FY2026Q2 EARNINGS CALL (HELD ON AUGUST 17TH, 2026)

＜SUMMARY OF Q&A SESSION＞

Q :	Now full-year revenue is expected to exceed ¥1 trillion. What is the outlook for the company’s next stage of growth, and what will be the key areas of focus?
A :	Our strategy of focusing on premium, high-end products has been successful, resulting in a stronger brand position. We believe we have now entered a new stage of growth, where we can expand volume while maintaining an operating margin of 18% to 20%. We plan to provide further details in the next Mid-Term Plan, which will be announced in November.

Q :	What are the key factors enabling ASICS to continue delivering strong results while many competitors are struggling?
A :	One key factor is disciplined demand and supply management, which has helped minimize discounts. Another is the strong brand power that makes ASICS less susceptible to price competition. In Performance Running, the focus has been on delivering superior functionality. In SportStyle, success has been driven by combining functionality with trend-conscious design. For Onitsuka Tiger, the emphasis has been on establishing a distinctive brand world through the DTC channel. Consistent execution of these clear strategies has produced strong results.

Q :	What is the current view of the market environment in China, and what are the key growth strategies for the market going forward?
A :	Sports-related consumption in China continues to expand, supported in part by government initiatives aimed at promoting health and wellness. China is a key priority market in the next Mid-Term Plan and is positioned as one of the Company’s important growth platforms. We will continue to focus on high-end products while accelerating store expansion not only in major cities but also in low-tier cities.

Q :	What progress has been made under the “Year of ASIA” initiative?
A :	Asia continued to deliver solid growth in the first half. In addition to Performance Running, Core Performance Sports categories such as tennis

	also achieved strong growth. As the popularity of sports varies by country, with sports such as badminton and football attracting strong local followings, ASICS has established a structure that enables it to accurately identify and respond to local consumer needs. By leveraging this localized approach, ASICS aims to drive further growth across the region.

Q：	How does ASICS envision the global expansion strategy for the Walking business?
A：	The Walking business has been well received in Japan and continues to benefit from strong inbound demand. Leveraging technologies developed through sports performance footwear, we plan to expand globally with dress shoes and walking shoes designed specifically for everyday comfort and mobility. The rollout will begin in China, with the aim of rapidly scaling the business and establishing a meaningful presence in the market.

Q：	What drove the 16.5 billion yen increase in “Other” SG&A expenses in the latest forecast?
A：	Excluding foreign exchange impacts, “Other” SG&A expenses increased by approximately 10 billion yen. Roughly half of the increase was attributable to variable costs associated with higher sales. The remainder mainly reflected higher consulting and outsourced service expenses related to organizational restructuring and various strategic projects. Even so, the increase in SG&A expenses remains within the rate of revenue growth.