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Notice unveiling new Three-Year Strategic Plan, “Mid-Term Plan 2023”

ASICS Corporation has developed a new Three-Year Strategic Plan, “Mid-Term Plan 2023”. Based on this plan, ASICS Group aims to establish a strong financial foundation for sustainable growth towards VISION2030.

Details of the Mid-Term Plan 2023 are as follows;

Mid-Term Plan 2023

Effective period: January 1, 2021 – December 31, 2023

1. Management Index

✓ Financial Index

Operating Income	JPY 25 billion
Operating Income Ratio	6.0% or more
ROA	4.0%

2. Strategic Objectives

- ✓ Transformation to digital driven company
- ✓ Realization of a sustainable society integrating business activities

3. Management Direction

Focus on profit to build a strong financial foundation for sustainable growth

4. Strategic Priorities

- ✓ Expand profit driver
 - To be No.1 Performance Running and Racing brand
 - Steady growth with profit in OT
 - Accelerated expansion in Greater China
 - Expansion in emerging market
 - Growth of service business
- ✓ Transform to profitable business
 - Apparel business
 - Concentration on focus sports category
 - Redesign of own retail strategy
 - Establishment of a profitable structure in mature market
- ✓ Reinforce management foundation
 - Create innovation by future technology
 - Supply chain and operation reform
 - Strengthen and activate human resources, diversity and inclusion
 - Category structure management 2.0
 - Financial strategies with Balance Sheet management
 - Further enhance corporate governance

End