

MESSAGE FROM THE TOP MANAGEMENT



Motoi Oyama
Chairman and CEO,
Representative Director

Yasuhito Hirota
President and COO,
Representative Director

“A sound mind in a sound body” has been ASICS’ guiding philosophy for nearly 70 years. In 2017 we refined that message for a new era with the launch of I MOVE ME™, a global campaign inspiring people of all ages and abilities to get healthy and happy through movement.

At a time when we’re all becoming more aware of the impacts of physical inactivity and mental illness, I MOVE ME™ reaffirms ASICS’ decades-long commitment to supporting physical and emotional wellbeing.

OUR NEW SUSTAINABILITY FRAMEWORK

Moving body and mind to create a stronger world.

Following the launch of I MOVE ME™ in 2017, we’ve evolved our sustainability communications framework to align it with our new brand messaging.

I MOVE ME™ SMARTER

I respect the ground I play sport on and enable future generations to move too.



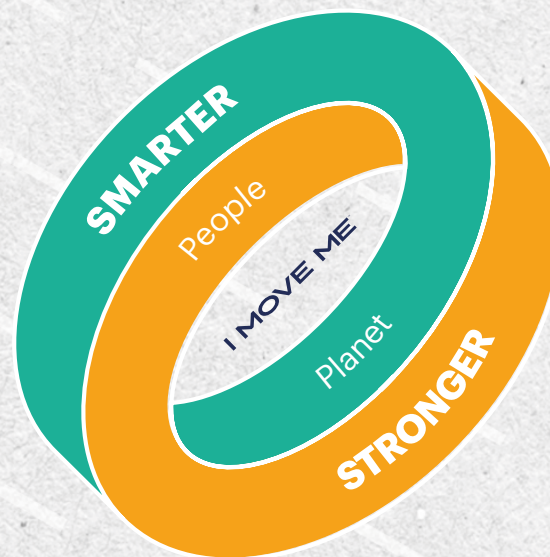
Products

We innovate and educate to develop the best products and services using less.



Operations

We are committed to continuously improving the efficiency of our own buildings, resource use, materials and distribution network.



I MOVE ME™ STRONGER

When I move, I feel stronger, happier and sharper.



Health and wellbeing

We help people improve their physical fitness and mental health.



Supply chain

We build transparent, fair and ethical partnerships, and empower the people in our value chain.



Communities

We support our employees and communities so that they can fulfill their potential.



50%

less water used to dye



25%

bio-based yarn in upper

1 Apparel: Apparel collection with waterless dyeing technology

2 Shoes: Delegation’s sports shoes using bio-based materials



Products

We innovate and educate to develop the best products and services using less.

Waterless dyeing technology and bio-based materials

For some items in our apparel collection, we’ve introduced a new dyeing process that uses around 50% less water than traditional methods. Instead of dipping and washing fabrics, the new process saves water by adding color to the synthetic fibers in their liquid state.

We provided apparel dyed using the new method to the Japanese delegation for the Olympic and Paralympic Winter Games PyeongChang 2018 in South Korea*. In addition, the delegation’s sports shoes were also the first to receive the Japanese Eco Mark Certificate for using over 25% of bio-based materials in their uppers.

bluesign® system partnership

In 2017, ASICS became the first Japanese brand to become a System Partner of bluesign®, a system that brings together brands, manufacturers, converters and chemical suppliers to collaborate on chemical management. Chemical suppliers provide bluesign®-approved chemicals, manufacturers use only these chemicals to make their fabrics and trims, and these are then provided to brands as bluesign®-approved materials to make their products. Our partnership with bluesign® underlines our commitment

to taking a collective, industry-wide approach to the sustainability challenges facing our industry.



Operations

We are committed to continuously improving the efficiency of our own buildings, resource use, materials and distribution network.

Solar panels in Mississippi

In 2017, we continued to invest in renewable energy to reduce our carbon footprint. ASICS America Corporation partnered with EnterSolar to build a wholly owned 1 megawatt rooftop solar panel installation at its distribution center in Byhalia, Mississippi. The solar installation is the largest in Mississippi, and will cover 25% of the site’s annual energy needs over the next 25-30 years while reducing carbon emissions by nearly 800 tons of CO₂ equivalent units per year.



System Installation Drone View of ASICS distribution center in Byhalia, Mississippi.

* ASICS is a gold partner (sporting goods) of the Japanese Olympic and Paralympic Delegation



I MOVE™ STRONGER

Supply chain

2017 factory disclosure

We believe that supply chain transparency is vital for both ASICS and our external stakeholders in order to better understand our supply chain impacts. In October 2017, in a major step forward in improving transparency, we published our full list of direct Tier 1 suppliers for the first time. The list covers suppliers in 19 countries, accounting for more than 90% of our global volume of products manufactured annually.

Download the full list

→ https://corp.asics.com/en/csr/partnering_with_our_supply_chain/transparency

Communities

We support our employees and communities so that they can fulfill their potential.

Embracing a healthy balance

A happy, productive and innovative workplace depends on employees finding the right balance between the demands of work and time outside the office. Our Work Style Reform program helps ASICS employees in Japan achieve a healthy work/life balance, promoting physical, mental and social wellbeing among our employees and their families. The program offers benefits such as sports leave, flexible working, teleworking and summer time working hours.

PHIT America

Physical inactivity has become one of the major causes of ill health in the developed world, and the scale of the challenge is increasing. To help address the issue, ASICS America Corporation has joined forces with PHIT America, an organization promoting active, healthy lifestyles among young Americans.

For Global Running Day in June 2017, we launched a partnership campaign challenging people across the country to run for 60 minutes using the Runkeeper app. For each completed challenge, ASICS donated \$1 to PHIT America, resulting in a total contribution of \$50,000. Around 58,000 runners took part in the challenge, running a total of 670,000 miles.

This factsheet gives just a few examples of how we've been bringing about positive change to make our business and our industry more sustainable.

For more details, visit our website:
corp.asics.com/en/csr



ASICS Athlete, Lolo Jones, during a PHIT America event at an elementary school in Boston.