



**ASICS VENTURES INVESTS IN DEPORTARE TECHNOLOGIES WHICH DEVELOPS FITNESS TRAINER SPECIALISTS THROUGH ONLINE FITNESS ACADEMY**



ASICS Corporation is pleased to announce that its investment subsidiary, ASICS Ventures Corporation, has invested in Deportare Technologies Inc., which operates an online fitness academy to develop fitness trainer specialists.

Deportare Technologies was founded by Yuma Takeshita, the founder of "Deportare Club," in July 2020 to provide the online fitness academy "Healthcare Catalyst College." The fitness academy allows fitness trainers to deepen their knowledge and understanding of health and fitness and, upon completion, to be certified as fitness trainer specialist called "Healthcare Catalyst." Deportare Technologies envisions a society where people have greater access to enriched knowledge of health and fitness - from both physical and mental aspects - assisted by the in-depth knowledge of Healthcare Catalyst. Deportare Technologies' academy method is derived from more than a decade of fitness training experiences at Deportare Club, one of the most highly admired fitness training gyms in Tokyo, which is open exclusively for selected customers including top athletes, celebrities, and business executives.

Through the partnership with Deportare Technologies, ASICS will strengthen its offering of fitness training services in its self-managed sport facilities, including the large-scale urban low-oxygen (hypoxia) training facility, "ASICS Sports Complex TOKYO BAY." ASICS will provide highly qualified connected fitness and data-driven diagnostic services to support the performance and well-being of our customers.

ASICS strongly believes that the development of fitness trainer specialists, who are able to improve people's quality of life with proven knowledge and training methods, will help to achieve

ASICS.COM



*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 in 1949 by Kihachiro Onitsuka and is now a leading designer, developer

The stripe design featured on the sides of the ASICS shoes is a



ASICS' founding philosophy "a sound mind in a sound body."

ASICS is fully committed to continue developing and providing value-added products and services to our customers via partnerships with advanced startups.

**<About Deportare Technologies >**

Name : Deportare Technologies.Inc  
Headquarters : 101, 3-22-7 Nishiazabu, Minato-ku Tokyo, JAPAN  
Representative : Representative Director, Yuma Takeshita  
Business : Operating an online academy "Healthcare Catalyst College" to develop fitness trainer specialists  
URL : <https://deportaretechnologies.com/>

**<About ASICS Ventures>**

Name : ASICS Ventures Corporation  
Headquarters : 7-1-1 Minatojima-Nakamachi, Chuo-ku, Kobe, JAPAN  
Representative : President & Representative Director Hiroaki Kageyama  
Business : Investing in startup companies, promoting business development  
URL : <https://corp.asics.com/en/ventures/>

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