

## News Release

Kobe, Japan | November 05, 2014

## ASICS Opens First Store in Germany Flagship ASICS STORE HAMBURG Specializing in Running Goods



ASICS announces the opening of its direct sales store ASICS STORE HAMBURG in Hamburg, Germany, on October 31 (local time). The store will sell primarily running goods. The outlet will be an ASICS flagship store and the first ASICS store to open in Germany.

Located in Hamburg's famous shopping area Moenckebergstrasse, the new store has two stories and offers primarily running-related items.

Like other ASICS Stores, *ASICS Foot ID* can be used to precisely measure customers' feet using three-dimensional imaging and to analyze running gaits. Shop personnel will be able to use this data to suggest footwear appropriate to the runner's feet and running style. The store will feature specialized facility ASICS RUNNING LAB, which measures overall running capacity. Showers and changing room facilities are available for members, and the shop will sponsor runner support services, including periodic running events in central Hamburg.

Page 1/2 Anima Sana In Corpore Sano, meaning "A Sound Mind in a Sound Body," is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of running shoes, as well as, other athletic footwear, apparel and accessories. For more information, visit www.asics.com.

The stripe design featured on the sides of ASICS<sup>®</sup> shoes is a trademark of ASICS Corporation and is a registered trademark in most countries of the world.



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With the store opening, ASICS hopes to raise its brand image and expand directly-managed store business sales in Germany and Europe.



## O [ASICS STORE HAMBURG]

Store name	ASICS STORE HAMBURG
Address	Speersort 4-6, 20095 Hamburg, Germany
Product lineup	ASICS brand running footwear, apparel, bags, and tennis-,
	volleyball-, and rugby-related goods
Total store floorspace	Approximately 953 m <sup>2</sup>
Sales target	Approximately JPY230 million (first year)
Store hours	10:00 – 20:00 (Mon-Sat. Closed Sundays)

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