



ASICS CORPORATION ACQUIRES NJUKO SAS TO TAKE NUMBER ONE SPOT IN GLOBAL ENDURANCE EVENT REGISTRATION SERVICE MARKET



[NOVEMBER 22, London, Ontario] – ASICS Corporation announced the acquisition of njuko SAS, the leading race registration platform for running events across Europe. With the acquisition of njuko, ASICS now offers race registration services worldwide, with capabilities in Japan, North America, Australia, New Zealand, and now Europe.

Established in 2012, the njuko platform leads the European market in race registration – helping thousands of endurance events capture and manage athlete registration data. Following the acquisition, njuko will continue to serve its existing clients with leading registration technology.

“We are thrilled to welcome the njuko team into our ASICS family,” said Alex Vander Hoeven, CEO of ASICS Runner App, Inc. “Europe is an important market for ASICS, and the njuko platform has proven to be the technology with the best fit for this market. With the addition of Pierre Duvelleroy, Benoit Rousseau, and their team, we believe we have added another group of stars to our already incredibly talented team of technology and road race industry experts.”

“When ASICS Corporation presented us their vision for events and athletes, it was obvious that njuko would fit perfectly in this overall strategy. While staying true to our values and core principles, joining the ASICS family will allow us to offer an additional layer of services to the events using njuko. What ASICS is building for the long run will be instrumental in helping events transition into a more digital approach,” said Pierre Duvelleroy, CEO and founder of njuko. “We are excited that a brand so deeply ingrained in the running community shares our vision, and we look forward to introducing our expanded offering to the racing industry.”

Over the past three years, ASICS has rooted itself as a key piece of infrastructure in the global road race industry. “We recognize a real opportunity in the market to improve how races interact with runners, and in turn, how ASICS interacts with runners. Running events provide unique experiences to individuals seeking a diverse set of running goals, and ASICS is committed to being there for runners every step of the way,” said Mitsuyuki Tominaga, Chief Digital and Information Officer at ASICS.

Together, ASICS, njuko, and Race Roster will provide solutions to the major challenges faced by race organizers, while also offering runners access to adaptive training plans through the ASICS Runkeeper app, ASICS-sponsored celebrations, and other benefits through the OneASICS loyalty program.

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