

Note: *This document is a translation of the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail. The Company assumes no responsibility for this translation or for direct, indirect or any other forms of damages arising from the translation.*

May 10, 2024

Name of the Company:	ASICS Corporation
President and COO, Representative Director	Mitsuyuki Tominaga
Managing Executive Officer and CAO:	Takeshi Horikomi
Telephone Number:	+81(0)50-1741-0828
Code Number:	7936
Listing Exchanges:	Tokyo, Prime

Notice Concerning Changes to the Shareholder Benefit Program

ASICS Corporation (the “Company”) hereby announces the following changes to the Shareholder Benefit Program pursuant to a resolution at the Board of Directors’ meeting held on May 10, 2024.

1. Purpose of the Shareholder Benefit Program

The Company issues shareholder coupons to shareholders who hold at least one unit (100 shares) of its stock and are listed in the shareholders’ register as of June 30 and December 31 of each year, depending on the number of shares held and the length of time the shares have been held.

As announced today in the “Notice Concerning Stock Split, Partial Amendment to Articles of Association, Revision of Dividend Forecast, etc.”, the Company decided to implement a stock split. In light of the stock split, the Company will also enhance its shareholder benefit program as follows to incentivize more investors to hold its shares while rewarding shareholders for their support and helping them further understand the Company’s business.

The change will apply to the shareholder benefit for shareholders of record on June 30, 2024, and the coupons will be mailed to such shareholders based on the number of shares equal to four times the number of shares held on June 30. The delivery is expected to take place around September 2024.

2. Details of the Benefit Program Enhancement

Highlights of the enhancement

- The Company will continue to send coupons to shareholders holding 100 shares or more, even after the stock split, to make it more attractive for potential investors to purchase the shares.
- The minimum discount rate at the company-owned retail stores will increase from 20% to 25%, while the maximum discount rate at the e-commerce website will increase from 30% to 40%.
- Benefit coupons will be accepted by the company-owned retail stores and the e-commerce website of ASICS Trading Co., Ltd.
- Electronic tickets will be used at both the company-owned retail stores and the e-commerce websites to improve convenience and reduce resale (paper coupons will be abolished).

[Current]

Coupon offer criteria for company-owned retail stores	Stock holding period		
	Less than 1 year	1 to less than 3 years	3 years or more
Number of shares held	Less than 1 year	1 to less than 3 years	3 years or more
100 to 299 shares	10 coupons for 20% off	10 coupons for 30% off	
300 shares or more	10 coupons for 30% off		10 coupons for 40% off

Note: A coupon is valid for purchases up to 10,000 yen (including tax); more than one coupon may be used per purchase.

Coupon offer criteria for E-com websites	Stock holding period		
	Less than 1 year	1 to less than 3 years	3 years or more
Number of shares held	Less than 1 year	1 to less than 3 years	3 years or more
100 shares or more	10 codes for 25% off		10 codes for 30% off

Note: One discount code can be used for each purchase up to 50,000 yen (including tax).

Channel	ASICS	ASICS WALKING	Onitsuka Tiger	ASICS Trading
Company-owned retail stores	✓	✓	✓	-
E-com websites	✓	✓	-	-

[After the change]

Coupon offer criteria for company-owned retail stores & E-com websites	Stock holding period		
	Less than 1 year	1 to less than 3 years	3 years or more
Number of shares held	Less than 1 year	1 to less than 3 years	3 years or more
100 to <u>1,199 shares</u>	Each 10 e-tickets for <u>25% off</u> for company-owned retail stores & E-com websites	Each 10 e-tickets for <u>30% off</u> for company-owned retail stores & E-com websites	
<u>1,200 shares</u> or more	Each 10 e-tickets for <u>30% off</u> for company-owned retail stores & E-com websites		Each 10 e-tickets for <u>40% off</u> for company-owned retail stores & E-com websites

Note: The rules for using shareholder benefits (the notes below the table describing the current criteria) will remain unchanged.

Channel	ASICS	ASICS WALKING	Onitsuka Tiger	ASICS Trading
Company-owned retail stores	✓	✓	✓	<u>✓</u>
E-com websites	✓	✓	See note below	<u>✓</u>

Note: The Company is considering the timing of the introduction of shareholder discount on Onitsuka Tiger's e-commerce website.

3. How to use shareholder discount electronic tickets

By scanning the QR Code* printed on the mailed invitation with a smartphone and entering the shareholder number and zip code, an electronic ticket for the discount will be displayed. The electronic ticket can be used by presenting it at a company-owned retail store or by entering the coupon code shown on the electronic ticket on the e-commerce website.

*QR Code is a registered trademark of DENSO WAVE INCORPORATED.

[Frequently Asked Questions]

Q1: I have held 300 shares for over three years. What is the shareholder benefit after the stock split?

For shareholders of record on June 30, 2024, with 300 shares, the Company will send shareholder benefit coupons based on the 1,200 shares they own, in proportion to the split ratio in the stock split (increased by four times). In this case, you will receive each ten electronic tickets for 40% discount that can be used at the company-owned retail stores and e-commerce site.

Q2: How should I calculate the stock holding period?

The “stock holding period of one year or more” is defined as three or more consecutive entries of the same shareholder number in the shareholder register on the last day of the fiscal year and the last day of the second quarter of the fiscal year. Consequently, a “stock holding period of more than three years” is defined as seven or more consecutive entries of the same shareholder number in the register.

Example 1): In order for a shareholder of record as of June 30, 2024, to qualify for a one-year holding period, the shareholder must have been on the shareholder register since the end of June 2023 (recorded on the shareholder register three consecutive times: as of the end of June 2023, December 2023, and June 2024).

Example 2): For a shareholder of record as of June 30, 2024, to qualify for a three-year holding period, the shareholder must have been recorded in the shareholder register since the last day of June 2021 (recorded in the shareholder register seven consecutive times: as of the end of June 2021, December 2021, June 2022, December 2022, June 2023, December 2023 and June 2024).

Q3: How will I receive the invitation to the shareholder benefit program?

As in the past, it will be delivered with the dividend-related documents. The first delivery after the stock split is scheduled for September.

Q4: Is there anything I should pay attention to when using the shareholder benefit program?

Please keep the dividend statement with the shareholder number in a safe place, as you will need the number to use the benefit coupons. In case of loss, please contact Mitsubishi UFJ Trust and Banking Corporation.

Mitsubishi UFJ Trust and Banking Corporation, Osaka Stock Transfer Agent Dept.

3-6-3 Fushimi-cho, Chuo-ku, Osaka-shi, Osaka 541-8502 Japan

TEL: 0120-094-777 (toll-free within Japan)

(From 9:00 a.m. to 5:00 p.m., excluding Saturdays, Sundays, holidays, etc.)

Q5: Can I give my electronic tickets for shareholder benefit to someone else?

Only you and your family members are eligible to use them.

<Inquiries regarding the shareholder benefit program>

Legal Department, Governance and Compliance Team: TEL: +81(0)50-1741-0828

End