



ASICS VENTURES TAKES STAKE IN CURV LABS, INC.,
DEVELOPER OF MOTION CAPTURE SOFTWARE

ASICS Corporation (ASICS) announces that ASICS Ventures Corporation (ASICS Ventures), its' investment subsidiary, has taken an equity stake in Curv Labs, Inc., a Canadian startup that has developed software to capture motion. Curv Labs is led by Shea Balish and is headquartered in Toronto.

A startup that was founded in 2017, Curv Labs has developed software which transforms cameras on mobile devices into a motion capture tool. Using AI vision technology, the software enables smartphones and other mobile devices to measure user motion for analysis.

The startup participated in the first edition of the ASICS TENKAN-TEN Growth Catalyst – the global corporate acceleration program for sports & well-being growth stage startups. Through the program ASICS provided high performance services, mentoring, networking and financial support that allowed Curv Labs to expand their business and to get investment ready.

ASICS has been promoting the development of solution services that focuses on motion analysis technology, including its own running form analysis application- the ASICS RUNNING ANALYZER. This investment into Curv Labs is intended to further deepen and broaden ASICS' motion analysis services via joint development targeting for various sports categories.

ASICS wishes to achieve sustainable growth by focusing on new business development efforts through ASICS Ventures.

< Curv Labs, Inc. >

Name: Curv Labs, Inc.
Headquarters : 180 John Street, Tronto, Ontario
CEO & Co-Founder: Shea Balish
Business: Developing of motion capture software
URL: <https://curv.ai/>

<ASICS Ventures Corporation>

Name: ASICS Ventures Corporation
Headquarters : 7-1-1, Minatojima Nakamachi, Chuo-ku,
Kobe, JAPAN
Representative: Hiroaki Kageyama
Business: Investing in startups,
promoting business development

○ ABOUT ASICS TENKAN-TEN

The ASICS TENKAN-TEN Sports & Well-Being Growth Catalyst is a global start up acceleration program focusing on growth stage startups helping them to scale their businesses.

In 2018, five start-ups from across the globe were selected to be part of the first program. The next edition will start in September 2019 and end in January 2020. For more information on the program, please visit

www.tenkan-ten.com

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