



Summary of the Report for the Fiscal First Quarter Ended June30, 2012

August 6, 2012

Name of the Company: ASICS Corporation

Code No.: 7936

Listing Exchanges: Tokyo, Osaka

Head Office: Hyogo Prefecture

(URL <http://www.asics.co.jp/>)

President and CEO, Representative Director: Motoi Oyama

Date of filing Securities Report by quarter: August 9, 2012

Date of scheduled payment of dividends: –

Quarterly Results Supplemental Materials: Yes

Quarterly Results Presentation Meeting: None

(Amounts less than one million yen are truncated.)

1. Consolidated results for the first quarter ended June 30, 2012 (April 1, 2012– June 30, 2012)

(1) Consolidated business results (Accumulated)

(The percentages indicate the rates of increase or decrease compared with the previous fiscal year.)

	Net sales		Operating income		Ordinary income		Net income	
	MY	%	MY	%	MY	%	MY	%
1st quarter ended June 2012	66,105	1.1	8,323	(1.6)	7,781	(4.0)	4,934	(4.6)
1st quarter ended June 2011	65,367	10.0	8,462	7.8	8,103	23.6	5,174	50.3

(Note) Comprehensive income : 1st quarter ended June 2012: ¥9,258 million (18.9%)

1st quarter ended June 2011: ¥7,785million (170.6%)

	Net income per share	Diluted net income per share
	Yen	Yen
1st quarter ended June 2012	26.03	–
1st quarter ended June 2011	27.29	–

(2) Consolidated financial position

	Total assets	Net assets	Shareholders' equity ratio
	MY	MY	%
As of June 2012	220,228	122,250	52.1
As of March 2012	212,343	115,315	50.8

(Reference) Shareholders' equity: June 2012: ¥114,818 million March 2012: ¥107,951 million

2. Dividends

	Cash dividend per share				
(Record date)	End of 1st quarter	End of 1st half	End of 3rd quarter	End of year	Annual
	Yen	Yen	Yen	Yen	Yen
FY ended March 2012	–	–	–	12.00	12.00
FY ended March 2013	–	–	–	–	–
FY ending March 2013 (Projected)	–	–	–	12.00	12.00

(Reference) Changes in projected dividends: None

3. Forecast for consolidated business results for the year ending March 31, 2013 (April 1, 2012 – March 31, 2013)

(The full-year percentages indicate the rates of increase or decrease compared with the previous fiscal year;
the mid-term percentages are comparisons with the interim period of the previous fiscal year)

	Net sales		Operating income		Ordinary income		Net income		Net income per share
	MY	%	MY	%	MY	%	MY	%	Yen
Fiscal first half	125,000	0.9	9,000	(18.7)	9,000	(3.8)	4,800	(6.0)	25.32
Full-year	259,000	4.5	20,000	1.9	20,000	1.5	12,000	(4.9)	63.29

(Reference)Changes in forecast for consolidated business results: None

※ Notes

- (1) Changes in significant subsidiaries during the fiscal year (changes in specified subsidiaries that caused changes in the scope of consolidation): None
- (2) Adopting accounting treatment simplified or specialized for quarterly consolidation: Yes
- (3) Changes in accounting policy, changes in accounting estimates, and changes in presentation due to revisions
 - ① Changes in accounting policy to conform to revisions in accounting standards and others: Adopted: Yes
 - ② Changes in accounting policy adopted otherwise than in ①: None
 - ③ Changes in accounting estimates: Yes
 - ④ Changes in presentation due to revisions: None
- (4) Number of shares (of common stock) issued and outstanding
 - ① Number of shares outstanding (including treasury shares) at fiscal end:

June 2012	199,962,991 shares	March 2012	199,962,991 shares
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 - ② Number of treasury shares at fiscal end:

June 2012	10,371,634 shares	March 2012	10,371,575 shares
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 - ③ Average number of shares during the term:

1st quarter ended June 2012	189,591,386 shares	1st quarter ended June 2011	189,600,915 shares
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* Implementation status of quarterly review procedures

This quarterly financial results report is not subject to quarterly review procedures by independent auditors under Japan's Financial Instruments and Exchange Law. At the time of release of this report, such quarterly review procedures under the Financial Instruments and Exchange Law have not been completed.

* Explanation of appropriate use of business performance forecasts ; other special items

(Notes to the description about future, other)

The performance forecasts above are estimated based on information available as of the date hereof. This may cause actual results to differ from stated projections due to changing business conditions or other factors.

(How to access supplemental materials on quarterly business results)

We plan to post the supplemental materials on quarterly business results on Company's website on August 6, 2012.

Qualitative information for consolidated business results

In the first quarter of fiscal 2013 (cumulative from April 1, 2012 to June 30, 2012), concerns about the risk of downturn mainly due to the sovereign debt problem in Europe were observed in the global economy. The Japanese economy, despite noticeably picking up on the back of factors such as earthquake recovery demand, still faced difficult conditions due to the effects of limited power supply, deflation and other factors.

In the sporting goods industry, interests in sport remained at a high level owing to rising health consciousness on the back of a running boom and other factors, but business conditions remained challenging.

Under these conditions, the ASICS Group continued efforts to reinforce and expand its business on a global scale based on the Five-Year Strategic Plan, “ASICS Growth Plan (AGP) 2015”. The ASICS Group strived for heightening the value of ASICS brand and enhancing the corporate image, while taking an action to support marathon events held in different parts of the world including Paris and Stockholm and deciding to integrate all of its baseball products under the ASICS brand.

On the sales front, the ASICS Group worked to expand sales through such measures as opening directly managed sales venues in places such as Spain, Portugal and Brazil, in addition to a flagship store of the Onitsuka Tiger brand in Tokyo.

The Company established marketing support companies in India and Singapore to expand sales in South Asia and East South Asia.

In the first quarter of fiscal 2013, consolidated net sales increased 1.1% to ¥66,105 million. Domestic net sales dropped 0.7% to ¥21,341 million mainly due to the weak sales of baseball wear and equipment, notwithstanding the strong sales of running shoes. Overseas sales increased 2.0% to ¥44,764 million due to the effect of foreign exchange rates notwithstanding the strong sales of running shoes in the Americas, Europe and other regions.

Gross profit declined 0.8% to ¥29,629 million, mainly due to a rise in purchasing costs. Although selling, general and administrative expenses decreased 0.4% to ¥21,305 million primarily due to a decrease in advertising expenses, operating income fell 1.6% to ¥8,323 million. Ordinary income decreased 4.0% to ¥7,781 million mainly as a result of recording exchange loss. Net income for the first quarter decreased 4.6% to ¥4,934 million.

SEGMENT INFORMATION

ASICS Corporation and Consolidated Subsidiaries
From April 1 to June 30, 2012 and 2011

	Millions of yen									
2012	Japan area	America area	Europe area	Oceania area	East Asia area	Other business	Total	Adjustments	Consolidated	
Net sales:										
Sales to customers	¥22,124	¥17,265	¥18,156	¥3,161	¥3,198	¥2,173	¥66,081	¥24	¥66,105	
Intersegment	4,468	-	-	-	-	-	4,468	(4,468)	-	
Total sales	26,593	17,265	18,156	3,161	3,198	2,173	70,550	(4,444)	66,105	
Operating income (loss)	¥1,485	¥2,306	¥3,555	¥877	¥249	¥25	¥8,500	¥(177)	¥8,323	

	Millions of yen									
2011	Japan area	America area	Europe area	Oceania area	East Asia area	Other business	Total	Adjustments	Consolidated	
Net sales:										
Sales to customers	¥22,404	¥16,400	¥18,386	¥2,924	¥3,171	¥2,055	¥65,342	¥24	¥65,367	
Intersegment	3,539	0	-	1	73	-	3,615	(3,615)	-	
Total sales	25,944	16,401	18,386	2,925	3,244	2,055	68,958	(3,590)	65,367	
Operating income(loss)	¥1,552	¥1,883	¥3,801	¥817	¥345	¥(87)	¥8,313	¥148	¥8,462	

Foreign Currency Exchange Rates

	USD	EUR	AUD	KRW	SEK
Year ended March 31, 2012	¥79.23	¥104.87	¥83.19	¥0.0698	¥11.83
Year ended March 31, 2011	82.10	112.25	83.31	0.0730	12.60
Increase or (Decrease)	¥(2.87)	¥(7.38)	¥(0.12)	¥(0.0032)	¥(0.77)
Ratio (%)	(3.5)	(6.6)	(0.1)	(4.4)	(6.1)

Note: Statements of income for foreign subsidiaries have been translated by above the rates.

Net Sales, Operating Income Ratio

	Japan area	America area	Europe area	Oceania area	East Asia area	Other business
Net Sales	(Currency Neutral)	-	+9.1	+5.7	+8.2	-
Vs Previous year (%)	(Yen)	+2.5	+5.3	(1.2)	+8.1	(1.4)
Operating Income	(Currency Neutral)	-	+26.9	+0.1	+7.4	-
Vs Previous year (%)	(Yen)	(4.3)	+22.5	(6.5)	+7.3	(27.7)
Operating Income Ratio (%)		5.6	13.4	19.6	27.7	7.8