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February 14, 2018

Name of the Company: ASICS Corporation
Chairman, President and CEO, Representative Director: Motoi Oyama
Code Number: 7936 Listing Exchanges: Tokyo

Notice of Revisions to the Five-Year Strategic Plan

ASICS Corporation (“Company”) hereby announces that it has resolved to make the following revisions to its Five-Year Strategic Plan, “ASICS Growth Plan (AGP) 2020” (from FY2016 to FY2020), which was announced on February 12, 2016.

1. Reason for the Revisions

The Company, aiming for global growth, launched its Five-Year Strategic Plan, “ASICS Growth Plan (AGP) 2020,” as its management target since launch in 2015, and has been aiming to achieve JPY750 billion in sales, 10% in operating income ratio and 15% in ROE by FY2020. However, mainly due to changes in consumer’s trend and sales channels, sales has stayed around 400 Billion Japanese Yen till 2017. In light of such management environment, the Company has decided to revise its plan, in order to put the Company back on its further growth path, through the priority allocation of its resources to growth areas and the improvement of profitability.

2. Details of the Revisions

AGP2020 Quantitative Targets

	Initial plan for fiscal year ending December 31, 2020	Revised plan for fiscal year ending December 31, 2020
Sales	JPY750 billion or more	JPY500 billion or more
Operating Income Ratio	10% or more	7% or more
ROE	15% or more	10% or more

3. Priority Policy / Priority Strategy

Direction

Sustainable growth through focus strategy

Priority allocation of resources to growth areas

- Running shoes in the U.S. market
- Chinese market
- Digital commerce and marketing

Improvement of profitability

- Apparel
- Core Performance Sport shoes
- Retail
- Business operation

Core Strategy (No revisions)

- Shift to DTC mindset
- Expand our consumer base
- Communicate a consistent brand
- Create differentiated innovation
- Enrich sport life through digital
- Pursue operation excellence
- Develop people and the team

END