



ASICS EMEA Increases Profitability and Reports Strong Growth in 2021

[10 February 2022, The Netherlands] – ASICS EMEA reported a consolidated net revenue increase of 13.7% in 2021, increasing operating income by 121.8% to 83.1 million euros versus 2020.

ASICS EMEA saw profitable growth across all categories and all channels in 2021. In wholesale channels, ASICS reported year on year growth of 13% with significant increases in Italy (27%), Iberia (24%), Germany (19%), South Africa (18%) and France (16%). ASICS continued to see growth in ecommerce, with revenues increasing 16% versus 2020.

ASICS EMEA, Chief Executive Officer, Carsten Unbehaun:

"Together as one team, we delivered strong results in 2021. Despite significant challenges, we ended the year stronger than ever. We continue to see more people choosing our brand to help them achieve a sound mind in a sound body. And we continue to innovate to support more people to enjoy the benefits of sport and movement, not just on the body, but also on the mind.

Partnership is at the heart of our strategy in EMEA. At the very start of the pandemic, we made a promise to our wholesale partners to prioritise their needs. And today, we remain committed to supporting our partners as we navigate the challenging business environment together."

ASICS Remains Europe's Number One Running and Tennis Footwear Brand

ASICS reaffirmed its position as Europe's number one brand in Running¹ and Tennis² footwear in 2021 according to the NPD Group. ASICS increased its market share in footwear in the "Made For and Used For" Running category above 90 euros to 33% in EU5 (UK, France, Germany, Italy and Spain). Millions of runners and players across the region continued to put their trust in ASICS innovation to help them perform and stay injury-free.

We Stand for a Sound Mind in a Sound Body

In 2021, we returned to our roots and put our founding purpose, Anima Sana in Corpore Sano, or a Sound Mind in a Sound Body, at the heart of our business.

Anima Sana In Corpore Sano, meaning "A Sound Mind in a Sound Body," is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 70 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of running shoes, as well as, other athletic footwear, apparel and accessories. For more information, visit www.asics.com.



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Throughout 2021 we championed the positive impact of the movement at a time when the world needed it most. Through our products, partnerships and programmes we supported more people move for positive mental health.

A Commitment to Innovation

In 2021, our team of scientists at the ASICS Institute of Sports Science in Japan continued to deliver breakthrough technology. This year we saw record-breaking innovation with the launch of the METASPEED™ running shoes scientifically designed to support athletes to reach their personal best. Hundreds of athletes around the world have set personal records while wearing METASPEED™ shoes.

Ends

1. The NPD Group | Consumer Tracking Service | FTW Made for and used for running | Intended use rate - For sport only & Mostly for sport| Market share value +90€ | FY2021| EU5 (DE, FR, UK, IT, ES)
2. The NPD Group| Retail Tracking Service| FTW - Performance - Tennis | Adults | FY2021 | Market share value | EU4 (DE, FR, IT, ES)

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The stripe design featured on the sides of the ASICS® shoes is a registered trademark of ASICS Corporation.

