

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.

