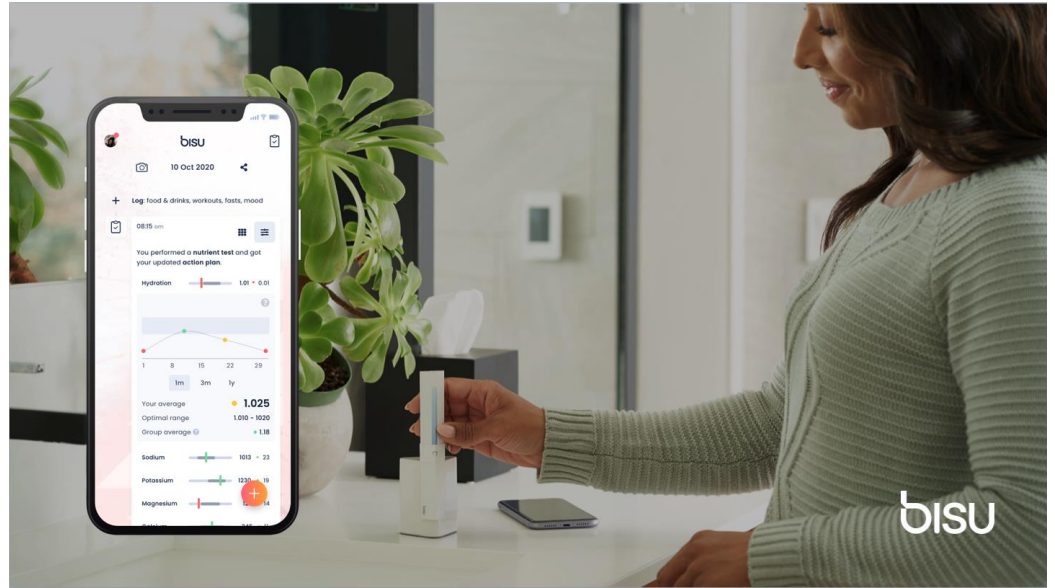




ASICS VENTURES INVESTS IN BISU, WHICH PROVIDES AFFORDABLE ACCESS TO ACTIONABLE HEALTH DATA AND LIFESTYLE ADVICE THROUGH ITS HOME HEALTH LAB FOR URINE AND SALIVA TESTING

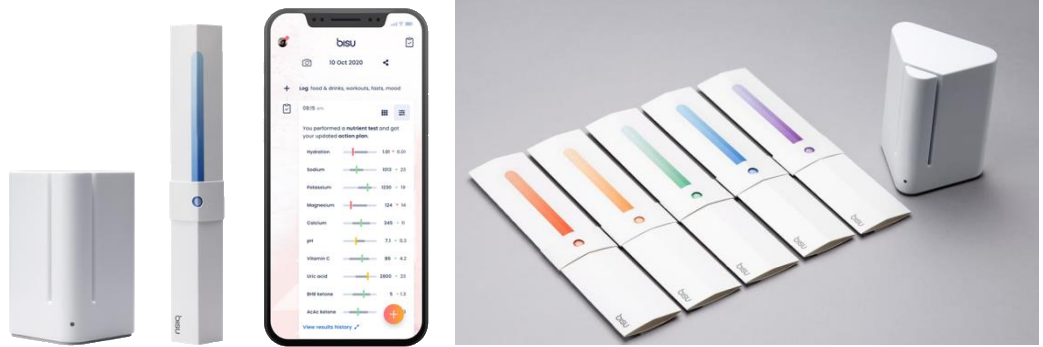


ASICS Corporation is pleased to announce that its investment subsidiary, ASICS Ventures Corporation, has invested in Bisu, Inc. ("Bisu"), a startup developing "Bisu Body Coach", a home health lab that provides personalized nutrition and lifestyle advice through easy, accurate urine and saliva tests using microfluidic "lab-on-chip" technology.

Bisu Body Coach, which is currently in beta and is initially launching with a nutrition test, consists of a disposable microfluidic test stick, a reader which can be used hygienically by multiple people at home, the gym or the office, and a companion smartphone app. The companion app, which synchronizes to the reader, provides feedback on key nutrition indicators, and recommendations are customized based on the user's goals, test results and wearable device data. Users can share their data with a trusted person such as a personal trainer, doctor or family member.

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(Left) The reader, test stick and companion smartphone app
(Right) A range of sticks for different health and fitness needs

In accordance with its Mid-Term Plan 2023, ASICS seeks to “Create innovation by future technology”, and hence has solicited ideas from startups for products and services that will use its technology and brand to accelerate the realization of innovative ideas.

Through a partnership with Bisu, ASICS will examine the possibility of utilizing this home health lab technology to collect data that enables deeper insights and personalized advice to enhance personal health and athletic performance for enabling healthy and fulfilled minds and bodies for people all over the world.

ASICS is fully committed to continue developing and providing value-added products and services to our customers via partnerships with innovative startups.

<About Bisu>

Name : Bisu, Inc.

Headquarters : Yaesu Kyodo Bldg 6F, 2-5-9 Yaesu, Chuo-ku, Tokyo

Representative : CEO Daniel Maggs

Business : Provides affordable access to actionable health data and lifestyle advice through its home health lab(“Bisu Body Coach”)

URL : <https://www.bisu.com/>

<About ASICS Ventures>

Name : ASICS Ventures Corporation

Headquarters : 7-1-1 Minatojima-Nakamachi, Chuo-ku, Kobe, JAPAN

Representative : President & Representative Director Hiroaki Kageyama

Business : Investing in startup companies, promoting business development

URL : <https://corp.asics.com/en/ventures/>

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