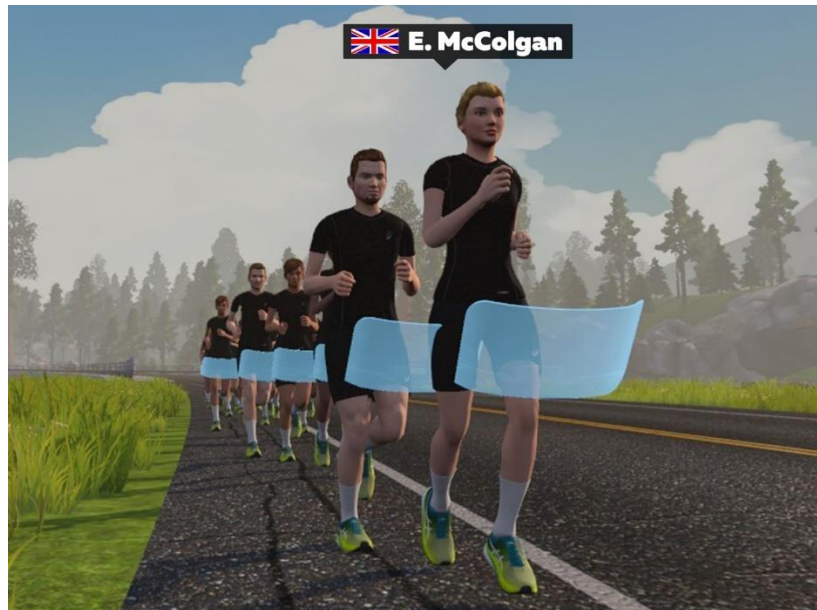




ASICS AND ZWIFT LAUNCH A DIGITAL RUNNING EXPERIENCE TO ALLOW PARTICIPANTS TO RUN WITH ASICS SPONSORED ATHLETES



[June 9, 2022 – KOBE, JAPAN] – ASICS and Zwift are excited to announce the launch of an athlete-led training series called, “ASICS Pro Series.” Centered around the launch of METASPEED™ EDGE+, the program will run between June 20 and July 15.

Zwift is an online platform that brings the outdoor experience indoors, enabling millions of runners, triathletes and cyclists from all over the world to train, explore and compete in a social online fitness environment. Zwift works by connecting with fitness equipments such as footpods, bluetooth treadmills or smart trainers that allow your real-world physical activity to power your avatar in the game and has a growing, highly engaged community of runners.

In the “ASICS Pro Series,” four ASICS sponsored athletes will lead their own specific treadmill running workouts during a live group run on Zwift. From June 20 to July 15, participating Zwift users will be able to train with their own avatars alongside ASICS sponsored athletes, as well as wear ASICS’ latest running shoes METASPEED™ EDGE+ and ASICS’ latest apparel. These in-game wearables are free, and a user can earn them when completing an ASICS athlete led workout.





Avatar wearing ASICS' apparel, "ACTIBREEZE"

Through the partnership with Zwift, a pioneering service provider in the online fitness and training industry, ASICS will build Running eco system through new services and community building using digital technology as outlined in "VISION2030." ASICS continues to provide a new online running experience to customers by leveraging our knowledge and experience in running.

- ENDS -

NOTES TO EDITORS

The ASICS athletes and their workout dates is:

- Kristian Blummenfelt (Norway) - June 20
- Beth Potter (Great Britain) - June 30
- Eilish McColgan (Great Britain) - July 1
- Henri Schoeman (South Africa) - July 15

○About a partnership with Zwift

ASICS announced a partnership with Zwift to create inspiring running experiences that will help runners all over the world achieve their goals on February 10, 2022. The press release can be found [here](#).

