

Joint Acquisition of Shares in R-bies CO., LTD.

(Making it a Group Company)

<Supplementary Explanatory Material>

August 18, 2022

ASICS Corporation



TABLE OF CONTENTS

1. Positioning in Business Strategy

P.3

2. Background of the Transaction

P.4

3. Overview of R-bies

P.5

4. Overview of the Transaction

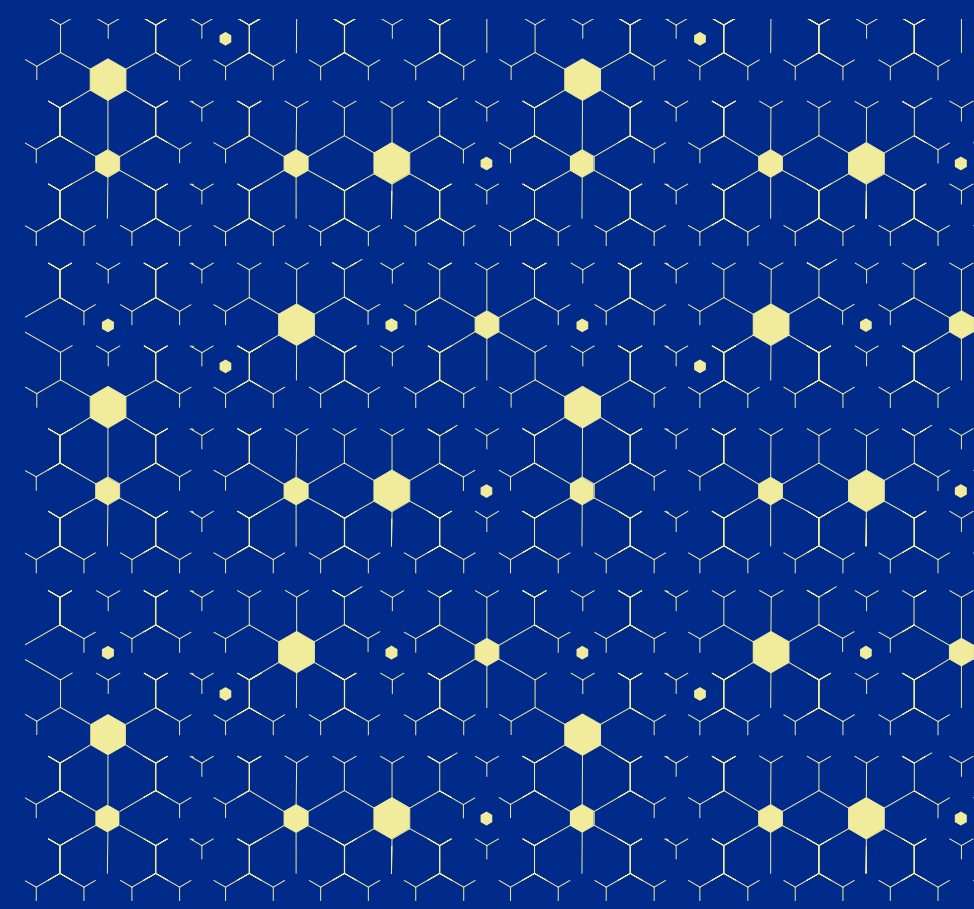
P.6

5. Main Purposes of the Transaction

P.7

6. Our Aspirations

P.10



We have set the strategic objective of “Transformation to digital driven company” and the strategic priority of “To be No.1 Performance Running & Racing brand”

Key Direction of Mid-Term Plan 2023



“Transformation to digital driven company” / “To be No.1 Performance Running & Racing brand”
Leverage digital to provide every runner with best-in-class personalized running experience

Build Running ecosystem at faster pace and expand and enhance touch points to attract potential core fans

2016

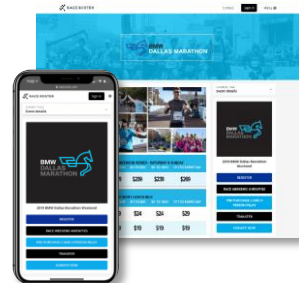
 Runkeeper™



- ✓ A fitness tracking application to track and record fitness activities, such as running, walking, and cycling
- ✓ Ranked 2nd* in the U.S. by the number of registered users as a running application
*at the time of acquisition in 2016

2019

 RACE ROSTER



- ✓ Provides the web page when runners register for a race
- ✓ Ranked 3rd* in the U.S. race registration platform market
*at the time of acquisition in 2019

2021



register now



- ✓ A leading company operating a registration platform for running events in Australia and New Zealand

2022

 R-bies



- ✓ Has established its formidable position in undertaking, planning, and developing running events in Japan
- ✓ Runs “RUNNET”, a portal site to provide running information, such as race registration
- ✓ Provides “TATTA”, one and only training application in Japan linked to race registration



R-bies is the leading company in undertaking, planning, and developing running events in Japan

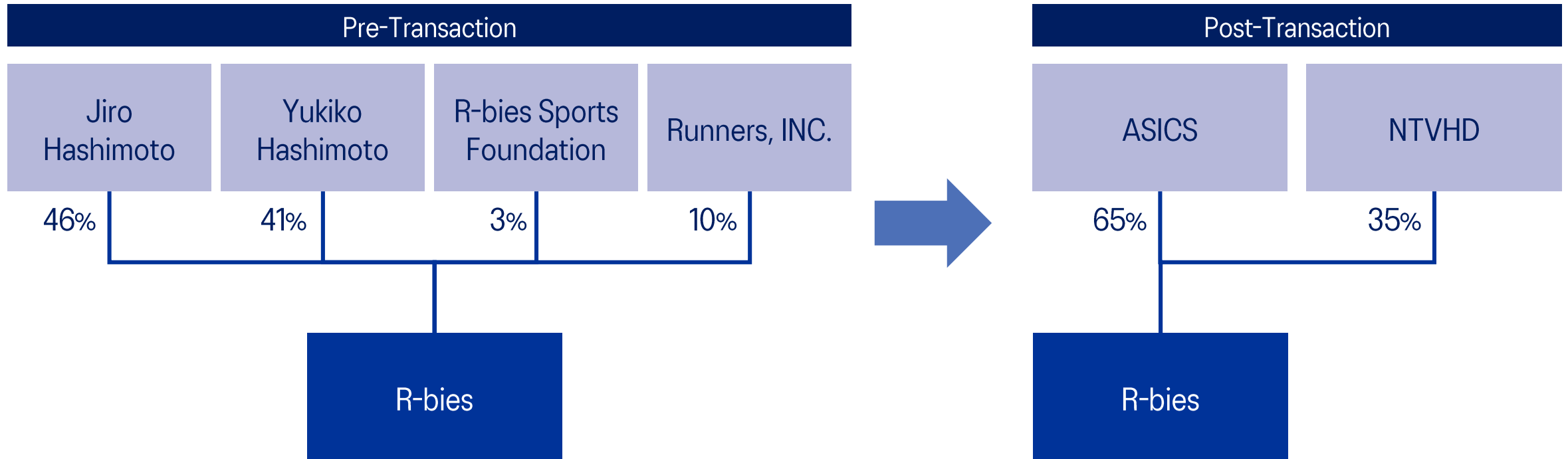
- ✓ Operates “RUNNET”, a portal site providing running information, such as race registration, with cumulative 3.5 million registered users.
Race registration business with a track record of c. 2,000 races a year
- ✓ Undertakes, plans, and develops running events across Japan, such as Tokyo Marathon and Osaka Marathon. Collaborates with many municipalities nationwide
- ✓ Race timing business has a track record of timing 800 races a year in and outside of Japan for c. 1.7 million runners
- ✓ Provides “TATTA”, one and only training application in Japan linked to race registration. Has the ability to develop most of its applications and systems in-house
- ✓ Continuously conducts the media business related to running since the launch of “Runners”, a monthly magazine, in 1976

Item	Detail
Corporate Name	R-bies CO., LTD. (R-bies)
Address	DT Gaien 2-4-12 Jingumae, Shibuya-ku, Tokyo
Representative	Jiro Hashimoto (President & CEO)
Business	Sport media (publication and IT) Planning and running sport events Developing IT services / Sport town Providing support for promoting sports Contributing to social activities
Capital	¥100 million
Year Established	December 20, 1975
Shareholder and Shareholding Ratio	Jiro Hashimoto (46%), Yukiko Hashimoto (41%), R-bies Sports Foundation (3%), Runners, INC. (10%)



Overview of the Transaction

- ✓ Acquires all the outstanding shares of R-bies, excluding its treasury stock, jointly with Nippon Television Holdings, Inc. (NTVHD)
- ✓ Acquires a 65% share in R-bies to welcome it to our group, while NTVHD acquires a 35% stake
- ✓ Expected to close on August 31, 2022

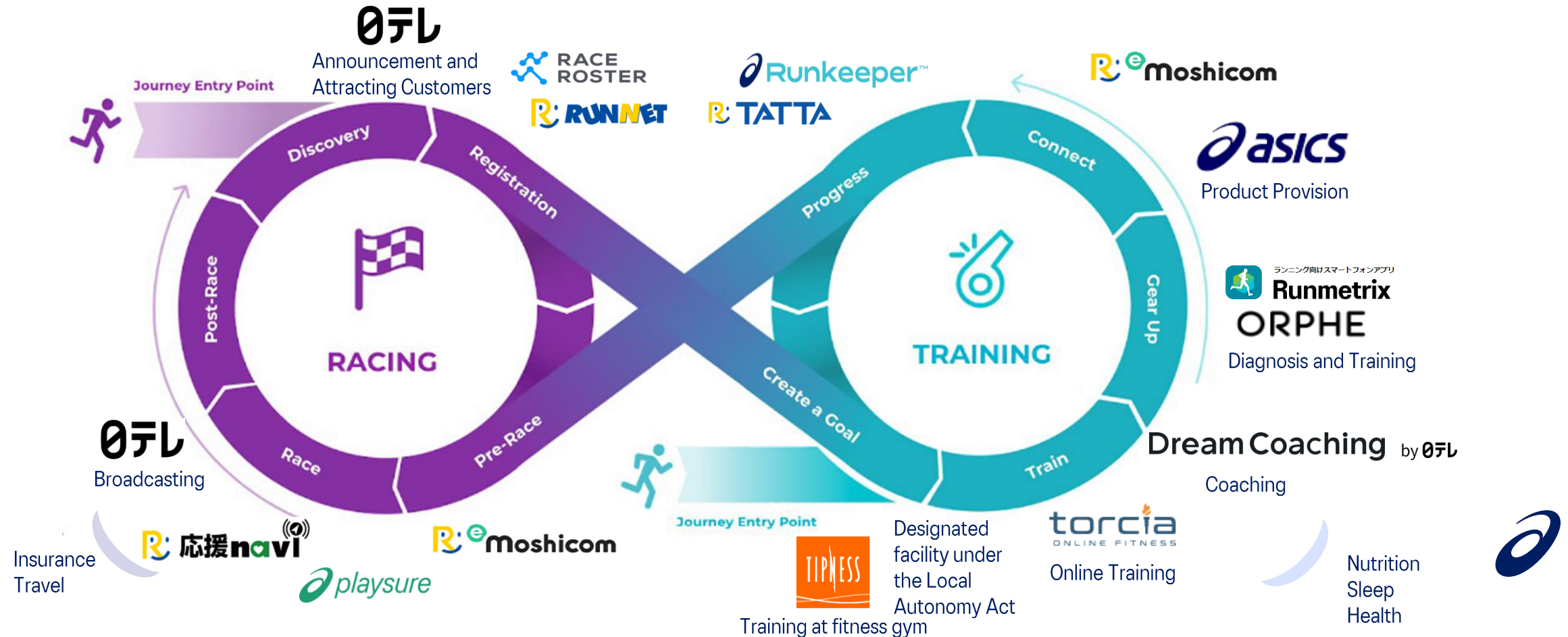


ASICS has no capital, personnel or business relationship with the counterparties of this acquisition. In addition, the shareholders are not the related parties of ASICS.



Accelerate the build-out of Running ecosystem in Japan

- ✓ Running Economic Zone: Increase the enterprise values of the three companies to build a platform where we work together to offer all the items related to running
- ✓ Establish a new business model to provide more products and services for runners (VIP service, travel, insurance, etc.)



Increase Earnings of Running Business in Japan of ASICS Group including R-bies

Major Strengths of R-bies



- User base of 3.5 million



- Know-how from registration to race timing operation
- Collaboration with municipalities



- Japan specific running tracking application, TATTA
- IT talent enabling in-house development of various digital services

Detailed Actions

① Expand and enhance customer touch points

- ✓ Mutually send customers of 3.5 million members of R-bies and c. 1 million OneASICS members in Japan through cooperation with the R-bies' services represented by RUNNET and TATTA
- ✓ Mutual complementarity between R-bies' membership and OneASICS membership programs
- ✓ Joint campaigns with R-bies

② Co-sponsor and hold races and events

- ✓ Hold races and events targeting all the runners to make the most of R-bies' know-how on organizing races and events and strong relationship with municipalities
- ✓ Hold walking races and events as well to increase the number of people to enjoy walking
- ✓ Take measures to increase funs of ASICS by emphasizing the brand in races and events and creating opportunities to sell and try ASICS products

③ Provide personalized products and services

- ✓ Provide personalized running services by utilizing membership data
- ✓ Recommend products and implement promotions best suited to each runner



Enhance Business Alliance by Working Together with NTVHD

- ✓ Increase the enterprise value of R-bies led through NTVHD’s communication activities by having NTVHD as a media partner
- ✓ Promote collaboration with NTVHD in the entire Running ecosystem that the Group drives, with a view of directly allying with “TIPNESS”, a fitness gym business, and “DreamCoaching”, a coaching business by athletes, which NTVHD runs

Fitness Business



- Operate a wide variety of gyms from full service to 24 hour fitness gym
 - 167 directly managed gyms (57 comprehensive gyms and 110 24 hour gyms)
 - With members of slightly smaller than 0.3 million in 2018
- Mutually direct gym members to each other and hold joint events based at each facility

DreamCoaching



- Launched in 2020. The lessons are available from ¥6,000 a month, and more than 150 athletes are currently registered as coaches
- Aim to collaborate with our running coaches and link its members with OneASICS

Media Content Business



- Broadcast sports programs by utilizing Hulu, etc, as well as terrestrial channels
 - Enables to approach runners through Hulu’s live remotes of local marathon races other than Tokyo-Hakone Round-Trip College Ekiden Race and All Japan High School Soccer Tournament
- Increase fans and create new opportunities in the running market with NTVHD’s ability to create contents and reach runners which has built through televised Ekiden Race

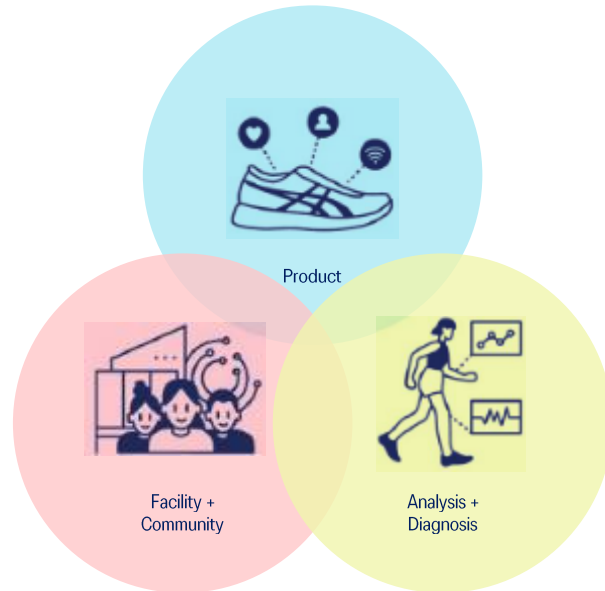
Global Expansion of Running Ecosystem

- ✓ ASICS is currently the only sports brand that offers a running app, race registration system, and linked loyalty program (August 2022)
- ✓ Expand the model currently developed in North America and Oceania, as well as the model to be developed in Japan, to the rest of the world over time
- ✓ Provide a global race registration service by linking race registration platforms in each region to mutually send customers to each other



VISION2030 ~Create Quality Lifestyle through Intelligent Sport Technology~ Aim to further enhance services and expand earnings in non-product business domains through the transaction

Business Domains



1. Product – personalized product

Based on diversification of customers' tastes and values, highly personalized products are offered to our customers and enable healthy and fulfilled mind and body

2. Facility & Community – community through sports

We will provide facilities, systems, and opportunities to start and continue sports anywhere and anytime

3. Analysis & Diagnosis – coaching based on personal data

Based on data with privacy protected, we will carry out analytical diagnosis by providing exercise programs that suit each customer

Common themes





sound mind, sound body