

News Release

KOBE, JAPAN | Nov 15, 2016

An Investment Subsidiary to Accelerate Business Tie-ups with Startup Companies **Establishment of "ASICS Ventures Corporation"**

ASICS Corporation (Headquarters: Kobe, Japan; President and CEO: Motoi OYAMA) announces the establishment of ASICS Ventures Corporation. The new wholly-owned subsidiary will be a corporate venture capital arm for ASICS globally, an investment company to accelerate business tie-ups with startup companies.

From its foundation, ASICS has produced, and delivered to the market, a wide variety of truly innovative products and services, predominantly in sport arena, backed by our continued challenges in developing highly sophisticated sport science technologies. We believe that ASICS can further accelerate our continued guest for innovations, leveraging business development with startup companies that have innovative products and services, technologies and people.

ASICS wishes to further ensure our sustainable growth through capital and business tie-ups with startup companies that would create customer values if combined with ASICS group resources.

Company overview

Company name: **ASICS** Ventures Corporation

Location: Kobe, Chuo-ku, Minatojima Nakamachi

(ASICS Corporation Kobe headquarter)

Ownership: ASICS Corporation 100%

Date of establishment: November 15, 2016

JPY3 billion Investment budget:

Representative : Hiroaki Kageyama

Operations: Capital investment in, and promoting business development with,

startup companies

Key areas of interest: Sports & Health, Innovative technologies, and Sustainability

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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.