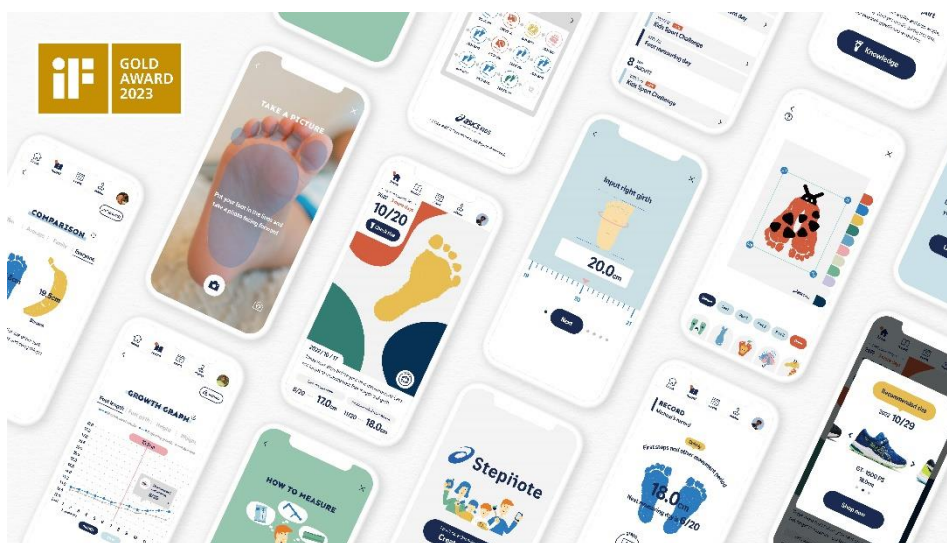




## CHILDREN'S FOOT GROWTH DIGITAL FORECASTING SERVICE ASICS STEPNOTE™ WINS IF DESIGN AWARD 2023 GOLD



ASICS Corporation is pleased to announce that ASICS STEPNOTE™ has won an iF DESIGN AWARD 2023 Gold. From almost 11,000 submissions from 56 countries, only the top 75 outstanding design achievements were honored with Gold.

ASICS STEPNOTE™ is a digital service that projects the growth of children's feet and notifies the right size shoe at the right time. The service recommends shoe models appropriate for the growth of an individual child's foot. The service is being provided free of charge to members of the OneASICSTM loyalty program. ASICS STEPNOTE™ was first launched in December 2021 and has been extremely well-received with more than 22,000 registered users in Japan (as of end-March 2023).

The service won over the 133-member jury, made up of independent experts from all over the world. ASICS STEPNOTE™ won the iF DESIGN AWARD 2023 Gold for communication in the Apps/Software category. The jury released the following statement regarding its decision to issue ASICS STEPNOTE™ the Gold award:

### IF GOLD STATEMENT

"Thoughtful, well-executed, and user-centered design makes this app more effective and appealing. By providing a reliable and customized online shopping experience for children's shoes, ASICS solves a real-world problem for parents while enhancing the brand."





ASICS' founding philosophy is a Sound Mind in a Sound Body and the company offers products, services, and an environment that contribute to improving the physical and emotional health of people around the world. ASICS will expand ASICS STEPNOTE™ to OneASICS loyalty program in overseas regions, and contribute to enabling healthy and fulfilled lives by offering optimal value to each and every customer.

- ENDS -

NOTES to editors

○About iF DESIGN AWARD

Each year, the world's oldest independent design organization, Hannover-based iF International Forum Design GmbH, bestows the iF DESIGN AWARD on the best submissions. The details are in [here](#).

○About ASICS STEPNOTE™

On December 8, 2021, ASICS announced the launch of ASICS STEPNOTE™ a digital service that projects the growth of children's feet. The press release can be found [here](#).

On December 1, 2022, ASICS announced the release of the latest version of ASICS STEPNOTE™ which has added features. The press release can be found [here](#).

On April 26, 2023, ASICS announced the release of the monitoring about ASICS STEPNOTE™ with the J1 League football club Vissel Kobe. The press release can be found [here](#).

