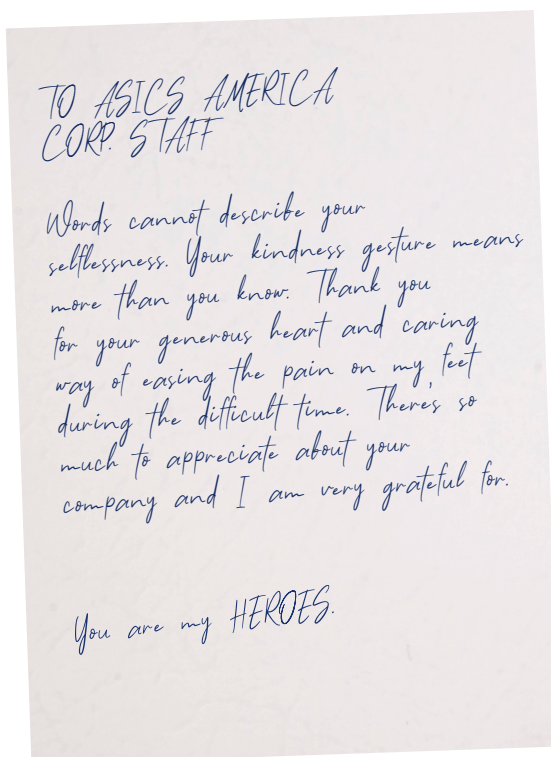


ASICS headquarters also supported medical professionals during the pandemic. They donated about 5,400 running ponchos to Kobe University Hospital as substitutes for medical protective clothing. And in China, with the cooperation of Konica Minolta Shanghai, seven sets of pneumonia test equipment were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