PRESS RELEASE

ASICS EMEA Reports Growth in All Channels and Categories in Q2 2025

[13 August 2025, The Netherlands] – ASICS EMEA today reported its Q2 2025 financial results, with revenues increasing by 26.6%* versus Q2 2024.

ASICS EMEA reported significant growth across all channels in Q2 2025 compared to Q2 2024, with Wholesale channels reporting a year-on-year growth of 36.8%, with increases in Europe's North West (58.4%) and North East (36.6%) regions, as well as Iberia and Italy (28.8%), versus the previous year.
ASICS EMEA experienced profitable growth in all categories during Q2 2025, including Performance Running and Apparel. SportStyle and Core Performance Sports (CPS) showed the most significant increases, with SportStyle increasing by 52.9% and CPS by 40.6%.

In Q2 2025, ASICS remained the clear market leader in the premium performance Running segment in Europe. ASICS saw strong market share growth in Core Performance Sports (Tennis, Indoor and Padel) and SportStyle versus the last 12 months in the period ending July 2025.**

ASICS EMEA, Chief Executive Officer, Carsten Unbehaun: "This quarter's exceptional results reflect the growing strength of our brand across Europe. We've seen strong momentum in every category and across every channel, driven by the superiority of our products, the strength of our brand and a highly motivated team of ASICS employees across EMEA. Our founding philosophy, a Sound Mind in a Sound Body, remains at the core of what we do and how we do it, and it's never resonated more than right now."

-   Ends -

* Excluding Onitsuka Tiger
** According to Circana data for:

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- "Made For / Used For" Running category above and equal to 90 euros in EU5 markets (UK, France, Germany, Italy and Spain) - source Consumer Panel
- Core Performance Sports (combining Tennis, Indoor and Padel) footwear category in EU4 markets (France, Germany, Italy and Spain)- source Point of Sale Panel
- Sports Leisure (adults), above and equal to 90 euros, footwear category in EU2 markets (France, Germany) - source Point of Sale Panel

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