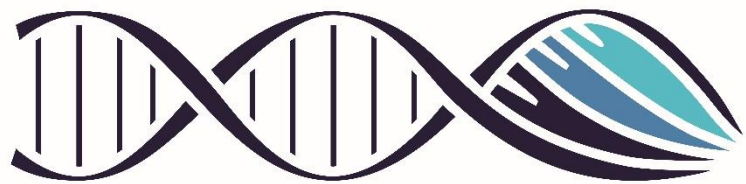




**ASICS VENTURES INVESTS IN ISRAELI SYNTHETIC  
SPIDERSILK STARTUP, SEEVIX MATERIAL SCIENCES**



seevix spidersilk  
innovations

Kobe, Japan (May 14, 2020) - ASICS Corporation announces that its investment subsidiary, ASICS Ventures Corporation, has invested in Seevix Material Sciences Ltd. (“Seevix”), which was founded in 2014 following over a decade of academic research at the Hebrew University. Seevix produces patented<sup>[1]</sup> man-made spidersilk, SVX™, possessing natural spidersilk’s extraordinary strength and elasticity. SVX spidersilk is durable, yet sustainable and biodegradable.

Seevix manufactures SVX through biomimicry in a controlled fermenter-based process. SVX is a bio protein functional silk, with sustainability characteristics possessing the fiber’s natural properties, to create thinner, lighter and tougher products on a commercial scale.

Seevix and the ASICS Institute of Sport Science will jointly develop sporting goods utilizing SVX spidersilk.

One of the core strategies in ASICS’s medium-term management plan

(“ASICS Growth Plan (AGP) 2020”) is to “Create differentiated innovation”. ASICS has continued to introduce advanced technologies into our products to improve both sustainability and functionality, and has shifted to sustainable materials, including those deriving from biotechnology, by collaborating with external partners. ASICS aims to contribute to a circular economy while creating innovative products, services, and processes that significantly change customers’ lifestyles and experiences.

**<Seevix Material Sciences Ltd.>**

Name : Seevix Material Sciences Ltd.  
Headquarters : Minrav Building, Biotechnology Parkm,  
Hadassah Ein Kerem Campus, Jerusalem, Israel  
Co-founder & CEO: Shlomzion Shen  
Business : Developing and manufacturing novel bio-  
polymers based upon patented<sup>[1]</sup> SVX™ spidersilk  
URL : <http://www.seevix.com/>

**<ASICS Ventures Corporation>**

Name : ASICS Ventures Corporation  
Headquarters : 7-1-1, Minatojima Nakamachi, Chuo-ku, Kobe,  
JAPAN  
Representative : Hiroaki Kageyama  
Business : Investing in startups, promoting business  
development  
URL : <https://corp.asics.com/en/ventures/>

**<Reference: About ASICS Ventures’ recent activities>**

3 focus areas of our investment are “*Sports & Health*”, “*Innovative Digital Technology*”, and “*Sustainability*.” In the area of “*Sustainability*”, ASICS teamed up with a Spanish startup PYRATES smart fabrics and launched an ecologically sustainable seven-piece yoga capsule collection in Europe. PYRATES smart fabrics has developed fabrics with high environmental performance and social consideration by using of natural bio-degradable dyes derived from

plants and minerals. This collection was made for women by women to mark International Women's Day, March 8, 2020.

Press release on September 26, 2019

ASICS VENTURES TAKES STAKE IN PYRATES SMART FABRICS,  
DEVELOPER OF SUSTAINABLE FABRICS

<https://corp.asics.com/en/press/article/2019-09-26-2>

For further details on ASICS' CSR and sustainability activities, please see the company website.

<http://corp.asics.com/en/csr>

[1] Patent: US

END