



**ASICS LAUNCHES CHILDREN'S FOOT GROWTH DIGITAL FORECASTING SERVICE "ASICS STEPNOTE"**



ASICS Corporation announces the launch of "ASICS STEPNOTE," a digital service that projects the growth of children's feet. The service, which is only available in Japanese, is launching free of charge to members of OneASICS™ loyalty program from December 8.

"ASICS STEPNOTE" is a digital service\*1 that projects the growth of children's feet based on children's foot measurement data accumulated over more than 20 years by ASICS Institute of Sport Science.

Children's feet are more supple than adult feet, and children may not be aware that their shoes do not fit properly. Parents often do not notice the improper fit until the child's toe protrudes from the shoe. Poorly fitting shoes do not perform properly and may even prevent the healthy growth of the foot. Children's feet should therefore be measured regularly and shoes that fit properly should be selected.

"ASICS STEPNOTE" website\*2 illustrates the importance of measuring feet and supports proper measurements. The service has a number of features, like projecting future foot size based on past graphs of foot growth, recommending appropriate shoe models, and suggesting dates for replacement with proper size. The service aims to contribute to the healthy growth of individual children's feet.

ASICS' founding philosophy is "Sound Mind, Sound Body™," and the company offers products, services, and an environment that contribute to improving the physical and emotional health of

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people around the world.

The service will be linked to a developing app that can measure children's foot size conveniently with a smartphone. It will also be offered to OneASICS in overseas regions. Moreover, ASICS plans to develop "Kids ecosystem"<sup>\*3</sup> that utilize digital platforms, with new services that use information<sup>\*4</sup> from smart shoes, like amount of exercise. ASICS aims to help support healthful and enriching lifestyles for children.

\*1 Patent pending(JAPAN) for an information relaying device that projects foot growth and recommends appropriate shoe products at appropriate times.

\*2 "ASICS STEPNOTE" website  
<https://stepnote.asics.com>

\*3 ASICS expands digital services and aims to maximize customer value based on "Transformation to digital driven company," one of Strategic Objectives in Mid-Term Plan 2023. "Kids ecosystem" will cover the necessary processes for the healthful growth of children's feet measurement, keeping records, management, and shoe purchases in one-stop. Beside that, there is "Running ecosystem" and so on.

\*4 Please see ASICS' June 15, 2021, press release Increase in exercise contributes to improvement in children's lifestyle habits: Testing measurement of children's exercise with smart shoes  
<https://corp.asics.com/jp/press/article/2021-06-15-1>

## ○ABOUT "ASICS STEPNOTE"

### 1. Supporting foot measurement

"ASICS STEPNOTE" easily measures the foot using three types of measurements, including with a special sheet for measuring feet. Reminder notifications are sent so that the measurement schedule is not forgotten. A video on the importance of measuring feet is available.



### 2. Measuring foot growth

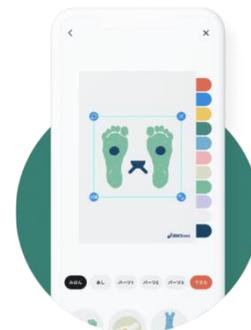
Projects foot growth, based on children's foot measurement data accumulated at the ASICS Institute of Sport Science. Graphs



illustrate past, present, and projected future growth. Also, comparison graphs compare familiar lifestyle motifs and feet to illustrate growth in a fun way.

**3. Recommending shoes appropriate for growth**

Sends notices when it's time to change shoe size and recommends shoe models appropriate for the growth of an individual child's feet. Recommends shoe size appropriate for the child by combining data on the child, including favorite sports, color and foot growth forecasts.



**4. Creating Footprint art, "ASHI ART" in JP**

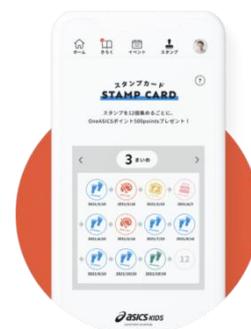
Make stamps from photos of the sole of the foot. Select a design, like putting the stamps in various frames, to make one-of-a-kind "ASHI ART." Admire "ASHI ART" and share it on social media with family and friends. Measuring children's feet can become a fun family event. "ASHI ART" can also be turned into a postcard.

When making "ASHI ART" in one process from measurement, ASICS recommends using a smartphone to take an image of the sole of the foot. A photo saved on a PC or other device may also be used.



**5. Special benefits of continuing use**

Get one stamp a month for measuring a child's feet. The collected stamps capable of receiving special benefits. Stamps can be collected not only by measuring feet, but also when having a birthday, creating "ASHI ART," and so on.



○INTRODUCING "ASICS STEPNOTE"

<https://www.asics.com/jp/ja-jp/mk/asics-stepnote>

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