



ASICS Global Code of Conduct Book



01 ASICS Global Code of Conduct

ASICS Global Code of Conduct
Japanese
English

Trust and reputation are the foundation of ASICS (business, and they influence how consumers view our products and how our shareholders view the Company as an investment. Unethical behavior of a small group of people or even a single person could tarnish the reputation of a successful company. Building a reputation takes years; losing a reputation can occur instantly.

ASICS does not tolerate any misconduct in any way, any form, or anywhere that violates the ASICS Global Code of Conduct.

The Code presents the basic principles of behavior that we follow and the fundamental values and ethical standards inherent in the ASICS Spirit.



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03 Basic Approach

The Code of Conduct is a guideline for ASICS' business activities.

ASICS Group directors/officers and employees must comply with the Code as well as the rules of each country and region. Additionally, ASICS only does business with business partners who comply with this Code.

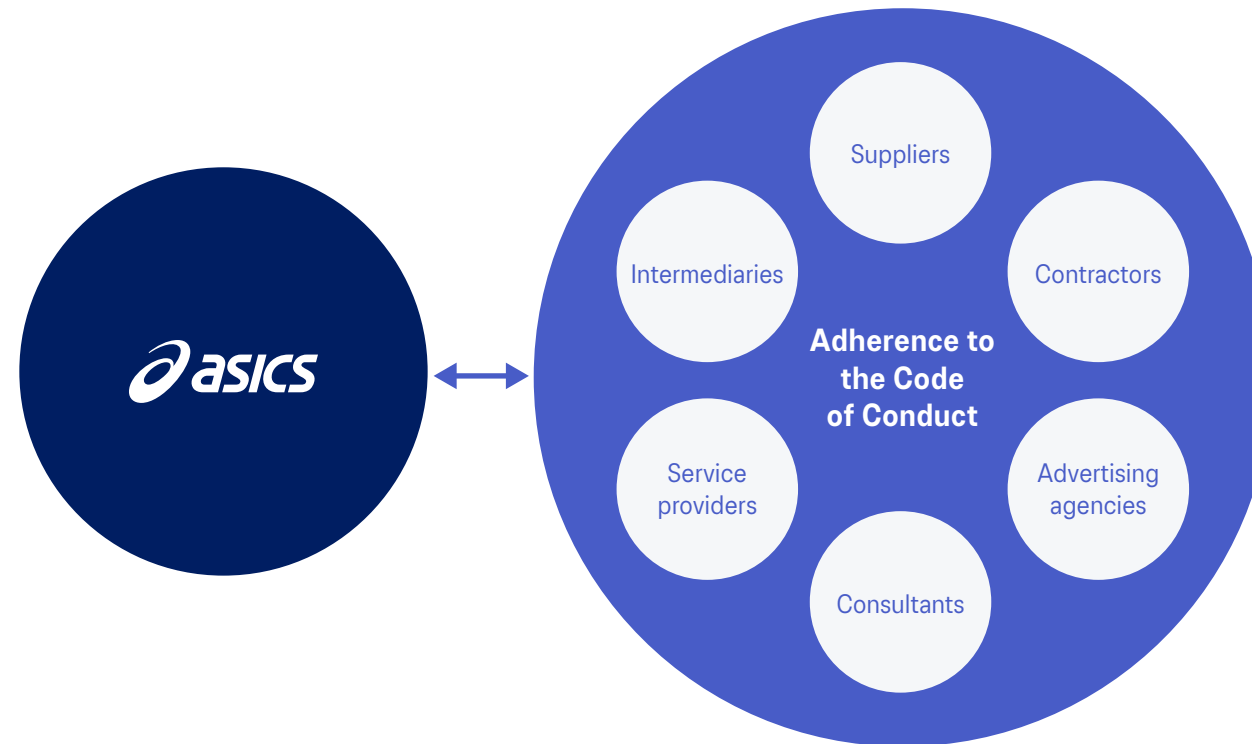
Directors/officers and employees who become aware of a violation of the Code are responsible for reporting it to the Company. Individuals who report violations are fully protected and any retaliation for submitting a report is strictly prohibited.

Keep in Mind

Global Whistleblowing System

The global whistleblowing system is available to report any actual or suspected violation of applicable laws, the Code, or other rules of the Company.

Global whistleblowing system
<https://secure.ethicspoint.eu/domain/media/en/gui/102827/index.html>



1. (1) Introduction
6. Miscellaneous
(Reporting of a violation, prohibition of retaliation, etc.)

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04 Respect for Human Rights

2. (1) Discrimination
(3) Employees
(4) Terms of Employment

People are born with the inherent right to think freely, act freely, and live happily in society.

ASICS respects the human rights of all people in accordance with the Universal Declaration of Human Rights and other international standards for human rights.

ASICS respects diversity and treats all employees equally, without discrimination, for employment conditions and occupations. In addition, the Company has zero tolerance for any kind of harassment.

ASICS respects the rights of labor unions to engage in freedom of association and collective bargaining, prohibits discrimination against participating employees, and does not interfere with union activities. We also inform all employees of the results of negotiations with employee representatives, present clear policies regarding salaries, working hours, health and safety, and comply with local laws and regulations.

As well as respecting the human rights of our employees, we also respect the human rights of people in our supply chains and our customers.

Please refer to the ASICS Human Rights Policy.
<https://corp.asics.com/en/p/asics-human-rights-policy>

What Not to Do

- Directors/officers and employees are not allowed to be criticized based on personal characteristics, such as race, color, creed, national origin, religion, age, sex, gender, sexual orientation, gender identity, physical or mental health, medical condition or genetic information.
- An individual may not be dismissed or prejudiced against for being a trade union member.



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05 Prohibition of Harassment

2. (2) Harassment

ASICS respects human rights and prohibits harassment of any kind. The prohibition applies to ASICS officers and employees as well as to employees of business partners. This includes offensive behavior even if it does not rise to the level defined by law or regulations.

Inappropriate behavior in the workplace that results in the following actions is not tolerated.

- Cause disadvantage to others
- Cause mental or physical suffering to others
- Harm the working environment of others

What Not to Do

Harsh or inhumane treatment, including but not limited to the following, will not be tolerated:

- Sexual harassment
- Sexual abuse
- Corporal punishment
- Mental or physical coercion
- Verbal abuse

Please direct any inquiries about harassment to the compliance department of your respective company



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06 Workplace Health and Safety

2. (5) Workplace Health, Safety and Security

ASICS is committed to providing a healthy and safe work environment. Companies in our supply chain, such as OEM factories, are also required to fulfill the obligations of workplace safety. ASICS directors/officers and employees must not allow themselves or companies in our supply chain to deviate from their obligations.

We need to report immediately dangerous conditions or disorder as well as any acts of violence or threat of violence.

The use or possession of illegal drugs is strictly prohibited. Alcohol consumption is not permitted during business hours, and smoking is only allowed in designated areas.

Main Prohibitions

1 Acts or threats of violence

2 Use or possession of illegal drugs or alcohol consumption during business hours

3 Smoking in the workplace other than in designated areas

Keep in Mind

Health and Safety Measures for a Comfortable Work Environment

- Prevention of overwork (e.g., application and management of appropriate working hours)
- Mental health care (e.g., communication during work)
- Workplace safety and disaster prevention (e.g., organizing the office, clearing aisles)
- Infectious disease prevention (e.g., monitoring health conditions)

Please direct inquiries to the health and safety office of your respective company.



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07 Use of Company Assets

3. (1) Company Assets

ASICS directors/officers and employees are responsible for appropriately using, protecting, and preserving the Company's assets.

In addition to physical locations such as stores and warehouses, ASICS assets include safes, cash, office equipment, data systems, software, patents, trademarks, copyrights, and proprietary information. It is strictly forbidden to use ASICS assets to access, download, or update content that is contrary to public order or morality (e.g., obscene, abusive, or defamatory content).

Furthermore, you must not illegally take out products, equipment, information, etc., or improperly obtain or make false reports of time or expenses.

Main Prohibitions

- 1** Using ASICS assets for personal benefit or the benefit of others
- 2** Using company email address or company-provided phone for personal use from the workplace
- 3** Using specified assets, such as company vehicles, computers, smart phones, for personal use in violation of local policies



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08 Information Security

ASICS directors/officers and employees should comply with rules concerning the information possessed by ASICS and employee personal information as follows:

- keep confidential and do not disclose information unless necessary for business purposes;
- do not delete information without permission;
- do not use information for the benefit of oneself or of others;
- do not leak or provide information to outside parties;
- do not use a person's information without permission after your tenure has ended or after you have terminated employment with the company; and
- do not use, disclose, or reproduce the information without permission proprietary information from vendors, subcontractors, or other business entities as well.

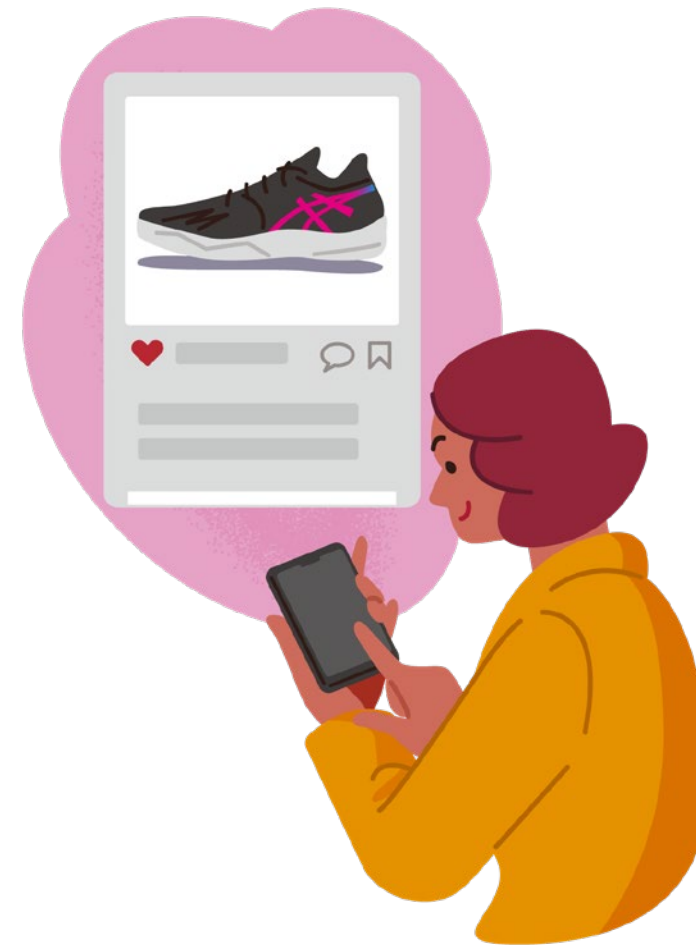
ASICS respects the privacy of individuals and is committed to safeguarding the personal information of suppliers, employees, business partners, and other parties. We process personal data solely for legitimate business purposes and only to the extent appropriate and necessary.

Notice

- Be very cautious with Company information on social networking services. For example, do not carelessly post information (e.g., about products, the Company's performance, contracts) that the Company has yet to publicly announce.
- Generative AI is widely used and can be a very productive tool, but we must also be aware of its risks. When using generative AI for business purposes, only use the company's generative AI tools and the company-authorized services in accordance with the "Guidelines for the Use of Generative AI."

Please direct inquiries to the information security contact point of your respective company.

3. (2) Proprietary Information (Intellectual Property)



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09 Insider Trading

4. (1) Insider Trading

Insider trading is when a company director/officer, employee, major shareholder, or business partner learns important non-public internal information about a company and uses that information to buy and sell the company's shares before the information is made public.

Main Prohibited Actions

ASICS forbids the following actions.

- The trading of ASICS shares by a person related to ASICS (directors/officers, employees, their family members, and individuals or groups under their influence) with knowledge of insider information
- Communicating insider information to others
- Trading shares of another company after obtaining insider information about the company in the course of one's duty
- Any actions in a manner that could be suspected of representing insider trading

Notice

- Internal rules require advance authorization for the trading of ASICS shares.
- Ongoing purchases of shares in an employee stock ownership plan are not subject to insider trading regulations; however increases in contributions are subject to regulations.
- Please note that if you have insider information, it may violate insider trading regulations if you recommend that a family member or friend buy or sell shares, regardless of whether or not you tell them this information.

Please direct inquiries about insider trading to information security contact point of your respective company.



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10 Conflicts of Interest

4. (2) Conflicts of Interest

A conflict of interest is a situation or conduct in which the interests of a director/officer, employee, or their family members conflict with the interests of the ASICS Group.

ASICS requires our directors/officers and employees to make fair and objective decisions that prioritize the interests of the Company.

The following actions may constitute a conflict of interest:

- Using ASICS Group assets, such as for the personal use of samples, a company car, equipment, facilities, telephones, and computers, for the benefit of individuals or family members
- Disclosing without justifiable reason of ASICS Group confidential information to a third party, including but not limited to family members
- Engaging in business activities that compete with ASICS Group’s businesses
- Seeking to persuade an ASICS Group company to employ a relative
- Seeking to persuade the ASICS Group to do business with or consider doing business with a company with which a relative is associated

Directors/officers and employees must clearly distinguish between public and private positions and be careful not to confuse public and personal interests.

Keep in Mind

Potential Disadvantages Due to Conflict of Interest

For example, the following disadvantages may arise if ASICS does business with a company owned by a family member of a director/officer or employee.

- A familial association with a trading partner could hinder the ability to make fair and objective decisions
- An individual may tend to accept transaction conditions that favor the family member’s company

Please direct inquiries about conflict of interest to the legal department of your respective company.



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11 Inappropriate Entertainment and Gifts / Bribery and Corruption Prevention

ASICS expects our directors/officers and employees to behave fairly and impartially and never tolerate bribery or corruption. Offering or accepting entertainment or gifts may increase the potential for conflict of interest and could negatively affect the business relationship. The Company applies even stricter rules for transactions with public agency officials.

Directors/officers and employees should exercise good judgment. If you have any doubts or concerns, please consult your company's legal department.

Keep in Mind

Examples of entertainment and gifts that should be avoided in accordance with social convention

- Meals, accommodation, and transportation costs
- Discounts and loans
- Cash or cash equivalents
- Special treatment
- Tickets
- Use of automobiles or recreational facilities

Please direct inquiries about entertainment, gifts, bribery, or corruption to legal department of your respective company.

4. (3) Antitrust, Competition, Anti-Bribery and Anti-Corruption



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12 Antitrust & Competition Law

4. (3) Antitrust, Competition, Anti-Bribery and Anti-Corruption

ASICS respects free and open competition and complies with the antitrust and competition laws of each country.

Actions that impede free competition may damage the interests of our business partners and customers and may result in the loss of social trust that ASICS has built.

The following actions are prohibited. Any behavior or action that may be considered as one of the following actions should also be avoided.

Main Prohibited Actions

- Collusive bidding (collusion to manipulate competitive bidding)
- Involvement in a cartel (joint agreements with competitors on prices, sales, production volumes)
- Dumping (selling products unfairly)

Notice

Please note that if multiple companies raise their prices similarly after exchanging information with a director/officer or an employee of a competitor company, it may be considered a cartel action even without evidence of an explicit agreement or understanding.

Please direct inquiries about antitrust and competition law (anti-monopoly law) to the legal department of your respective company.



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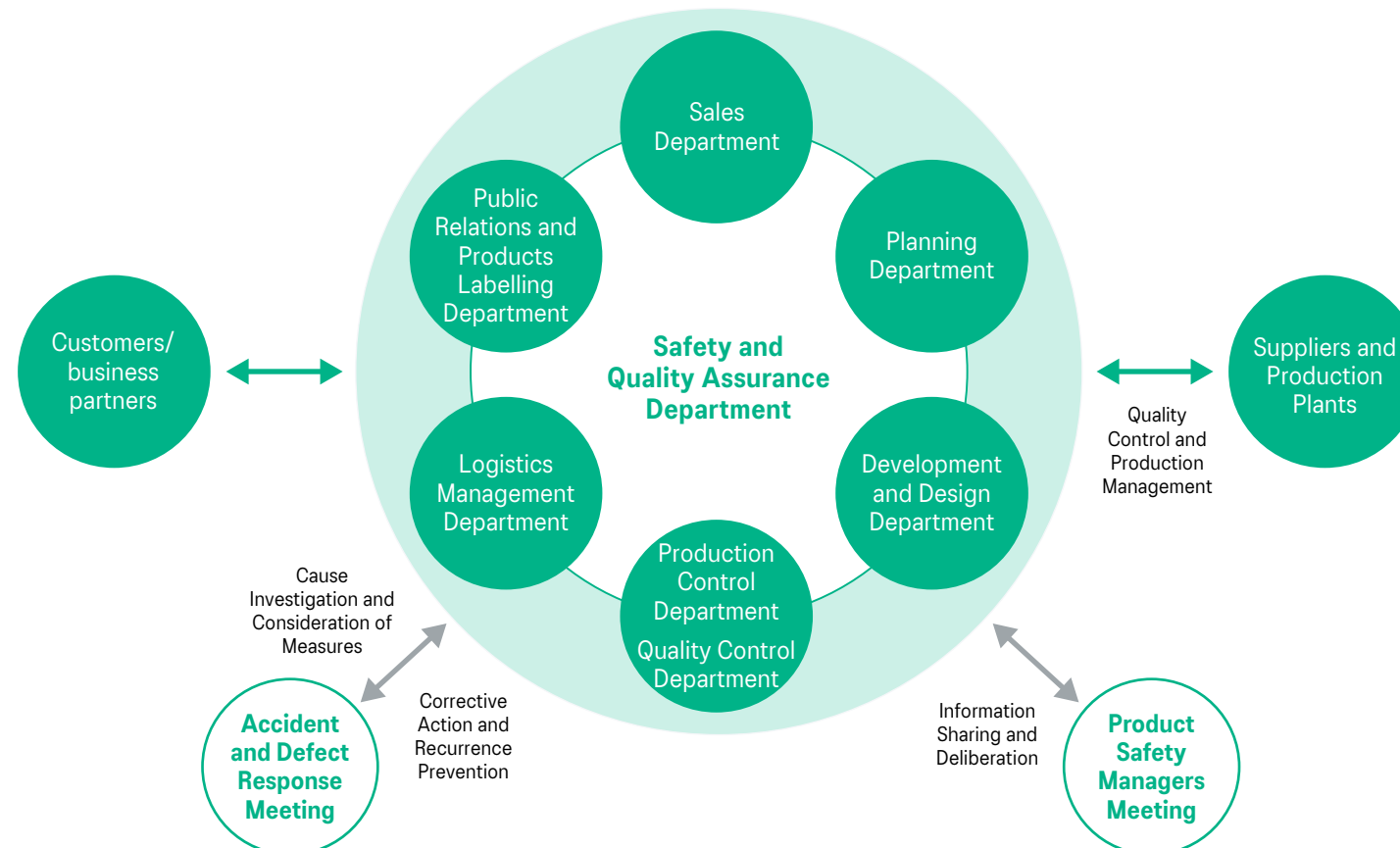
4. (5) Safety of Products and Services

Ensuring the safety and quality of ASICS products and services is an important responsibility.

ASICS maintains a quality control system to ensure full compliance with safety laws and regulations and to provide safe products and services to our business partners and customers. The system defines each department's role in planning, development, design, production management, quality control, logistics management, public relations, labeling, and sales. Prompt action will be taken in the event of an accident or malfunction.

AHQ Safety and Quality Management System

Safety and Quality Management System



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14 Fair and Transparent Decision-making and Payment

4. (6) Fair and Transparent Decision-Making and Payment

ASICS seeks to conduct fair and equitable transactions with its suppliers. Our business with suppliers should be carried out objectively based on the quality, value, and reliability of the products or services.

ASICS provides appropriate payment to its business partners for goods or services received. The payments are made to the partner company itself, not to an individual of the company, and must be recorded properly and correctly. No indirect payments through a third party are allowed, and any payments to a third party must be made directly to that party.

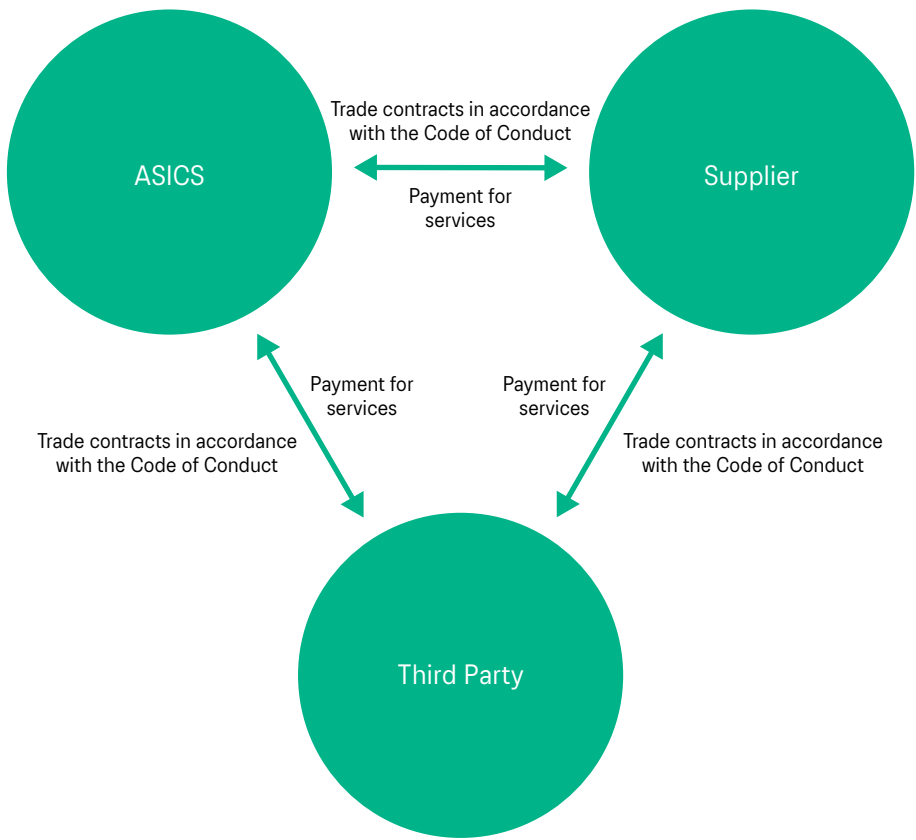
The payment of commission must be sufficiently evaluated and assessed, and the party to receive payment must have proof of rendering the service to ASICS.

Keep in Mind

Fair and Equitable Transactions—Responsible Purchasing Practices

ASICS recognizes that the purchasing practices of a global company have the potential to adversely impact the status at its suppliers of overtime conditions, wages, and welfare benefits. ASICS does its part to reduce such issues by helping companies improve and support compliance with laws and regulations associated with responsible labor practices and the protection of human rights. We also recognize the importance of promoting our company’s “Responsible Purchasing Practices” across all processes from ordering to manufacturing—including planning and forecasting, design and development, price negotiation, sourcing and ordering as well as payment. ASICS makes every effort to conduct fair and equitable transactions with our suppliers.

Fair Transactions with Suppliers and Third Parties



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15 Environmental Sustainability

5. (2) Environment

ASICS mission since its founding in 1949 has been to help people achieve a sound mind in a sound body. A healthy natural environment where people can run in comfort is essential to our mission. Today, we're committed to make a positive impact on people and the Earth for the next generation.

Be especially aware of the following to reduce the environmental impact of our operations.

- Reduce resource and energy consumption
- Decrease waste
- Prevent environmental pollution
- Procure products with low environmental impact
- Use resources longer and make long-lasting products

Reference: Global Policy on Environment

Keep in Mind

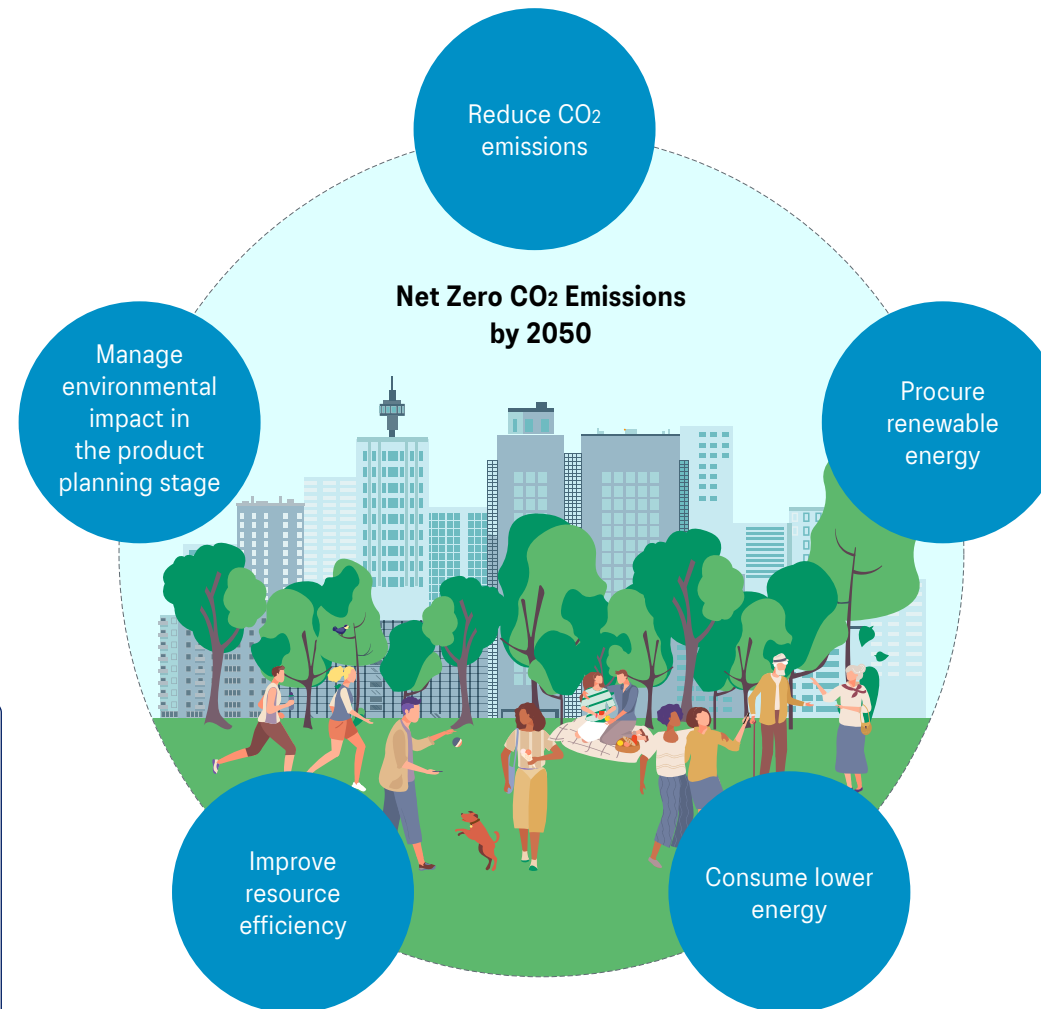
Sustainability Report

ASICS prepares an annual Sustainability Report following international standards and publishes the report on our website. Domestic and international ESG* evaluation organizations highly evaluate our sustainability initiatives.

We fully disclose and disseminate our sustainability activities on our corporate website.

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

* Abbreviation for environment, social, and governance



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