

# 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 quest 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
Investment budget:	JPY3 billion
Representative :	Hiroaki Kageyama
Operations:	Capital investment in, and promoting business development with, startup companies
Key areas of interest:	Sports & Health, Innovative technologies, and Sustainability

