



TO ACHIEVE A SOUND MIND IN A SOUND BODY, WE NEED A SOUND EARTH

RUN FOR REFORESTATION CHALLENGE: ASICS LAUNCHES A GLOBAL ACTIVITY FOR SUSTAINABILITY OF MIND, BODY, AND THE EARTH



[April 10, 2023 - KOBE, JAPAN] – ASICS today invites runners around the world to join the Run for Reforestation Challenge to be held April 10-30.

This challenge, available in the ASICS Runkeeper app, encourages individuals to both foster healthy minds and bodies through exercise, and also to take action against climate change by supporting reforestation efforts.

Through a partnership with One Tree Planted, ASICS has pledged to plant 25,000 trees once we reach our goal of 25,000 Challenge completions, counting one tree for every 5km run or walk. This challenge requires the support and participation of runners worldwide.

ASICS' commitment to sustainability is rooted in its philosophy of *Anima Sana In Corpore Sano*, which aims to promote both physical and mental well-being through sports. In order to create a sustainable future for generations to come, ASICS has set an ambitious goal of achieving net-zero emissions by 2050. The company is committed to pursuing sustainability in all areas of its business on an ongoing basis in order to contribute to a more sustainable society.



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 in 1949 by Kihachiro Onitsuka and is now a leading designer, developer and manufacturer of running shoes, as well as various sports footwear, apparel and accessories. For more information, visit www.asics.com.

The stripe design featured on the sides of the ASICS shoes is a registered trademark of ASICS Corporation.



Matt Hill, Founder & Chief Environmental Optimist at One Tree Planted says:

"We all have a role to play in protecting the environment and combating climate change, and we admire ASICS's dedication to being a force for good. Through our ongoing partnership with ASICS, we have been able to plant trees to support communities, biodiversity, and the planet. We look forward to seeing all the good we will be able to do together this Earth Month through the Run for Reforestation Challenge!"

Minako Yoshikawa, Senior General Manager, ASICS Sustainability Division says:

"Our Sound Mind, Sound Body purpose is at the heart of everything we do. That is why it is important for us to contribute to maintaining a sound earth. As such, we are happy to offer the "Run for Reforestation Challenge" which everyone can easily join and make a positive change for the planet through movement."

<About Run for Reforestation Challenge>

Dates: April 10 4 PM JST to April 30 4 PM JST

Regions: North America, Europe, Oceania, Japan, Korea, South East Asia, Korea, Latin America, Middle East (Please confirm availability of the ASICS Runkeeper App in your region.)

Challenge Criteria: Join the Challenge and complete a 5km run or walk to help us reach our goal of planting 25,000 trees.

<How to participate>

1. Join the "Run for Reforestation Challenge" using QR code below
2. Record and complete a 5km run or walk



The ASICS Runkeeper App:

A leading mobile app focused on getting more people out the door and running to reach their fitness goals. The app helps users stay motivated throughout their running journey with Guided Workouts, customized race training plans, an encouraging running community, virtual challenges, and more.

One Tree Planted:

A non-profit charity that plants trees in countries around the world.

<https://onetreepanted.org/>

Details about ASICS' CSR and sustainability activities:

<http://corp.asics.com/en/csr>

