

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



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.