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November 7, 2014

Name of the Company: ASICS Corporation
 President and CEO, Representative Director: Motoi Oyama
 Code Number: 7936 Listing Exchanges: Tokyo

Notice Concerning the Differences between the Forecast of Consolidated Business Results and Actual Business Results for the Second Quarter Ended September 30, 2014, the Amendment to the Forecast of Consolidated Business Results and the Amendment to the Projected Dividends for the Fiscal Year Ending December 31, 2014

ASICS Corporation (hereinafter, the “Company” or “we”), hereby announce details regarding the differences between the forecast of consolidated business results for the Second Quarter Ended September 30, 2014, previously announced on May 8, 2014 and the actual business results as follows. Together, we announce an amendment to the forecast of consolidated business results for the Fiscal Year Ending December 31, 2014.

1. The Differences between the Forecast of Consolidated Business Results and the Actual Business Results for the Second Quarter Ended September 30, 2014 (April 1, 2014 – September 30, 2014)

(Amount: million yen)

	Net Sales	Operating Income	Ordinary Income	Net Income	Net Income Per Share
Previous Forecast (A)	251,000	26,500	26,500	17,000	89.66yen
Actual Results (B)	265,097	33,073	35,064	24,534	129.25yen
Amount Changed (B-A)	14,097	6,573	8,564	7,534	-
Percentage of Change (%)	5.6	24.8	32.3	44.3	-
(Reference) Actual Results for the Second Quarter Ended September 30, 2013	153,657	13,860	14,015	7,922	41.79yen

2. The Amendment to the Forecast of Consolidated Business Results for the Fiscal Year Ending December 31, 2014 (April 1, 2014 – December 31, 2014)

(Amount: million yen)

	Net Sales	Operating Income	Ordinary Income	Net Income	Net Income Per Share
Previous Forecast (A)	335,000	27,500	27,500	17,500	92.30yen
New Forecast (B)	345,000	29,000	31,000	20,000	105.36yen
Amount Changed (B-A)	10,000	1,500	3,500	2,500	-
Percentage of Change (%)	3.0	5.5	12.7	14.3	-
(Reference) Actual Results for the FY Ended March 31, 2014	329,464	26,516	26,999	16,108	84.96yen

3. Reasons for the Differences and Amendment

(1) Reasons for the differences between the Forecast of Consolidated Business Results and the Actual Business Results for the Second Quarter Ended September 30, 2014

Net sales exceeded the previous forecast by 14,097 million yen. This is due to decreasing value of yen against major foreign currencies to the rate lower than we had initially predicted, which gave positive influence on the financial statements of overseas subsidiaries, and also mainly due to earlier shipment in America area than we were initially planned.

Operating income exceeded the previous forecast by 6,573 million yen. This is due to the same reasons above and shifting the execution of Selling, General and Administrative expenses to the second half of the Fiscal Year Ending December 31, 2014.

Ordinary income, by 8,564 million yen, and net income, 7,534 million yen, both exceeded the previous forecast. This is mainly due to the influence of foreign exchange gains.

(2) Reasons for the Amendment to the Forecast of Consolidated Business Results for the Fiscal Year Ending December 31, 2014

Net sales and operating income are expected to increase from the previous forecast. This is due to decreasing value of yen against major foreign currencies to the rate lower than we had initially predicted, which is expected to give positive influence on the financial statements of overseas subsidiaries.

Ordinary income and net income are expected to exceed the previous forecast. This is due to the same reason above and influence of foreign exchange gains.

4. Details of the Amendment to the Projected Dividends for the Fiscal Year Ending December 31, 2014

	Cash dividend per share		
	End of 2nd quarter	End of year	Annual
	Yen	Yen	Yen
Previous forecast	—	18.00	18.00
New forecast	—	21.00	21.00
FY ending December 31, 2014	—		
FY ended March 31, 2014	—	17.00	17.00

5. Reasons for the Amendment to the Projected Dividends for the Fiscal Year Ending December 31, 2014

The Company recognized that the return of profits to shareholders is one of the management's top priorities. As for dividends, in principle, the Company pays dividends in accordance with our status of profits while taking into account the reinforcing of corporate structure and future business development. For making the return of profits to shareholders based on consolidated business results, the Company makes it our basic dividend policy to allocate approximately 20% of consolidated net income to the source of dividends unless extraordinary factors occur.

In accordance with the dividend policy, based on the amendment to the forecast of consolidated business results mentioned above, the Company amends the projected dividends for the Fiscal Year Ending December 31, 2014 as described above.

*The forecast of consolidated business results stated above is estimated based on information available as of the date hereof. This may cause actual results to differ from stated projections due to changing business conditions or other factors.