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February 13, 2015

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

Notice Concerning the Amendment to the Projected Dividends for the Fiscal Year Ended December 31, 2014

ASICS Corporation (hereinafter, the “Company” or “we”), hereby announce an amendment to the forecast of consolidated business results for the Fiscal Year Ended December 31, 2014.

1. 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, supported by strong business results, the Company amends the projected dividends for the Fiscal Year Ended December 31, 2014 as described above.

2. Details of the Amendment to the Projected Dividends for the Fiscal Year Ended December 31, 2014

	Cash dividend per share		
	End of 1st half	End of year	Annual
	Yen	Yen	Yen
Previous forecast	—	21.00	21.00
New forecast	—	23.50	23.50
FY ending December 31, 2014	—		
FY ended March 31, 2014	—	17.00	17.00