

Acquisition of Shares in njuko SAS <Supplementary Explanatory Material>

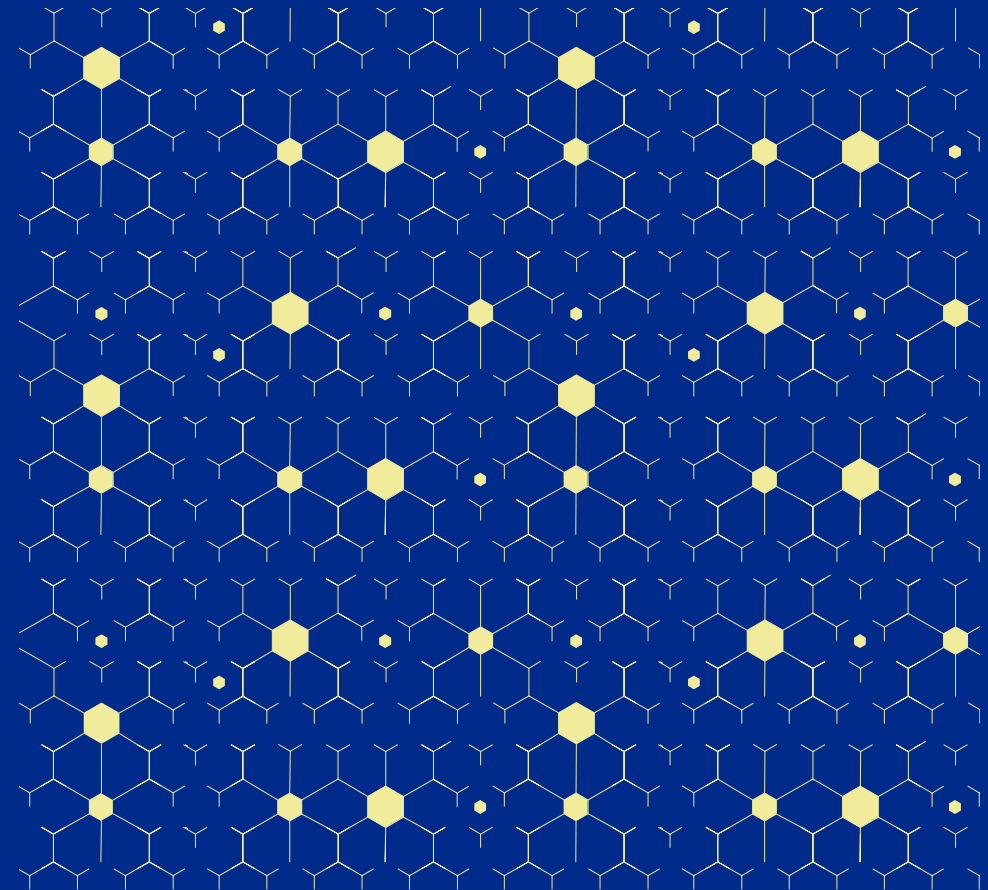
November 22, 2022

ASICS Corporation



TABLE OF CONTENTS

1. Positioning in Business Strategy P.3
2. Background of the Transaction P.4
3. Overview of njuko SAS P.5
4. Main Purposes of the Transaction P.6
5. Our Aspirations P.8



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



- 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



- 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 Aug



- 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

2022 Nov



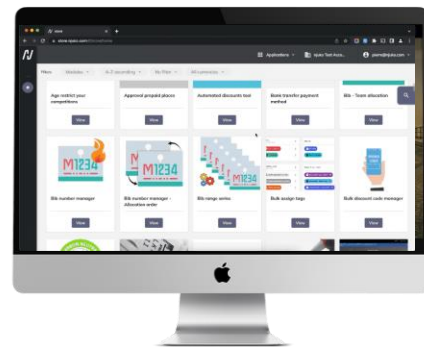
- Registration and payment platform company for running events in Europe
- Leading company in Europe with contracts with many well-known events

*at the time of acquisition in 2022

njuko SAS is the leading race registration and payment platform company for running events in Europe

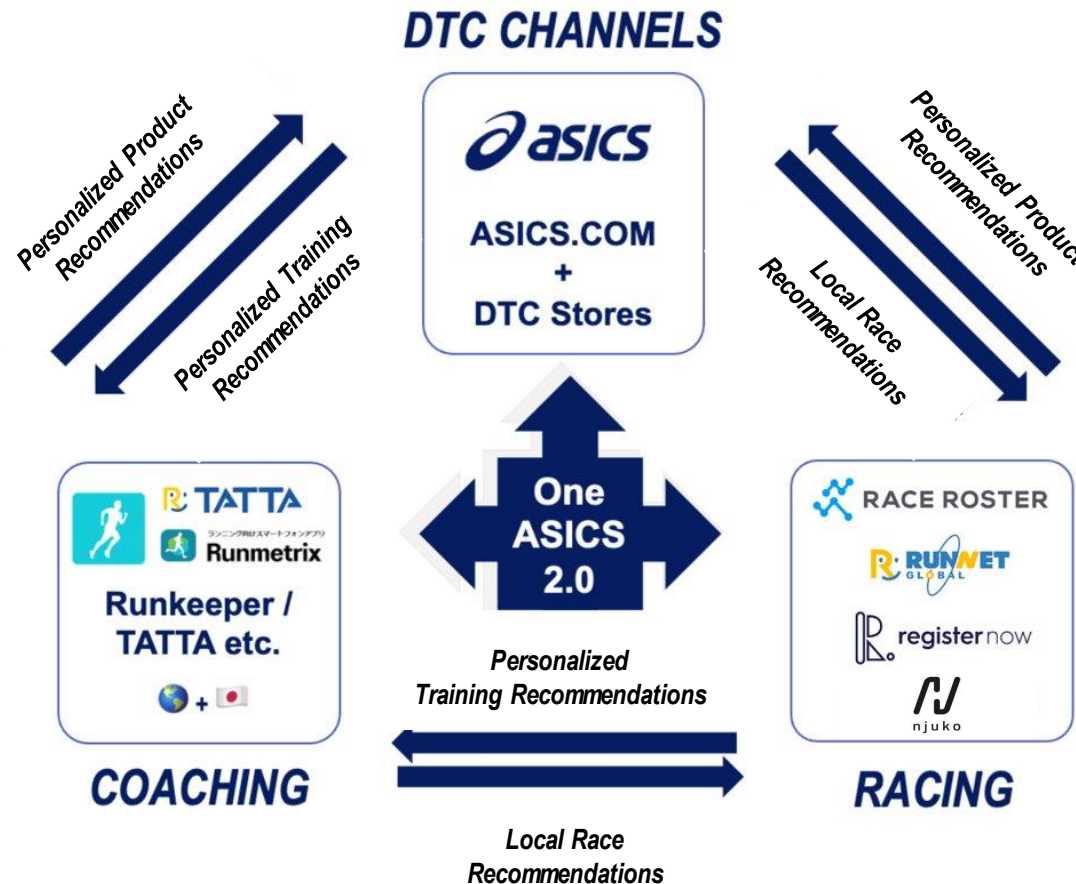
- A race registration platform service company established in 2012, representing the industry in terms of number of registrants
- Efficiently manages the race registration business by acting as the "white label" in the race registration and payment system.
- Excellent system, including customization for each event, and can handle multiple languages, currencies, and payment methods.
- Service is available mainly in European countries such as France, Italy, and Germany.

Item	Detail
Corporate Name	njuko SAS
Address	Bidart (France)
Representative	Pierre Duvelleroy (Founder & CEO)
Business	Race Registration Platform
Capital	180,000 Euro
Year Established	April 17, 2012



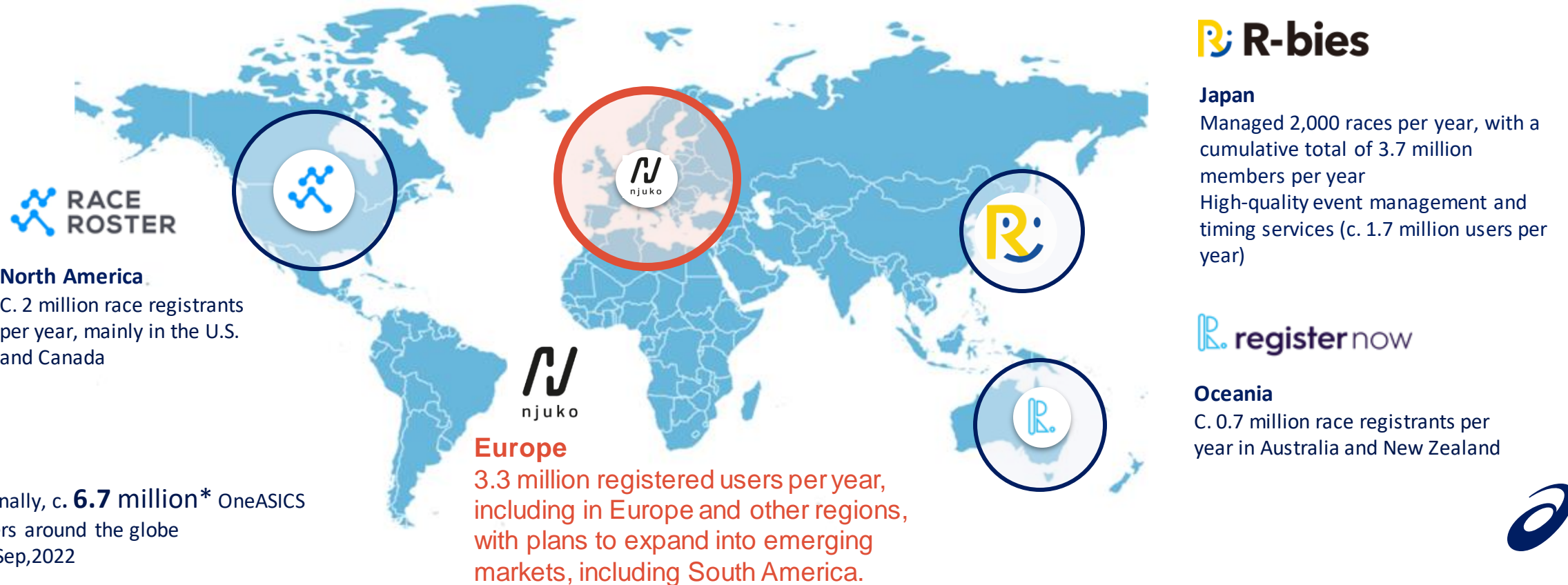
Accelerate the collaboration of each service in Europe and the creation of a running ecosystem

- ✓ Accelerate the linkage of the race registration platform to e-commerce sites and stores that link and utilize the OneASICS program, as well as to digital services using Runkeeper and TATTA.
- ✓ By connecting with OneASICS™, aim to acquire loyalty customers through total support for racing, training, and products.



Global Expansion of Running Ecosystem (North America, Euro, Japan, and Oceania)

- ✓ 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, Japan and Oceania, as well as accelerate to develop the model in Euro
- ✓ Provide a global race registration service by linking race registration platforms in each region to mutually send customers to each other



Our Aspirations (1/2)

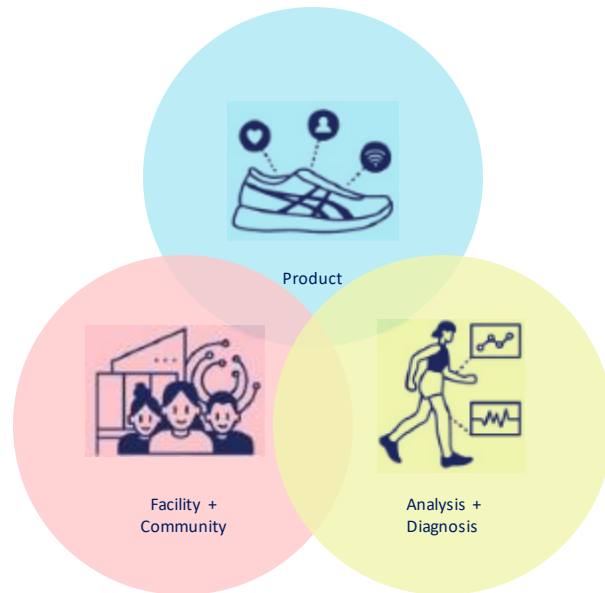
Expansion of the running ecosystem by increasing customer contact points and collaborating with other companies

- ✓ Runners sometimes spend up to 100,000 yen or more per event, including training, transportation, and lodging.
- ✓ Will expand customer contact points in the running ecosystem and provide more valuable services to more runners, including through collaboration with other companies.



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



*Excerpt from the presentation document of VISION 2030 in October 2020

