

## News Release

Kobe, Japan| February 19th 2016

### ***ASICS Places 17th Among 'Japan's Best Global Brands 2016'***



ASICS Corporation (Headquarters: Kobe, Japan; President and CEO: Motoi OYAMA) has been ranked 17th among Japan's Best Global Brands 2016 (Japan's Global Brands), as rated by Interbrand, the world's largest brand consultancy.

Japan's Best Global Brands ranks Japanese companies that operate around the world based on the brand's economic worth. The brand value is certified by ISO as the first global standard for measuring monetary value. ASICS moved up two spots from number 19 in this year's ranking to number 17.

#### **○ Interbrand's comment on the rationale for ASICS's ranking:**

2015 was a year in which ASICS laid the foundation to take flight as a global brand. The year was marked by the revival of ASICS's third brand ASICS Tiger, in addition to the sport performance brand ASICS and sport fashion brand Onitsuka Tiger. ASICS Tiger got off to a strong start in Europe and the US in particular, contributing to higher sales for the company. Under the bolstered brand portfolio, ASICS plans to distinguish each brand even further.



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The global ad campaign, IT'S A BIG WORLD. GO RUN IT, has effectively positioned ASICS as a True Sport Performance brand around the world. The company has also created a global brand management structure for more effective communication and is steadily laying the foundation for further business growth.

○ **Response by ASICS Corporation, President and CEO Motoi OYAMA:**

“We are thrilled that ASICS’s brand value has been rated highly. We will continue to share our brand story, starting with ASICS’s founding philosophy, with our customers through direct two-way communication. This is in line with our medium-term management strategy, ASICS Growth Plan 2020 (AGP 2020), released this year. We will unveil bold and creative branding, striving to be a True Sport Performance brand known by sports lovers everywhere.”

**-ENDS-**

**Interbrand’s rating criteria:**

- The brand must have originated in Japan. It must be a corporate or business brand created by a Japanese company.
- Complete financial data of the company must be publicly available. Company shares must be publicly traded on a stock exchange as of December 10, 2015, and analyst reports on the company must be available.
- Revenues from outside Japan must generate more than 30% of company revenue (as of FY14).

