta. The game consists of cards with original pictograms of 38 sports disciplines, including parasports. The game helps children learn about sport while moving their bodies.

After School ran the first KARADA KARUTA games at six childcare facilities in August 2020. The activity was successful, even though it was carried out online due to COVID-19. The children and childcare workers enjoyed the physical activities.

The name 'One Future' represents the aim to respect every child and build them a bright future. ASICS will continue to offer children opportunities for discovery and self-reliance through sports.

#### **Right To Play**

ASICS has been supporting the charity Right To Play globally since 2018. Thanks to donations made through sales of our limited edition KO100 footwear and apparel collection, Right to Play launched Project Lebanon in 2018. The project supports Syrian refugee children and their families living in Lebanon. The Right To Play team, coaches and children have faced many obstacles over the last three years, but through the power of sport they maintained a sound mind in a sound body. Since 2018, the team has trained and mentored 115 kids' athletics coaches and reached more than 7,000 people in Lebanon. The activities were received so well that they were adopted into physical education as a continuous program in local schools.





*I have many friends here. And we play sports all together. That's really nice. I love football, I am a striker. We are not all Lebanese here. There are some children that came from Syria. They have a different dialect when they speak. They don't talk like us. But when we play games, we don't talk. We just play. And it is really fun.*

**Zulfikar Younes (12)**  
student at a public school  
in Southern Lebanon



## 2020 TARGET

Determine Global Community Engagement Guidelines and execute activities accordingly.

## 2020 RESULT

Established the Global Community Engagement Guideline and collaborated with Right To Play and other NPOs.

Encouraged more regions and countries to be active in our community activities

In total, in 2020, we donated US\$ 673,262 in-kind and in community contributions.

## 2021 TARGET

Continue collaboration with Right To Play and other NPOs in each region.

Engage consumers through stronger integration of our community activities with our business.

## ACTION PLAN ONWARD

Contributing to 'Sound Mind, Sound Body' philosophy of people globally focusing on mental health.

Involve more subsidiaries with our community activities, based on our founding philosophy

Communicate our community activities more to engage consumers.