

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.



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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.



○ 「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 ²
Sales target	Approximately JPY230 million (first year)
Store hours	10:00 – 20:00 (Mon-Sat. Closed Sundays)

