VGR

// Q2 2026

asics

Onitsuka Tiger

VGR MARKET INTELLIGENCE

VERYGOODRETAIL.AI

CONTENTS

01 Executive Summary....3
02 The half in figures....6
03 The comparability restatement....9
04 Growth composition....12
05 The estate....17
06 Margin architecture....18
07 Inventory and the working-capital cycle....21
08 Cash, the balance sheet and capital allocation....24
09 Earnings quality and the extraordinary line....26
10 Guidance and the implied second half....30
11 Disclosure delta and metrics not reported....34
12 The company's account, tested....37
13 Method, sources and precision register....41

01

Executive Summary

ASICS reported first-half net sales of ¥534.4bn for the six months to 30 June 2026, up 32.7% and up 22.0% currency-neutral; gross profit of ¥306.2bn on a margin of 57.3% against 56.7%; operating profit of ¥120.4bn, up 48.5%, on a margin of 22.5% against 20.1%; ordinary profit of ¥116.5bn, up 48.3%; and profit attributable to owners of parent of ¥82.1bn, up 53.3%. Operating cash flow was ¥58.8bn, which the company states is a record. Full-year guidance was raised the same day from ¥950.0bn to ¥1,050.0bn of net sales and from ¥171.0bn to ¥195.0bn of operating profit, and the annual dividend forecast from ¥38.00 to ¥44.00 a share. Return on assets, on the company's definition, rose 5.7 points to 26.0% and the equity ratio 6.5 points to 52.8%. Five of the seven disclosed regions raised their operating margin, one was unchanged and Oceania fell; all six categories raised their gross margin.

Net sales rose 32.7% to ¥534.4bn and operating profit 48.5%; ¥43.2bn of the ¥131.7bn increase is translation

The composition of the increase is disclosed, and it can therefore be measured. ASICS publishes a reported and a currency-neutral change for net sales; the difference between them is translation. Against the ¥131.7bn reported increase the currency-neutral increase is ¥88.5bn, so ¥43.2bn — 32.8% of the increase — is translation, and 10.7 of the 32.7 percentage points of growth. The average rates the company prints moved from ¥148.98 to ¥158.23 against the dollar, ¥162.54 to ¥184.65 against the euro and ¥20.55 to ¥23.02 against the renminbi. On the guidance upgrade the share is higher. ASICS added ¥100.0bn to the full-year sales forecast, +10.5% reported against +5.3% currency-neutral; applying the currency-neutral rate to the previous ¥950.0bn forecast accounts for ¥50.35bn and leaves ¥49.65bn, 49.7% of the upgrade, as the revision of the rate assumption from ¥150.0 to ¥160.0 against the dollar, ¥170.0 to ¥180.0 against the euro and ¥21.0 to ¥23.0 against the renminbi. The operating profit upgrade divides the same way: ¥24.0bn added, of which ¥15.22bn is the currency-neutral component and ¥8.78bn — 36.6% — is translation, which agrees with the ¥8.9bn currency line ASICS prints in its own bridge. The company gives three reasons for the revision: "strong first-half results, continued strong performance of Onitsuka Tiger in Japan and SportStyle in Europe in the second half, and the revision of foreign exchange rate assumption to reflect the current market environment". Currency is the third of the three reasons listed.

Gross profit rose ¥77.8bn and the SG&A ratio fell 1.8 points; ¥39.3bn of the additional gross profit reached operating profit

Gross profit rose 34.1%, faster than net sales, on a gross margin of 57.3% against 56.7%. ASICS publishes the bridge and the six lines sum to the disclosed +0.6 points: product mix +1.2, channel mix −0.3, purchasing exchange rate −0.1, United

States tariffs −0.9, United States tariff refunds +0.8, other −0.1. One line is a one-off, and the company sizes it itself: "refunds from the U.S. government (approximately 28 million USD) for payments made through February 23, 2026, have already been received", with "a positive impact (+0.8 ppt) on the cumulative consolidated gross margin for Q2". Excluding it the first-half gross margin is 56.5%, which is 0.2 points below the prior year, so the refund is larger than the whole of the reported expansion. Net of both tariff lines, United States tariffs cost 0.1 point of gross margin in the half. The refund is bounded at ¥4.3bn to ¥4.4bn against a gross profit increase of ¥77.8bn.

The larger movement is below the gross line. SG&A rose from ¥147.3bn to ¥185.8bn, an increase of ¥38.5bn or 26.1%, against net sales up 32.7%. The ratio to sales fell from 36.6% to 34.8%, a reduction of 1.8 points, and against the company's own February forecast the ratio improved 3.3 points. Every named component grew more slowly than sales: personnel +20.9%, advertising +29.9%, packing and transportation +29.2%, sales commission +26.3%, rent with depreciation and amortisation +29.5%, other +26.9%. Of the ¥77.8bn of additional gross profit, ¥38.5bn — 49.5% — was absorbed by SG&A and ¥39.3bn — 50.5% — reached operating profit. That division is the whole of the 2.4-point operating-margin gain: 0.6 points from the gross margin and 1.8 points from the SG&A ratio. Incremental sales carried a 59.1% gross margin and a 29.8% operating margin, against a reported gross margin of 57.3% and a prior-year operating margin of 20.1%.

Part of the ratio movement is phasing within the year. ASICS attributes the improvement against its February forecast to "revenue growth and the timing adjustment of marketing and advertising expenses". The full-year advertising forecast of ¥78.3bn less the ¥36.1bn spent in the first half leaves ¥42.2bn for the second half against ¥31.7bn a year earlier, an increase of 33.1% against 29.9% in the first half. On the revised guidance advertising grows faster in the second half than in the first, and the second-half SG&A ratio implied by the guidance is 42.8% against 41.8% in the prior-year second half.

Performance Running and SportStyle are comparable only as a pair, and the pair grew 36.3%

ASICS prints two footnotes in the category section. On the Performance Running page: "Effective from 2026, a portion of products has been transferred to SPS." On the SportStyle page: "Effective from 2026, a portion of products has been transferred from P.RUN." The yen value is not disclosed and the 2025 comparatives are not restated, so SportStyle's +83.0% is overstated and Performance Running's +19.3% understated by the same undisclosed amount, and the same applies to their category profit rates and to the SportStyle composition ratio. Nothing above the category line is affected: group net sales, gross margin and operating profit are fully comparable, and the transfer changes no group total. The pair is the smallest unit

that is comparable, because the transfer is internal to it. Combined net sales were ¥343.7bn against ¥252.2bn, an increase of 36.3%, and ¥311.6bn on the company's own currency-neutral category levels, an increase of 23.6% — against a group at 32.7% and 22.0%. Combined category profit was ¥99.9bn against ¥67.1bn, on a margin of 29.1% against 26.6%. In the second quarter standalone the pair grew 40.7% reported and 25.0% currency-neutral. Onitsuka Tiger, Core Performance Sports, Apparel and Walking are unaffected and are used as published.

WHAT TO WATCH

1 · Third-quarter 2026 results, 13 November 2026. Currency-neutral net sales growth for the third quarter. July, the first month after the half and the last monthly figure ASICS will publish, grew 14.4% currency-neutral against 22.9% for the second quarter. A continuation is a third-quarter currency-neutral rate below 22.9%; a break is a rate at or above it.

2 · Third-quarter 2026 results, 13 November 2026. The nine-month gross-margin bridge and the SG&A to sales ratio. The half carried a disclosed 0.8-point tariff refund inside a 57.3% gross margin, and a 34.8% SG&A ratio against guidance that implies second-half advertising 33.1% higher. A continuation is a nine-month gross margin at or above 57.3% with no further refund line and an SG&A ratio at or below 34.8%; a break is a lower gross margin or a higher ratio.

3 · Third-quarter 2026 results, 13 November 2026. Performance Running and SportStyle combined, from the category table. The pair grew 36.3% in the half against 32.7% for the group. A continuation is nine-month growth for the pair above the nine-month group rate; a break is growth at or below it.

VGR will publish the Q3 2026 analysis when the figures are released.

02 · THE HALF IN FIGURES

Reported and currency-neutral, the six months to 30 June 2026

DISCLAIMER

This document is produced by VGR | Very Good Retail for information and discussion purposes only. It is not investment advice, nor an offer or solicitation to buy or sell any security. All figures are taken from the company's own published materials, cited throughout. VGR is not a licensed investment adviser. Readers should form their own view and take professional advice before acting. VGR accepts no liability for decisions taken on the basis of this document.

ASICS CORPORATION · TSE PRIME: 7936 · Q2 2026, SIX MONTHS · JPY AS PUBLISHED

FINANCIAL YEAR ENDS 31 DECEMBER 2026 · PERIOD ENDED 30 JUNE 2026 · REPORTED 14 AUGUST 2026 · ANALYSIS 30 SEPTEMBER 2026

NET REVENUES	GROSS PROFIT	OPERATING PROFIT	NET PROFIT
+32.7%	+34.1%	+48.5%	+53.3%
534.4 vs 402.7	306.2 vs 228.4	120.4 vs 81.1	82.1 vs 53.6

GROSS MARGIN	OPERATING MARGIN	RoS
57.3%	22.5%	15.4%
from 56.7%	from 20.1%	from 13.3%

¥bn, half-year against the same half a year earlier; Japanese GAAP, as reported; net profit is profit attributable to owners of parent

Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary - For the Second Quarter and the Six Months Ended June 30, 2026", consolidated income statement. Japanese GAAP, consolidated, yen as published. The four changes in the top band are as disclosed by the company; the margin rates and the return on sales (profit attributable to owners of parent divided by net sales) are VGR arithmetic on the disclosed figures.

ASICS reports under Japanese GAAP on a calendar year. It publishes a full first-half income statement, a second-quarter standalone income statement, and currency-neutral changes for net sales, operating profit and profit. It does not publish a first-quarter income statement in this document; the first quarter is derived by subtraction below and labelled derived wherever it appears. Currency-neutral is the company's own measure and its own rates; VGR has applied no rates of its own.

LINE	H1 2026	H1 2025	CHANGE
Net sales	¥534.4bn	¥402.7bn	+¥131.7bn, +32.7%; +22.0% currency-neutral
Gross profit	¥306.2bn	¥228.4bn	+¥77.8bn, +34.1%
Gross margin	57.3%	56.7%	+0.6ppt

LINE	H1 2026	H1 2025	CHANGE
SG&A expenses	¥185.8bn	¥147.3bn	+¥38.5bn, +26.1%; +¥23.0bn currency-neutral
SG&A to sales	34.8%	36.6%	**−1.8ppt**
Operating profit	¥120.4bn	¥81.1bn	+¥39.3bn, +48.5%; +37.7% currency-neutral
Operating margin	22.5%	20.1%	+2.4ppt
Ordinary profit	¥116.5bn	¥78.6bn	+¥37.9bn, +48.3%
Extraordinary income (loss)	**−¥4.9bn**	+¥2.1bn	**−¥7.0bn**
Profit attributable to owners of parent	¥82.1bn	¥53.6bn	+¥28.5bn, +53.3%; +38.7% currency-neutral
Sales in foreign markets	¥438.8bn	¥325.6bn	+34.7%; 82.1% of net sales against 80.9%
Operating cash flow	¥58.8bn	¥46.4bn (derived)	+¥12.4bn, disclosed as a record high
Return on assets	26.0%	20.3%	+5.7ppt, on the company's definition

Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026. Changes, shares and derived lines computed by VGR from the disclosed absolutes. Prior-year operating cash flow is derived as the disclosed ¥58.8bn less the disclosed ¥12.4bn increase. Precision: exact.

The second quarter standalone, and the first quarter derived by subtraction

ASICS discloses the second quarter standalone. Subtracting it from the six-month columns gives the first quarter. Every first-quarter figure below is arithmetic on two disclosed numbers and inherits their one-decimal rounding. The two movements the split shows and the half-year view does not are the direction of the gross margin and the size of the extraordinary line.

LINE	Q1 2026 (DERIVED)	Q2 2026	Q1 2025 (DERIVED)	Q2 2025
Net sales	¥270.2bn	¥264.2bn	¥208.3bn	¥194.4bn
Gross profit	¥147.5bn	¥158.7bn	¥116.3bn	¥112.1bn
Gross margin	54.6%	60.1%	55.8%	57.7%
Gross margin change	**−124bp**	+240bp	—	—
SG&A	¥86.8bn	¥99.0bn	¥71.8bn	¥75.5bn
SG&A to sales	32.1%	37.5%	34.5%	38.8%

LINE	Q1 2026 (DERIVED)	Q2 2026	Q1 2025 (DERIVED)	Q2 2025
Operating profit	¥60.7bn	¥59.7bn	¥44.5bn	¥36.6bn
Operating margin	22.5%	22.6%	21.4%	18.8%
Extraordinary income (loss)	+¥3.1bn	**−¥8.0bn**	+¥0.0bn	+¥2.1bn
Profit attributable to owners	¥46.5bn	¥35.6bn	¥31.6bn	¥22.0bn

Second-quarter and first-half columns disclosed; ASICS also prints the first-quarter net sales, operating profit, operating margin and profit in its quarterly trend chart, and those figures agree with the subtraction. The first-quarter gross profit, gross margin, SG&A and extraordinary lines are VGR arithmetic: six months less the disclosed second quarter. Precision: exact. Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

Second-quarter net sales of ¥264.2bn were ¥6.0bn, or 2.2%, below the first quarter's ¥270.2bn. Operating profit was ¥59.7bn against ¥60.7bn, a sequential decline of 1.6%. Profit attributable to owners of parent was ¥35.6bn against ¥46.5bn, a sequential decline of 23.4%. The difference between the two sequential movements is the extraordinary line, +¥3.1bn in the first quarter against −¥8.0bn in the second, a swing of ¥11.1bn inside the half. Section 09 sets out what the release discloses about its composition.

03 · THE COMPARABILITY RESTATEMENT

The restatement runs before any growth rate is published. It produces the VGR basis: the figures this analysis is conducted on, shown against the figures the company published. At the consolidated level ASICS requires almost none — there is no acquisition, no disposal, no 53rd week and no change of accounting framework in the period, and group net sales, gross margin and operating profit are fully comparable year on year. The restatement is entirely at the category level. It changes no group total and no group growth rate, and it is presented here because the methodology runs it before any growth rate is published, not because it is the largest finding of the half. The ranking is in section 01.

TEST	FINDING	EFFECT ON THE VGR BASIS
N1 Calendar	Calendar year end 31 December. Six months against six months. No 53rd week, no period-length change, no calendar effect disclosed or claimed.	None. Comparable as published.
N2 Perimeter	No acquisition or disposal in the period. The ASICS Trading transfer and dissolution and the Onitsuka Tiger company split both take effect 1 January 2027 and are contracted forward facts, not guidance. Neither affects the first half.	None for the period. Recorded for 2027.
N3 Currency	The company publishes currency-neutral changes for net sales, operating profit, profit, SG&A, and for every category, channel, region and month. Reported net sales +32.7% against +22.0% currency-neutral.	FX bridge +10.7pp of the growth rate; ¥43.2bn of the ¥131.7bn increase.
N4 One-offs	Both periods carry an extraordinary line: +¥2.1bn in H1 2025, −¥4.9bn in H1 2026. Inside the gross margin, the +0.8ppt United States tariff refund is a recovery of duty paid before 23 February 2026. A ¥7.0bn ASICS Trading career-transition expense is disclosed and not yet recognised.	Gross margin restated to 56.5% for H1 2026. The 2025 gross margin carries no equivalent disclosed item.
N5 Leases	Japanese GAAP. There is no IFRS 16 lease liability, no lease depreciation and no lease interest. Rent of ¥7.3bn is charged within SG&A. Occupancy ratio, EBITDAR and fixed-charge cover are not calculable on the IFRS 16 definitions.	Not restatable. Group EBITDA is not comparable with IFRS 16 peers.
N6 Returns	No refund liability, right-of-return asset or expected-return-rate assumption is disclosed. No policy on markdown allowances or margin support to wholesale partners is given.	Not calculable. Missing input: the returns and contra-revenue note.

TEST	FINDING	EFFECT ON THE VGR BASIS
N7 Definitions	Category perimeter changed: a portion of products transferred from Performance Running to SportStyle effective 2026, unquantified, comparatives not restated. Walking presented as a category for the first time, with a 2025 comparative. Monthly preliminary net sales discontinued after this release.	Performance Running and SportStyle are comparable only as a pair. See below.
N8 Restatement	Japanese GAAP, consolidated. Comparatives as originally reported. No change of inventory costing, revenue recognition or capitalisation policy is disclosed.	None.

Tests as set out in the VGR comparability framework, Block N. Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

Performance Running and SportStyle are comparable only as a pair

The transfer moves revenue and profit from one disclosed category into another. It does not change the sum of the two. The pair is therefore comparable on exactly the same basis in both years, and every individual figure for the two categories is not. This is the VGR basis used in section 04 and wherever either category is discussed.

LINE	H1 2026	H1 2025	CHANGE	BASIS
Performance Running net sales	¥220.6bn	¥184.9bn	+19.3%	As published — not comparable
SportStyle net sales	¥123.1bn	¥67.3bn	+83.0%	As published — not comparable
Combined net sales	¥343.7bn	¥252.2bn	+36.3%	VGR basis — comparable
Combined, currency-neutral	¥311.6bn	¥252.2bn	+23.6%	VGR basis — comparable
Combined category profit	¥99.9bn	¥67.1bn	+48.9%	VGR basis — comparable
Combined category margin	29.1%	26.6%	+246bp	VGR basis — comparable
Combined, Q2 standalone	¥167.4bn	¥119.0bn	+40.7%	VGR basis — comparable
Combined, Q2 currency-neutral	¥148.7bn	¥119.0bn	+25.0%	VGR basis — comparable
Group net sales, for reference	¥534.4bn	¥402.7bn	+32.7%	Comparable as published

Combined lines are VGR sums of the disclosed category figures, and their changes are VGR arithmetic. Currency-neutral levels are the company's own category figures, summed. Precision: exact on the disclosed one-decimal inputs. Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

Three consequences carry into the rest of this document. The SportStyle composition ratio ASICS states, 16.7% of net sales rising to 23.0%, is not comparable. The disclosed gross-margin bridge attributes −0.3 points to channel mix on the stated grounds that "the acceleration of growth at SPS, which has a high WS ratio, has caused the WS ratio to rise as a percentage of the consolidated total" — part of that acceleration is the reclassification. And the category profit growth rates, +24.8% for Performance Running and +103.0% for SportStyle, are affected in the same direction and by the same mechanism as the sales rates. Onitsuka Tiger, Core Performance Sports, Apparel and Walking are unaffected and are used as published.

04 · GROWTH COMPOSITION

One of the five components of the decomposition is calculable

The Growth Composition Index splits the period's revenue growth into currency, perimeter, space, like-for-like and sell-in, in percentage points summing to the reported rate. For ASICS only currency is calculable. The composite is therefore not computed, and the components are published as they stand.

COMPONENT	CONTRIBUTION	BASIS
Currency	+10.7pp of the +32.7% reported rate	Reported growth less the company's currency-neutral growth of +22.0%. Exact.
Perimeter	Nil	No acquisition or disposal in the period. Exact.
Space	Not disclosed	Missing input: store count and selling area, at any level.
Like-for-like	Not disclosed	Missing input: a comparable-store or comparable-sales measure. ASICS publishes none.
Sell-in and other	Not disclosed	Missing input: sell-in against sell-through in the wholesale channel.
Residual, earned growth	+22.0pp, undecomposed	The currency-neutral rate, which the three undisclosed components would divide.

VGR Growth Composition Index. Components not disclosed are shown as not disclosed rather than folded into a residual. Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

Translation is ¥43.2bn of the ¥131.7bn increase

ASICS discloses both the reported and the currency-neutral change for each of net sales, operating profit, profit and SG&A, and for the second quarter standalone as well as the half. The difference between the two is translation. The average rates the company prints moved from ¥148.98 to ¥158.23 against the dollar, ¥162.54 to ¥184.65 against the euro and ¥20.55 to ¥23.02 against the renminbi.

MEASURE	REPORTED CHANGE	CURRENCY-NEUTRAL	TRANSLATION	TRANSLATION SHARE
Net sales, H1	+¥131.7bn	+¥88.5bn	+¥43.2bn	32.8%
Operating profit, H1	+¥39.3bn	+¥30.6bn	+¥8.7bn	22.1%
Profit, H1	+¥28.5bn	+¥20.7bn	+¥7.8bn	27.4%
SG&A, H1	+¥38.5bn	+¥23.0bn	+¥15.5bn	40.3%
Net sales, Q2 standalone	+¥69.8bn	+¥44.5bn	+¥25.3bn	36.3%

MEASURE	REPORTED CHANGE	CURRENCY-NEUTRAL	TRANSLATION	TRANSLATION SHARE
Operating profit, Q2 standalone	+¥23.1bn	+¥18.1bn	+¥5.0bn	21.7%
Profit, Q2 standalone	+¥13.6bn	+¥8.7bn	+¥4.9bn	36.0%

Reported and currency-neutral changes disclosed. Translation and its share are VGR arithmetic: reported less currency-neutral. Precision: exact. Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

Translation is a larger share of the sales increase in the second quarter standalone, 36.3%, than across the half, 32.8%. On SG&A it is 40.3%, the highest of the four measures, which is consistent with a cost base weighted to the same overseas markets as the revenue: sales in foreign markets were 82.1% of net sales against 80.9%.

Where the increase came from, by category, on the restated basis

CATEGORY	H1 2026	CHANGE	SHARE OF THE INCREASE	SHARE OF H1 2026 SALES
Performance Running and SportStyle (VGR basis)	¥343.7bn	+¥91.5bn, +36.3%	69.5%	64.3%
Onitsuka Tiger	¥89.5bn	+¥23.7bn, +35.9%	18.0%	16.8%
Core Performance Sports	¥55.1bn	+¥11.0bn, +24.9%	8.4%	10.3%
Apparel	¥25.6bn	+¥5.6bn, +28.1%	4.3%	4.8%
Walking	¥8.6bn	+¥0.8bn, +9.8%	0.6%	1.6%
Others	¥11.9bn	**−¥0.9bn**	**−0.7%**	2.2%
Total	¥534.4bn	+¥131.7bn, +32.7%	100.0%	100.0%

Category net sales disclosed. Performance Running and SportStyle are combined because the transfer between them is unquantified; see section 03. Shares are VGR arithmetic and the components sum to the disclosed group increase of ¥131.7bn. Cross-foot clean. Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

Onitsuka Tiger is the largest separately comparable contributor at 18.0% of the increase, from 16.3% of prior-year sales. Its category profit rose ¥9.8bn to ¥35.5bn on a margin of 39.7%, the highest of the six categories, and its net sales rose by double digits in every region the company reports for the brand: Japan ¥30.8bn to ¥43.0bn, Europe ¥4.3bn to ¥7.2bn, Greater China ¥18.9bn to ¥24.4bn, Oceania ¥1.0bn to ¥1.3bn, Southeast and South Asia ¥6.6bn to ¥8.2bn and Others ¥3.9bn to ¥5.2bn. Onitsuka Tiger has no North America line; ASICS states it plans to re-enter the United States market in 2027.

Wholesale produced 64.9% of the sales increase

CHANNEL	H1 2026	H1 2025	CHANGE	CURRENCY-NEUTRAL	SHARE OF THE INCREASE
Wholesale	¥317.5bn	¥232.0bn	+36.9%	+24.9%	64.9%
Retail	¥115.2bn	¥88.6bn	+30.0%	+21.8%	20.2%
E-commerce	¥93.9bn	¥75.8bn	+23.9%	+13.7%	13.7%
Running service	¥7.8bn	¥6.3bn	+22.5%	+17.7%	1.1%
Direct-to-consumer (VGR sum)	¥209.1bn	¥164.4bn	+27.2%	—	33.9%

Channel net sales and currency-neutral changes disclosed. Direct-to-consumer is a VGR sum of retail and e-commerce; the company does not print the aggregate. Shares are VGR arithmetic and the four disclosed channels sum to the ¥131.7bn group increase. Cross-foot clean. Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

The wholesale share of net sales rose from 57.6% to 59.3%, a shift of 1.7 points. E-commerce fell as a share of net sales, from 18.8% to 17.6%. ASICS states e-commerce grew in every region "except North America, which experiences strategic business downsizing", and that excluding North America the currency-neutral rate was +23.1% against +13.7%. The same series appears on the digital page as +23.9% reported and +34.8% excluding North America; the two pages state the series on different bases, reported and currency-neutral, and the figures should not be read against each other.

Europe's disclosed net sales are 31.2% of the consolidated total

REGION	H1 2026	CHANGE	CURRENCY-NEUTRAL	OPERATING MARGIN 2026	CHANGE
Europe	¥166.6bn	+46.4%	+29.7%	20.8%	+2.1ppt
North America	¥94.6bn	+28.1%	+19.6%	20.1%	+6.2ppt
Greater China	¥81.0bn	+30.7%	+17.6%	24.4%	+0.2ppt
ASICS Japan	¥75.6bn	+23.8%	+23.8%	33.4%	+3.4ppt
Southeast and South Asia	¥31.4bn	+33.9%	+25.9%	24.2%	+1.1ppt
Others	¥32.2bn	+30.7%	+17.5%	17.6%	0.0ppt
Oceania	¥28.9bn	+35.0%	+15.3%	13.2%	**−2.4ppt**
Japan region (statutory)	¥106.0bn	+6.9%	+6.9%	27.0%	+5.2ppt

Regional net sales, currency-neutral changes and operating margins disclosed. The statutory Japan region contains ASICS Japan together with ASICS Trading and NISHI Athletic Goods; ASICS prints the ASICS Japan line separately "considering comparability with other regions". Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

Europe contributed ¥52.9bn of the ¥131.7bn increase, 40.2%, and is the largest region at 31.2% of consolidated net sales, ahead of North America at 17.7% and ASICS Japan at 14.2%. Oceania is the only region with a first-half operating margin decline, 15.6% to 13.2%, and 19.7 points of its 35.0% reported sales growth is translation. The seven regional lines do not foot to consolidated net sales. Taking the statutory Japan region they sum to ¥540.7bn for the first half of 2026 and ¥418.3bn for 2025, against consolidated net sales of ¥534.4bn and ¥402.7bn — differences of ¥6.3bn and ¥15.6bn. No eliminations line is presented in the regional net sales table, although the regional operating profit table carries an adjustments line of +¥1.4bn. The difference is recorded here as unreconciled rather than allocated; regional shares in this document are computed against consolidated net sales as published, and the cross-foot record in section 13 repeats the difference.

Greater China is the one large region where the second quarter was below both the first quarter and the prior year

Regional first quarters are derived as the disclosed half less the disclosed second quarter standalone. Greater China's operating margin was 29.7% in the first quarter and 19.9% in the second, against 23.1% in the prior-year first quarter and 24.9% in the prior-year second. Second-quarter net sales rose 32.8% reported and 15.6% currency-neutral, so the region carries the widest gap between the two bases of any large market in the quarter, and second-quarter operating profit rose 6.5% against sales up 32.8%. North America moves the other way: a first-quarter operating margin of 13.1% and a second-quarter margin of 27.3%, against 14.6% and 12.9% in the prior year. The tariff refund was received in the United States and the second-quarter step is concentrated there.

Inbound tourism produced 63.4% of ASICS Japan's sales increase

ASICS discloses sales to inbound tourists at ASICS Japan: ¥30.8bn in the first half against ¥21.6bn, an increase of ¥9.2bn or 42.6%. ASICS Japan's total net sales rose ¥14.5bn, so inbound accounts for 63.4% of the increase. Inbound is 40.7% of ASICS Japan's first-half net sales against 35.4%, a shift of 5.4 points, and 5.8% of consolidated net sales. Second-quarter inbound sales reached ¥15.5bn, which ASICS states is "the highest quarterly level on record, increasing +39.5% YoY", and July inbound sales reached ¥5.3bn, of which Onitsuka Tiger was ¥4.7bn, against ¥3.5bn and ¥3.1bn in July 2025. The same disclosure appears in the inventory section: ASICS attributes the group DIO increase to "an increase in the inventory mix of OT products at ASICS Japan, where inbound demand remained strong". No measure of inbound volume, spend per visitor or repeat rate is disclosed, and inbound is not separated in any region other than Japan.

The Japanese entities outside ASICS Japan recorded second-quarter net sales 49.2% below the prior year

The statutory Japan region contains ASICS Japan, ASICS Trading and NISHI Athletic Goods. ASICS discloses both the region and the ASICS Japan line, for the half and for the second quarter standalone. The difference is the other Japanese entities. For the half they fell from ¥38.1bn to ¥30.4bn, a decline of 20.2%. For the second quarter standalone they fell from ¥19.3bn to ¥9.8bn, a decline of 49.2%, against a first quarter in which they rose from ¥18.8bn to ¥20.6bn. Their operating profit was unchanged at ¥3.3bn in both halves, because the Japan region and the ASICS Japan operating profit increases are both disclosed at ¥6.9bn. In the same release ASICS states that ASICS Trading will transfer its walking business to ASICS Corporation and ASICS Japan effective 1 January 2027 and "will then be dissolved and liquidated after winding down all of its operations", with ¥7.0bn of career-transition expenses to be recorded as an extraordinary loss. The release does not reconcile the second-quarter movement in these entities and does not disclose their revenue as a separate line.

05 · THE ESTATE

No store count, no selling area and no like-for-like are disclosed

ASICS publishes no store number, no opening or closing count, no selling area in square metres and no like-for-like or comparable-store measure, at group, regional, channel or brand level, in either document. Retail net sales of ¥115.2bn, 21.6% of the group, are disclosed only as a total and a growth rate. Estate productivity, sales density, the split of retail growth between space and like-for-like, and the contribution of new doors to wholesale are all not calculable, and the missing input in each case is the store schedule. This is the largest single gap in ASICS' disclosure against the VGR taxonomy and it is the reason three of the five growth-composition components in section 04 are absent.

Six Onitsuka Tiger openings are disclosed, all dated after 30 June 2026

LOCATION	DATE	AREA	AS DESCRIBED BY THE COMPANY
Shanghai	4 July 2026	471 m²	Relocation of a nearby flagship to a high-traffic area
Shinjuku, Tokyo	10 July 2026	1,837 m²	"Onitsuka Tiger's largest global flagship store", full product lineup
Nagoya	7 August 2026	677 m²	First store in the area to carry the Contemporary series
Milan	September 2026	516 m²	Near the Duomo, with a new-concept café
Seoul (Gangnam)	September or October 2026	435 m²	The two source pages give different months; see section 11
Los Angeles	2027	Not disclosed	Re-entry to the North American market

The only estate data in either document. Every date falls after the 30 June 2026 balance sheet date, so none of it is in the reported half. No comparable schedule is given for the ASICS brand. Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

The company also discloses two research facilities — the ASICS Institute of Sport Science America, established December 2025 with the University of Michigan, and the ASICS Institute of Sport Science Europe, announced June 2026 with HumanFab — and states an intention to "restructure our domestic operations and consolidate our membership programs under the 'OneASICS' brand". OneASICS membership is disclosed at 25.85m at the half against 20.77m and 15.62m in the two preceding first halves, an increase of 25%. No spend per member, active rate or member share of sales is disclosed.

06 · MARGIN ARCHITECTURE

The gross-margin bridge contains a refund of duty paid before 23 February 2026

ASICS publishes a six-line gross-margin bridge. The lines sum to the disclosed +0.6 points. One of them is a one-off: the company states that "refunds from the U.S. government (approximately 28 million USD) for payments made through February 23, 2026, have already been received" and that this "had a positive impact (+0.8 ppt) on the cumulative consolidated gross margin for Q2".

BRIDGE LINE	POINTS	STANDING
Product mix	+1.2	Recurring. ASICS defines it as "composition of products sold (price range, and profitability etc.)"
Channel mix	−0.3	Recurring. Reconciled against the disclosed channel margins below
Purchasing exchange rate	−0.1	Recurring. "Exchange rates applicable to the purchase of products from factories"
United States tariffs	−0.9	Recurring at the rates in force
United States tariff refunds	+0.8	One-off. Duty paid through 23 February 2026, received
Other (freight, inventory optimisation)	−0.1	Recurring
Reported change	+0.6	56.7% to 57.3%
Change excluding the refund (VGR)	−0.2	56.7% to 56.5%

Bridge lines and definitions disclosed. The final line is VGR arithmetic: the reported change less the disclosed refund line. Precision: exact on the disclosed one-decimal bridge. Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

The refund is larger than the whole of the reported expansion. Two independent sizings of it agree: 0.8 points of the ¥534.4bn first-half revenue base is ¥4.28bn, and US$28m at the disclosed first-half average rate of ¥158.23 is ¥4.43bn. The difference is the rounding on both the 0.8 points and the "approximately" on the dollar figure, so the amount is bounded at ¥4.3bn to ¥4.4bn against a total gross profit increase of ¥77.8bn. Net of both tariff lines, United States tariffs cost 0.1 point of first-half gross margin. The company sets out the rate timeline — 10% before 24 February 2026, approximately 20% from 24 February to 25 July 2026, and from 25 July 12.5% for Vietnam and 10% for Indonesia and others — and states that it holds "approximately 3.5 months' worth of inventory in the U.S.", so "the timing of tariff application (at customs clearance) differs from the timing of profit and loss recognition (at the time of sale)". Quarterly tariff impacts are disclosed at US$18m

in the first quarter and US$12m in the second, with US$18m forecast for the remainder and US$48m for the full year, against the approximately US$67m assumed in February.

The gross-margin movement is a second-quarter event

Recomputed from the disclosed absolutes, the first-quarter gross margin fell 124bp year on year, from 55.8% to 54.6%, and the second-quarter gross margin rose 240bp, from 57.7% to 60.1%. ASICS states the second-quarter movement as +2.5 points; the difference is the one-decimal rounding on the disclosed gross profit and net sales figures. The +0.6 points reported for the half is the net of a first quarter down and a second quarter up, and the refund landed in the second quarter.

The operating margin gained 2.4 points, of which 1.8 came from the SG&A ratio

Operating margin rose from 20.1% to 22.5%. Gross margin contributed 0.6 points of that and the SG&A ratio 1.8, falling from 36.6% to 34.8%. SG&A rose ¥38.5bn, or 26.1%, against sales growth of 32.7%; on the company's currency-neutral basis it rose ¥23.0bn. Every named component grew more slowly than sales.

COMPONENT	H1 2026	H1 2025	CHANGE	CURRENCY-NEUTRAL	AGAINST THE FEBRUARY PLAN
Personnel	¥53.2bn	¥44.0bn	+20.9%	+¥5.5bn	¥53.7bn planned; ¥0.5bn below
Advertising	¥36.1bn	¥27.8bn	+29.9%	+¥5.5bn	¥37.3bn planned; ¥1.2bn below
Packing and transportation	¥18.6bn	¥14.4bn	+29.2%	+¥2.6bn	¥17.3bn planned; ¥1.3bn above
Sales commission	¥21.6bn	¥17.1bn	+26.3%	+¥2.7bn	¥19.3bn planned; ¥2.3bn above
Rent, depreciation and amortisation	¥22.8bn	¥17.6bn	+29.5%	+¥3.5bn	¥22.0bn planned; ¥0.8bn above
Other	¥33.5bn	¥26.4bn	+26.9%	+¥3.2bn	¥32.1bn planned; ¥1.4bn above
Total SG&A	¥185.8bn	¥147.3bn	+26.1%	+¥23.0bn	¥181.7bn planned; ¥4.1bn above
SG&A to sales	34.8%	36.6%	−1.8ppt	—	38.1% planned; 3.3ppt better

Components, currency-neutral changes and the February plan column disclosed. Percentage changes are VGR arithmetic on the disclosed absolutes. Precision: exact. Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

Personnel expense fell as a share of net sales, from 10.9% to 10.0%, against the company's description of "expanded human resource investment including profit-sharing bonuses"; the absolute increase is ¥9.2bn. Advertising fell as a share of net

sales, from 6.9% to 6.8%, on spend up 29.9%. ASICS states that against the February forecast "the SG&A to sales ratio improved by 3.3ppt, driven by revenue growth and the timing adjustment of marketing and advertising expenses". Section 10 sizes that timing: the full-year advertising forecast less the first-half actual leaves ¥42.2bn for the second half against ¥31.7bn, an increase of 33.1%, against 29.9% in the first half.

The channel-mix drag reconciles to the disclosed channel margins

ASICS discloses first-half channel economics: wholesale gross margin 49.5% against direct-to-consumer 69.2%, a gap of 19.7 points, with SG&A ratios of 27.2% and 45.2% and operating margins of 22.3% and 23.9%. The wholesale share of net sales rose 1.7 points. The mechanical cost of that shift at the gross line is 1.7% multiplied by 19.7 points, or 34bp, against the disclosed channel-mix drag of −0.3 points; the two agree. At the operating line the same shift costs 1.7% multiplied by the 1.6-point operating-margin gap, or 3bp. The company's own statement is that "while the gross profit margin is low on the WS channel because the selling price is the WS price, the operating profit margin is on par with that of DTC due to lower fixed costs", and the arithmetic supports it. The channel shift is material at the gross margin and close to neutral at the operating margin.

Incremental sales carried a higher gross margin than the average

- Incremental gross margin: the ¥77.8bn gross profit increase divided by the ¥131.7bn sales increase is 59.1%, against a reported first-half gross margin of 57.3%. Incremental sales carried 1.8 points more gross margin than the average of the book.
- Incremental operating margin: the ¥39.3bn operating profit increase divided by the ¥131.7bn sales increase is 29.8%, against a prior-year operating margin of 20.1%.
- Of the ¥77.8bn of additional gross profit, ¥38.5bn — 49.5% — was absorbed by SG&A and ¥39.3bn — 50.5% — reached operating profit.
- Category gross margins all rose: Performance Running 54.5% (+1.0ppt), Core Performance Sports 49.2% (+2.2ppt), Apparel 55.6% (+0.8ppt), SportStyle 52.3% (+0.9ppt), Onitsuka Tiger 74.6% (+0.4ppt), Walking 56.1% (+4.0ppt). The Performance Running and SportStyle figures carry the reclassification.

07 · INVENTORY AND THE WORKING-CAPITAL CYCLE

Inventory excluding goods in transit grew 32.4% against sales growth of 32.7%

ASICS states that inventory "decreased by 4.2 billion yen from the previous fiscal year-end, reflecting continued improvements in inventory management (8.3 billion yen decrease on a currency-neutral basis)". Against the year-end the balances agree with that statement. Against the prior-year second quarter, consolidated inventories rose 26.0%, from ¥138.7bn to ¥174.7bn, against sales growth of 32.7% — slower than sales. The company discloses goods in transit separately, and the position changes when it is removed.

BASIS	FY26 Q2	FY25 Q2	FY25 Q4	CHANGE YOY	CHANGE VS YEAR-END
Consolidated inventories	¥174.7bn	¥138.7bn	¥178.9bn	+26.0%	**−¥4.2bn, −2.4%**
— of which goods in transit	¥34.7bn	¥33.0bn	¥46.3bn	+5.2%	**−¥11.6bn**
Excluding goods in transit (VGR)	¥140.0bn	¥105.7bn	¥132.6bn	+32.5%	+¥7.4bn, +5.6%
Net sales, for reference	¥534.4bn	¥402.7bn	—	+32.7%	—
Days inventory outstanding	150 days	147 days	152 days	+3 days	**−2 days**

Inventory balances, goods in transit and DIO disclosed. The excluding-goods-in-transit line and every percentage are VGR arithmetic on the disclosed absolutes. Precision: exact. Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

On the year-on-year comparison the whole of the difference between inventory growth of 26.0% and sales growth of 32.7% sits in goods in transit, which rose only ¥1.7bn. Excluding it, inventory grew 32.5% against sales growth of 32.7% — in line with sales. Against the December year-end the comparison differs: goods in transit fell ¥11.6bn, and inventory excluding it rose from ¥132.6bn to ¥140.0bn, an increase of 5.6% over a half in which sales ran 32.7% ahead of the prior year. The category and regional inventory tables the company publishes exclude goods in transit; the consolidated balance includes it, and the two tables are therefore on different bases.

Onitsuka Tiger holds 19.2% of category inventory on 16.7% of net sales at 214 days

CATEGORY	DIO FY26 Q2	CHANGE YOY	CHANGE VS YEAR-END	INVENTORY	GROSS MARGIN
Onitsuka Tiger	214 days	+5	+4	¥27.2bn	74.6%

CATEGORY	DIO FY26 Q2	CHANGE YOY	CHANGE VS YEAR-END	INVENTORY	GROSS MARGIN
Apparel	165 days	+7	+4	¥11.4bn	55.6%
Performance Running	100 days	+5	+4	¥61.7bn	54.5%
Core Performance Sports	90 days	+2	+2	¥16.5bn	49.2%
SportStyle	76 days	**−5**	**−7**	¥24.9bn	52.3%

Category DIO, inventory balances and gross margins disclosed. Category inventory balances exclude goods in transit. Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

Onitsuka Tiger carries the longest inventory in the group at 214 days, 5 days longer than a year earlier, on the highest gross margin at 74.6%. It holds ¥27.2bn of the ¥141.7bn of category inventory, 19.2%, on 16.8% of net sales. SportStyle is the only category with a shorter cycle on both comparisons, 5 days shorter year on year and 7 days shorter than the year-end, and its DIO figure carries the reclassification described in section 03.

ASICS Japan's inventory cycle lengthened 22 days, the largest movement disclosed

MARKET	DIO FY26 Q2	CHANGE YOY	CHANGE VS YEAR-END	INVENTORY, LOCAL CURRENCY
ASICS Japan	153 days	+22	+14	¥23.3bn against ¥16.3bn
China	159 days	**−13**	**−11**	RMB 907m against RMB 869m
Europe	138 days	**−6**	**−8**	€249m against €235m
United States	110 days	0	**−4**	US$149m against US$139m

Regional DIO and inventory balances disclosed in local currency; no conversion has been applied. Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

ASICS Japan is the only disclosed market where the cycle lengthened, and it lengthened by 22 days year on year and 14 days against the December year-end — the largest movement in either direction anywhere in the disclosed estate. The company gives the reason: the group DIO increase is "mainly due to an increase in the inventory mix of OT products at ASICS Japan, where inbound demand remained strong". The two disclosures describe the same market: the largest DIO increase is at ASICS Japan, where 40.7% of net sales are to inbound tourists, and the category named as its cause runs at 214 days.

The cash conversion cycle lengthened six days

METRIC	FY26 Q2	FY25 Q2	FY25 Q4	CHANGE YOY
Days sales outstanding	45 days	45 days	45 days	0
Days inventory outstanding	150 days	147 days	152 days	+3 days
Days payable outstanding	62 days	65 days	65 days	**−3 days**
Cash conversion cycle	133 days	127 days	132 days	+6 days
Cash balance	¥141.4bn	¥124.6bn	¥112.2bn	+¥16.8bn

Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

The six-day lengthening is entirely inventory and payables: three days of inventory and three days of payables, with receivables unchanged at 45 days. Trade and other receivables rose ¥46.3bn from the year-end against a cash increase of ¥29.2bn.

08 · CASH, THE BALANCE SHEET AND CAPITAL ALLOCATION

Operating cash flow set a record and cash conversion fell from 0.87 to 0.72 times

Operating cash flow was ¥58.8bn, which ASICS states is "a record high", ¥12.4bn above the prior year and achieved "despite investments in human capital, higher income tax paid, and increased working capital". The prior-year figure derives as ¥46.4bn. Against profit attributable to owners of parent, operating cash flow was 0.716 times, against 0.866 times a year earlier. Absolute operating cash flow rose 26.7% while profit rose 53.3%, so the conversion ratio fell in the same half. No investing or financing cash flow detail, and no free cash flow measure, is disclosed in either document; free cash flow, capital expenditure and depreciation as a cash item are not calculable, and the missing input is the cash flow statement.

ITEM	30 JUNE 2026	CHANGE VS 31 DEC 2025
Total assets	¥679.3bn	+¥92.8bn
— Current assets	¥491.7bn	+¥81.8bn
— Fixed assets	¥187.6bn	+¥11.0bn
Liabilities	¥318.9bn	+¥5.8bn
Net assets	¥360.4bn	+¥87.0bn
Equity ratio	52.8%	+6.5ppt, from 46.3%
Cash and deposits	¥141.4bn	+¥29.2bn
Trade and other receivables	not disclosed as a balance	+¥46.3bn
Inventories	¥174.7bn	**−¥4.2bn**

Balances and movements disclosed. ASICS names short-term borrowings, accrued expenses, provision for bonuses, trade and other payables, deferred gains or losses on hedges and software as further movement drivers and prints six magnitudes (+7.5, +8.6, +2.9, +2.5, −11.9, +5.4) whose pairing to those labels is not recoverable from the source text. They are not reproduced here rather than guessed at. Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

Net assets rose ¥87.0bn against a profit for the half of ¥82.1bn and a dividend payment of ¥11.3bn. The equity ratio rose 6.5 points to 52.8%, which ASICS attributes to "the accumulation of net profit". Cash of ¥141.4bn is 39.2% of net assets. Net debt, gearing and interest cover are not calculable: no borrowings balance is disclosed in either document.

The dividend payout ratio rises from 20.3% to 26.0% on the revised guidance

	INTERIM	YEAR-END	ANNUAL	PAYOUT ON EARNINGS
FY2025 actual	¥12.00	¥16.00	¥28.00	20.3% of ¥138.13 earnings per share
FY2026 forecast, 13 February 2026	¥18.00	¥20.00	¥38.00	24.7% of ¥153.91 forecast
FY2026 determined and revised, 14 August 2026	¥20.00	¥24.00	¥44.00	26.0% of ¥169.30 forecast

Dividends per share and earnings per share disclosed. Payout ratios are VGR arithmetic. Precision: exact. Source: ASICS Corporation, "Notice Concerning the Revision of the Consolidated Business Results Forecast for the Fiscal Year Ending December 31, 2026, the Dividend of Surplus (Interim Dividend), and the Revision of Year-End Dividend Forecast", 14 August 2026, and the Consolidated Financial Summary of the same date.

The interim dividend rises 66.7% against the prior year and the annual forecast 57.1%, against forecast earnings per share growth of 22.6%. The payout ratio therefore rises 5.7 points. The total interim dividend is ¥14,178m with an effective date of 20 August 2026, paid from retained earnings, against ¥8,600m a year earlier. Dividing the total by the ¥20.00 per share gives an implied share count of 708.9m. No share repurchase is disclosed in either document, and no capital expenditure figure is given, so incremental return on invested capital is not calculable.

09 · EARNINGS QUALITY AND THE EXTRAORDINARY LINE

Extraordinary income of ¥2.1bn became an extraordinary loss of ¥4.9bn, and ¥8.0bn of the movement sits in the second quarter

The extraordinary line is the largest single movement below operating profit in the half. It went from extraordinary income of ¥2.1bn to an extraordinary loss of ¥4.9bn, a year-on-year deterioration of ¥7.0bn. Inside the half it is concentrated in the second quarter: ASICS discloses −¥8.0bn for the three months to 30 June 2026 against +¥2.1bn a year earlier, a swing of ¥10.1bn, while the first quarter — derived as the disclosed half less the disclosed second quarter — carries +¥3.1bn.

EXTRAORDINARY INCOME (LOSS)	2026	2025	CHANGE
Six months to 30 June	**−¥4.9bn**	+¥2.1bn	**−¥7.0bn**
Second quarter standalone	**−¥8.0bn**	+¥2.1bn	**−¥10.1bn**
First quarter (derived)	+¥3.1bn	+¥0.0bn	+¥3.1bn
Sequential movement, Q1 to Q2 2026	**−¥11.1bn**	—	—
Operating profit, Q1 to Q2 2026	¥60.7bn to ¥59.7bn	—	**−1.6%**
Profit attributable to owners, Q1 to Q2 2026	¥46.5bn to ¥35.6bn	—	**−23.4%**

Half-year and second-quarter extraordinary lines disclosed. The first quarter is VGR arithmetic: the disclosed half less the disclosed second quarter. Precision: exact on the disclosed one-decimal inputs. Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

The ¥11.1bn sequential swing is the whole of the difference between a 1.6% sequential decline in operating profit and a 23.4% sequential decline in profit attributable to owners of parent. Operating profit was almost flat between the two quarters; net profit fell ¥10.9bn. The disclosed operating lines for the two quarters do not account for it.

What the company states the ¥7.0bn extraordinary loss is

One extraordinary item is quantified and explained anywhere in the 14 August 2026 disclosure set, and it is not in the income statement. In the notice concerning the direction of the dissolution and liquidation of a consolidated subsidiary, ASICS states that ASICS Trading Co., Ltd. will transfer its walking business to ASICS Corporation and ASICS Japan Co., Ltd. effective 1 January 2027 and "will then be dissolved and liquidated after winding down all of its operations". On the cost it writes, in full:

> ASICS Trading will implement a special career transition support program for its employees that

> respects their individual preferences (7.0 billion yen in expenses related to this matter will be recorded as an extraordinary loss).

The amount is stated: ¥7.0bn. The cause is stated: career-transition support for the employees of ASICS Trading, in connection with the dissolution and liquidation of that subsidiary and the transfer of its walking business. The classification is stated: extraordinary loss. The counterparty and the effective date of the underlying transfer are stated: 1 January 2027. The period of recognition is not stated. ASICS writes "will be recorded", and neither document says whether the ¥7.0bn sits inside the ¥4.9bn first-half extraordinary loss, inside the ¥8.0bn second-quarter line, or ahead of both. Neither document itemises the composition of the reported extraordinary line in either year, and neither itemises the ¥2.1bn of extraordinary income reported in the prior-year half. VGR therefore records the ¥7.0bn as a quantified, contracted, forward-dated fact, assigns it to no period, and does not treat the coincidence between it and the ¥7.0bn year-on-year movement in the reported line as evidence that the two are the same item. Against the full-year profit guidance of ¥120.0bn the amount is 5.8%.

The extraordinary deterioration did not reach the first-half net profit growth rate

Profit attributable to owners of parent grew 53.3% across the half, faster than operating profit at 48.5% and ordinary profit at 48.3%, and it did so carrying a ¥7.0bn extraordinary deterioration. The reconciling item is the charge below pre-tax profit. Pre-tax profit, derived as ordinary profit plus the extraordinary line, was ¥111.6bn against ¥80.7bn. The difference between pre-tax profit and profit attributable to owners of parent — income taxes and non-controlling interests together, which neither document separates — was ¥29.5bn against ¥27.1bn, or 26.4% of pre-tax profit against 33.6%, a fall of 715bp. Neither document discloses an effective tax rate, a tax reconciliation or a non-controlling-interest figure, so the fall cannot be decomposed and is recorded as unexplained. In the second quarter standalone the extraordinary line does reach the growth rate: profit grew 62.1% against ordinary profit at 64.0%.

LINE	H1 2026	H1 2025	CHANGE
Ordinary profit	¥116.5bn	¥78.6bn	+48.3%
Extraordinary income (loss)	**−¥4.9bn**	+¥2.1bn	**−¥7.0bn**
Pre-tax profit (derived)	¥111.6bn	¥80.7bn	+38.3%
Income taxes and non-controlling interests (derived)	¥29.5bn	¥27.1bn	+8.9%

LINE	H1 2026	H1 2025	CHANGE
— as a share of pre-tax profit	26.4%	33.6%	**−715bp**
Profit attributable to owners of parent	¥82.1bn	¥53.6bn	+53.3%

Ordinary profit, the extraordinary line and profit attributable to owners of parent disclosed. Pre-tax profit and the combined tax and non-controlling-interest charge are VGR arithmetic on those three lines; ASICS publishes neither, and publishes no effective tax rate. Precision: exact on the disclosed one-decimal inputs. Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

The same gap widens on the guidance. The implied second half carries ordinary profit of ¥72.5bn and net profit of ¥37.9bn, a gap of ¥34.6bn, against ¥60.6bn and ¥45.1bn, a gap of ¥15.5bn, in the prior-year second half — a widening of ¥19.1bn. If the ¥7.0bn ASICS Trading loss is recognised in that period it accounts for 36.7% of the widening. ASICS does not itemise the remainder, and does not state that the ¥7.0bn falls in 2026 at all.

Category profits exceed operating profit by ¥5.1bn

LINE	H1 2026	H1 2025	CHANGE
Sum of the six disclosed category profits	¥154.2bn	¥105.7bn	+¥48.5bn
Less corporate expense	**−¥28.7bn**	**−¥22.9bn (derived)**	+¥5.8bn, which ASICS states as +25.5%
Sub-total	¥125.5bn	¥82.8bn	+¥42.7bn
Reported operating profit	¥120.4bn	¥81.1bn	+¥39.3bn
Unallocated residual	**−¥5.1bn**	**−¥1.7bn**	**−¥3.4bn**

Category profits and the corporate expense change disclosed; the prior-year corporate expense is derived as ¥28.7bn less the disclosed ¥5.8bn increase and is bounded at ¥22.9bn on the disclosed +25.5%. The residual is VGR arithmetic. Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

The residual sits alongside the "Others" net sales line of ¥11.9bn, which has no disclosed category profit. It widened ¥3.4bn year on year. Neither document comments on it. Corporate expense grew 25.5% against sales growth of 32.7%, which ASICS describes as "remaining controlled within the range of sales growth"; the arithmetic supports that description, at roughly seven points of operating leverage at the centre.

Earnings quality components

- Accrual quality: operating cash flow to net profit 0.716 times against 0.866 times. Lower. The Sloan ratio is not calculable — no cash flow statement is disclosed.

- Cash conversion: free cash flow after lease principal is not calculable. No investing cash flow, no capital expenditure and no lease liability, because the accounts are Japanese GAAP.
- One-off recidivism: not computable. This is VGR's first analysis of ASICS and there is no trailing eight-period record in the archive. The two periods in hand each carry an extraordinary line, and a further ¥7.0bn is quantified without a stated period of recognition.
- Inventory-margin coherence: inventory excluding goods in transit grew 32.5% against sales at 32.7% and gross margin excluding the refund down 0.2 points. Coherent — no divergence between the inventory build and the margin.
- Disclosure stability: three changes in the trailing period — category perimeter, a new category, a discontinued series. Recorded in section 11.
- Guidance reliability: the record opens with this release. The February 2026 guidance of ¥950.0bn, ¥171.0bn and ¥110.0bn was revised on 14 August 2026 to ¥1,050.0bn, ¥195.0bn and ¥120.0bn. It settles at the full-year results on 12 February 2027.

Four of the six components are not computable on one period of coverage and Japanese GAAP disclosure. The composite Earnings Quality Score is therefore not computed. Under the VGR publication rule a score with fewer than four periods of history is published as components only.

10 · GUIDANCE AND THE IMPLIED SECOND HALF

ASICS raised full-year guidance on 14 August 2026, in a separate notice filed the same day as the results. Every figure in the notice agrees with the presentation. The company's stated reason is "strong first-half results, continued strong performance of Onitsuka Tiger in Japan and SportStyle in Europe in the second half, and the revision of foreign exchange rate assumption to reflect the current market environment".

LINE	REVISED, 14 AUG 2026	PREVIOUS, 13 FEB 2026	CHANGE	FY2025 ACTUAL	AGAINST FY2025
Net sales	¥1,050.0bn	¥950.0bn	+¥100.0bn, +10.5%; +5.3% currency-neutral	¥810.9bn	+29.5%
Operating profit	¥195.0bn	¥171.0bn	+¥24.0bn, +14.0%; +8.9% currency-neutral	¥142.5bn	+36.8%
Operating margin	18.6%	18.0%	+0.6ppt	17.6%	+1.0ppt
Ordinary profit	¥189.0bn	¥165.0bn	+¥24.0bn, +14.5%	¥139.2bn	+35.7%
Profit attributable to owners	¥120.0bn	¥110.0bn	+¥10.0bn, +9.1%	¥98.7bn	+21.6%
Earnings per share	¥169.30	¥153.91	+¥15.39, +10.0%	¥138.13	+22.6%
USD assumption	¥160.0	¥150.0	+¥10.0, +6.7%	¥150.32	—
EUR assumption	¥180.0	¥170.0	+¥10.0, +5.9%	¥169.09	—
RMB assumption	¥23.0	¥21.0	+¥2.0, +9.5%	¥20.93	—

Source: ASICS Corporation, "Notice Concerning the Revision of the Consolidated Business Results Forecast for the Fiscal Year Ending December 31, 2026, the Dividend of Surplus (Interim Dividend), and the Revision of Year-End Dividend Forecast", 14 August 2026, and the Consolidated Financial Summary of the same date.

Currency is 49.7% of the sales upgrade and 36.6% of the profit upgrade

The company discloses the upgrade on both bases. Net sales were raised 10.5% reported and 5.3% currency-neutral. The currency-neutral component applied to the previous ¥950.0bn forecast is ¥50.35bn, so the translation component is ¥49.65bn, or 49.7% of the ¥100.0bn upgrade. Operating profit was raised 14.0% reported and 8.9% currency-neutral. The currency-neutral component applied to the previous ¥171.0bn is ¥15.22bn, so the translation component is ¥8.78bn, or 36.6% of the ¥24.0bn upgrade. That figure agrees with the ¥8.9bn "currency changes" line ASICS prints in its own bridge against the previous forecast, which confirms that the currency-neutral percentages and the bridge are on the same basis. The company's

stated reason names currency third of three; on the disclosed arithmetic it is half of the sales upgrade.

BRIDGE AGAINST THE PREVIOUS FORECAST	¥BN	STANDING
Sales increase, derived as the balancing figure	+24.0	Not labelled by the company; derived
Currency changes	+8.9	Translation
Additional tariffs impact	+6.8	Of which +4.5 is a refund of duty paid and +2.3 a tax regime change
Variable cost increase	−5.2	Trading
Other SG&A expenses increase	−10.5	Trading
Previous forecast	171.0	13 February 2026
Revised forecast	195.0	14 August 2026

Bridge lines disclosed except the first, which is the balancing figure and is derived by VGR. ASICS footnotes the tax regime line "February Guidance: 10.0; Current Forecast: 7.7". Source: ASICS Corporation, "Notice Concerning the Revision of the Consolidated Business Results Forecast for the Fiscal Year Ending December 31, 2026, the Dividend of Surplus (Interim Dividend), and the Revision of Year-End Dividend Forecast", 14 August 2026, and the Consolidated Financial Summary of the same date.

Tariffs contribute ¥6.8bn, 28.3% of the ¥24.0bn operating profit upgrade, of which ¥4.5bn is a refund of duty already paid. Currency and tariffs together are ¥15.7bn, 65.4% of the upgrade. The February assumption was an additional tariff rate of approximately 20% for the full year at a cost of US$67m; the August estimate is US$48m at the rates in force on 24 July 2026.

Currency-neutral net sales of ¥1 trillion hold at the central reading of the disclosed rate

ASICS states that "net sales are expected to exceed 1 trillion yen even on a currency-neutral basis". The disclosed currency-neutral upgrade of 5.3% applied to the previous ¥950.0bn forecast gives ¥1,000.35bn, so the claim holds at the central reading by ¥0.35bn. The disclosed figure is given to one decimal place, and a rounding band of five basis points either side of 5.3% gives ¥999.88bn to ¥1,000.83bn. The claim is therefore not verifiable to the precision at which it is stated: it holds across most of the band and fails at the bottom of it. Precision: bounded.

The guidance implies a second half with an operating margin of 14.5% against 15.0%

Second-half figures are the revised full-year guidance less the reported first half. The prior-year second half is the FY2025 actual less the FY2025 first half. Both are arithmetic on disclosed numbers.

LINE	FY26 H2 IMPLIED	FY25 H2 ACTUAL	CHANGE	FY26 H1 REPORTED, FOR REFERENCE
Net sales	¥515.6bn	¥408.2bn	+26.3%	+32.7%
Gross profit	¥295.4bn	¥232.2bn	+27.2%	+34.1%
Gross margin	57.3%	56.9%	+0.4ppt	+0.6ppt
SG&A	¥220.5bn	¥170.8bn	+29.1%	+26.1%
SG&A to sales	42.8%	41.8%	**+1.0ppt**	**−1.8ppt**
Operating profit	¥74.6bn	¥61.4bn	+21.5%	+48.5%
Operating margin	14.5%	15.0%	**−57bp**	+2.4ppt
Ordinary profit	¥72.5bn	¥60.6bn	+19.6%	+48.3%
Profit attributable to owners	¥37.9bn	¥45.1bn	**−16.0%**	+53.3%
Advertising	¥42.2bn	¥31.7bn	+33.1%	+29.9%

Every line is VGR arithmetic: the revised full-year guidance less the disclosed first half, against the FY2025 actual less the FY2025 first half. The full-year gross margin forecast of 57.3% and the full-year SG&A forecast of ¥406.3bn are disclosed. Precision: exact on the disclosed inputs. Source: ASICS Corporation, "Notice Concerning the Revision of the Consolidated Business Results Forecast for the Fiscal Year Ending December 31, 2026, the Dividend of Surplus (Interim Dividend), and the Revision of Year-End Dividend Forecast", 14 August 2026, and the Consolidated Financial Summary of the same date.

The arithmetic gives three results that neither document states. First, the guidance implies a second half with an operating margin below the prior-year second half, 14.5% against 15.0%, on sales growth of 26.3%: gross margin is guided 0.4 points better and the SG&A ratio 1.0 point worse. The direction of the margin movement reverses between the halves. Second, the guidance implies second-half profit attributable to owners of parent of ¥37.9bn against ¥45.1bn, a decline of 16.0%, while implied second-half ordinary profit rises 19.6%. The gap between ordinary and net profit widens from ¥15.5bn to ¥34.6bn in the second half; the ¥7.0bn ASICS Trading extraordinary loss accounts for part of the ¥19.1bn widening and neither document itemises the remainder. Third, the second-half growth rates are materially below the first-half rates on every line: net sales 26.3% against 32.7%, operating profit 21.5% against 48.5%.

The advertising line is the one the company itself points to. The full-year advertising forecast of ¥78.3bn less the ¥36.1bn spent in the first half leaves ¥42.2bn for the second half against ¥31.7bn a year earlier, an increase of 33.1%, against first-half growth of 29.9%. This is consistent with ASICS' own statement that the first-half SG&A ratio benefited from "the timing adjustment of marketing and advertising expenses". On the guided figures, advertising not spent in the first half is spent in the second.

The full-year forecast by category and region

CATEGORY	FY26 LATEST	AGAINST FY25	CURRENCY-NEUTRAL	AGAINST THE PREVIOUS FORECAST	MARGIN FY26
SportStyle	¥242.0bn	+71.2%	+60.9%	+18.0%	31.4%, +2.1ppt
Performance Running	¥427.0bn	+17.5%	+10.0%	+2.9%	25.1%, +1.4ppt
Onitsuka Tiger	¥180.0bn	+31.8%	+27.9%	+18.4%	35.0%, **−2.7ppt**
Core Performance Sports	¥105.0bn	+22.1%	+16.1%	+7.1%	21.0%, +1.5ppt
Apparel	¥53.0bn	+26.0%	+19.0%	+10.4%	16.0%, +1.9ppt
Walking	¥15.8bn	**−3.9%**	**−4.0%**	**−2.5%**	14.6%, +3.5ppt

Forecast by category disclosed. The SportStyle and Performance Running figures carry the unquantified transfer described in section 03 on the FY2025 comparative but not on the FY2026 forecast, so the growth rates against FY2025 are not comparable and the changes against the previous forecast are. Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

Onitsuka Tiger is the only category guided to a lower margin than FY2025, 35.0% against 37.7%, on net sales guided up 31.8%, and it carries the largest upgrade against the previous forecast after SportStyle at +18.4%. Walking is the only category guided to lower net sales than FY2025. By region, Europe is guided to ¥314.0bn, up 39.1% and 31.3% currency-neutral, and North America to ¥182.0bn at an operating margin of 14.8% against 11.3%, the largest guided margin gain of any region. The statutory Japan region is guided to ¥200.0bn against ¥204.2bn, a decline of 2.1%, while ASICS Japan alone is guided to ¥158.0bn against ¥127.2bn, an increase of 24.1% — the same divergence measured in section 04.

11 · DISCLOSURE DELTA AND METRICS NOT REPORTED

Three disclosure changes in one release

CHANGE	AS STATED BY THE COMPANY	CONSEQUENCE
Category perimeter	"Effective from 2026, a portion of products has been transferred to SPS" and "...has been transferred from P.RUN". Not quantified; 2025 comparatives not restated.	Performance Running and SportStyle growth rates, category profit growth rates and composition ratios are not comparable individually. Restated as a pair in section 03.
New category	"Walking (WK) data has been disclosing since 2026." A 2025 comparative of ¥7.8bn is given.	Walking itself is comparable. The "Others" line changes composition between the two years and its ¥0.9bn decline is not interpretable.
Discontinued series	"Monthly preliminary net sales disclosure will be discontinued after this release", with a stated rationale about wholesale revenue-recognition timing.	The seven-month series in this release is the last. Monthly momentum, the only sub-quarterly read ASICS published, ends.

All three changes are printed by the company. Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

The company's stated rationale for the third is quoted in full: "As wholesale (WS) sales account for an increasing share of consolidated net sales, monthly results are becoming more affected by the timing of revenue recognition for wholesale accounts. As a result, year-on-year growth rates do not always accurately reflect ASICS' business momentum. Given this, and in response to comments from investors, monthly preliminary net sales disclosure will be discontinued after this release." The final print is set out below.

MONTH	FY2026	FY2025	CHANGE	CURRENCY-NEUTRAL
January	¥99.1bn	¥79.4bn	+24.8%	+17.0%
February	¥83.0bn	¥62.1bn	+33.6%	+21.9%
March	¥88.1bn	¥66.7bn	+32.0%	+25.4%
April	¥79.7bn	¥61.9bn	+28.8%	+15.3%
May	¥91.4bn	¥65.6bn	+39.3%	+26.1%
June	¥93.1bn	¥67.0bn	+38.9%	+26.7%
July (preliminary)	¥100.3bn	¥81.7bn	+22.8%	+14.4%
Q2, for reference	¥264.2bn	¥194.4bn	+35.9%	+22.9%

Monthly net sales and currency-neutral changes disclosed. ASICS states the July figures "are based on preliminary data" and "may differ from the actual data". Source: ASICS Corporation, "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026.

July is the weakest of the seven months on both bases, at +22.8% reported and +14.4% currency-neutral, against second-quarter rates of +35.9% and +22.9%. That is a deceleration of 13.1 points reported and 8.5 points currency-neutral in the first month after the quarter closed. The regional detail moves the same way: Europe, the largest region and the largest contributor to the half, grew 10.9% currency-neutral in July against 29.7% for the half, and Greater China 6.1% against 17.6%. Southeast and South Asia accelerated, 28.6% against 25.9%. By category, SportStyle grew 34.2% currency-neutral in July and Onitsuka Tiger 29.0%, both on the perimeter described in section 03.

Three internal inconsistencies between the disclosed figures

ITEM	THE TWO FIGURES	TREATMENT IN THIS DOCUMENT
SG&A increase	The SG&A page states "SG&A expenses increased by +15.5 billion yen, on a currency-neutral basis +23.0 billion yen YoY". The table on the same page and the income statement both give +38.5. 38.5 less 23.0 is 15.5 exactly.	+¥38.5bn reported and +¥23.0bn currency-neutral are used throughout. The prose figure is consistent with the translation component.
Earnings per share	The forecast revision notice gives FY2026 earnings per share of ¥169.30. The appendix earnings-per-share trend chart in the presentation shows ¥155.21 as the 2026 forecast.	¥169.30 is used. It is consistent with the ¥120.0bn profit guidance and the 708.9m share count implied by the interim dividend. ¥155.21 is unreconciled.
Seoul opening date	The Onitsuka Tiger category page gives October 2026. The store-openings page gives September 2026.	Neither is used in any calculation. Recorded in section 05 as both.

All three are between figures printed by the company in the documents cited. Recorded because an analysis using either figure without noting the conflict would not be checkable.

Metrics not reported

METRIC	STATUS	MISSING INPUT
Store count, openings and closures	Not disclosed	The store schedule, at any level
Selling area	Not disclosed	Square metres by region or channel
Like-for-like or comparable sales	Not disclosed	Any comparable-base measure
Cash flow statement	Not disclosed	Investing and financing cash flow; only operating cash flow is given

METRIC	STATUS	MISSING INPUT
Free cash flow and capital expenditure	Not calculable	The investing section of the cash flow statement
Borrowings, net debt, interest cover	Not calculable	The borrowings balance
The P.RUN to SPS transfer	Not disclosed	The yen value moved between the two categories
Category profit for "Others"	Not disclosed	The ¥11.9bn line has no profit figure; see the ¥5.1bn residual in section 09
Composition of the extraordinary loss	Not disclosed	An itemisation of the −¥4.9bn
Returns, refund liability, margin support	Not disclosed	The contra-revenue policy note
Headcount	Not disclosed	Employee numbers, against ¥53.2bn of personnel cost
Per-region percentages on the category charts	Not reproduced	The chart labels do not pair reliably to regions in the extracted text; the yen values are used instead and foot to the category totals
Six balance-sheet movement magnitudes	Not reproduced	The labels do not pair reliably to the magnitudes; see section 08
Regional annotations on the category profit bridges	Not reproduced	Which category each annotation belongs to is not recoverable

Feeds the VGR Disclosure Index. Of the five growth-composition components in section 04, one is calculable. Four of the six earnings-quality components in section 09 are not computable.

12 · THE COMPANY'S ACCOUNT, TESTED

Each claim below is quoted from the two documents and placed against the arithmetic in sections 02 to 11. The disposition describes the relationship between the claim and the figures; it is not a judgement of the company.

CLAIM	DISPOSITION AGAINST THE ARITHMETIC
"Refunds from the U.S. government (approximately 28 million USD)… had a positive impact (+0.8 ppt) on the cumulative consolidated gross margin for Q2."	Supported by the disclosed figures. The company both quantifies the item and places it in the bridge. The same +0.8 points is larger than the +0.6 points of reported gross-margin expansion.
"Inventory decreased by 4.2 billion yen from the previous fiscal year-end, reflecting continued improvements in inventory management (8.3 billion yen decrease on a currency-neutral basis)."	Partially supported. Correct against the year-end as stated. Against the prior-year second quarter inventory rose 26.0%. Excluding goods in transit, which fell ¥11.6bn from the year-end, inventory rose 32.5% year on year against sales growth of 32.7%, and 5.6% against the year-end.
Operating cash flow "a record high"	Supported by the disclosed figures. ¥58.8bn against ¥46.4bn derived, an increase of 26.7%. Conversion against net profit fell from 0.866 to 0.716 times.
"The acceleration of growth at SPS, which has a high WS ratio, has caused the WS ratio to rise as a percentage of the consolidated total. This has a negative impact on the consolidated gross margin."	Supported by the disclosed figures. The 1.7-point wholesale mix shift multiplied by the disclosed 19.7-point channel gross-margin gap gives 34bp, against the disclosed −0.3. Part of the SPS acceleration is the transfer described in section 03.
"While the gross profit margin is low on the WS channel… the operating profit margin is on par with that of DTC due to lower fixed costs."	Supported by the disclosed figures. Wholesale 22.3% against direct-to-consumer 23.9%, 1.6 points apart. At the operating line the mix shift costs 3bp.
"The SG&A to sales ratio improved by 3.3ppt, driven by revenue growth and the timing adjustment of marketing and advertising expenses."	Supported by the disclosed figures. The timing can be sized from them. Full-year advertising of ¥78.3bn less ¥36.1bn in the half leaves ¥42.2bn for the second half against ¥31.7bn, +33.1%, against +29.9% in the first half.

CLAIM	DISPOSITION AGAINST THE ARITHMETIC
Corporate expense "remaining controlled within the range of sales growth"	Supported by the disclosed figures. +25.5% against net sales +32.7%.
Onitsuka Tiger "net sales increased by double digits across all regions"	Supported by the disclosed figures. Computed from the disclosed regional yen values, the six regions grew between 24.2% and 67.4%.
Net sales "driven by strong first-half results, continued strong performance of Onitsuka Tiger in Japan and SportStyle in Europe in the second half, and the revision of foreign exchange rate assumption"	The disclosed figures show a different weighting. The upgrade is +10.5% reported and +5.3% currency-neutral, so the currency component is ¥49.65bn of the ¥100.0bn — 49.7%. Currency is named third of three and is half of the upgrade.
"Net sales are expected to exceed 1 trillion yen even on a currency-neutral basis."	Partially supported. The disclosed +5.3% on ¥950.0bn gives ¥1,000.35bn, so it holds at the central reading by ¥0.35bn. The rounding band on the one-decimal 5.3% runs ¥999.88bn to ¥1,000.83bn, so the claim is not verifiable to the precision at which it is stated.
"Profit is projected to surpass 100.0 billion yen for the first time, leading to another record-high performance."	Supported by the disclosed figures on the full year, ¥120.0bn guided against ¥98.7bn. The same guidance implies second-half profit of ¥37.9bn against ¥45.1bn, a decline of 16.0%.
"Expanded human resource investment including profit-sharing bonuses"	Partially supported. Personnel expense rose ¥9.2bn, or 20.9%, and fell as a share of net sales from 10.9% to 10.0%. The absolute investment is disclosed; the ratio moved against it.
Monthly disclosure discontinued because "year-on-year growth rates do not always accurately reflect ASICS' business momentum"	Not verifiable from the disclosure. The proposition concerns the informativeness of a series and cannot be settled arithmetically. The final print is recorded in section 11: July at +14.4% currency-neutral, the weakest of the seven months disclosed.

Claims quoted from the Consolidated Financial Summary and the forecast revision notice. Dispositions are VGR arithmetic against the disclosed statements and schedules.

Emphasis and placement

The items in the gross-margin bridge, ranked by size, against where the release places them. Published without comment.

ITEM	EFFECT	PLACEMENT IN THE RELEASE
Product mix	+1.2ppt of gross margin	Gross margin bridge, in the financial results section

ITEM	EFFECT	PLACEMENT IN THE RELEASE
United States tariffs	**−0.9ppt**	Gross margin bridge, and a dedicated tariffs page
United States tariff refunds	+0.8ppt	Gross margin bridge, and the tariffs page
Channel mix	**−0.3ppt**	Gross margin bridge, with a stated explanation
Reported gross margin movement	+0.6ppt	Summary page and the income statement
Reported net sales growth	+32.7%	Cover, summary page and the headline of the release

Effects as disclosed by the company. Placement as observed in the source documents.

Attribution counts

Movements the company explains, counted by direction and by the kind of cause named. Counted, not characterised.

	ATTRIBUTED TO MANAGEMENT ACTION	ATTRIBUTED TO EXTERNAL FACTORS
Favourable movements	7 — product mix and "focusing on high-end products"; SportStyle "pricing optimization initiatives"; Walking "price optimization and a higher DTC mix"; "continued improvements in inventory management"; full-year "selling price optimization" +0.9ppt; "expanded human resource investment"; "the timing adjustment of marketing and advertising expenses"	4 — inbound demand in Japan; the revision of the exchange-rate assumption; the tariff refund; the reduction in tariff rates from 25 July 2026
Unfavourable movements	2 — the channel-mix drag, attributed to the company's own SPS acceleration; the reduction in North America e-commerce, attributed to "strategic business downsizing"	4 — United States tariffs −0.9ppt; purchasing exchange rate −0.1ppt; freight and other −0.1ppt; wholesale revenue-recognition timing

Counts taken from the causal statements in the two documents. Each count lists the items behind it so it can be checked.

Of the 24 causal statements recorded in the working file, 19 carry a number attached to the cause, a quantification rate of 79.2%. The five that do not are the inbound-demand attribution for the DIO increase, the North America e-commerce downsizing, the revenue-recognition rationale for discontinuing monthly disclosure, the description of corporate expense as controlled, and the Onitsuka Tiger "double digits across all regions" statement, for which the underlying yen values are

disclosed elsewhere. This is the opening entry for ASICS; the rate is tracked from here.

Cross-section, same period

United States tariffs are the item the sector handled most differently in this reporting round, and the comparison is on disclosure rather than on outcome. ASICS quantifies both sides — the cost at −0.9 points of gross margin and the refund at +0.8 points and approximately US$28m — and places both in a published bridge. Pandora quantified its refund at approximately 100 basis points of full-year EBIT margin. Tapestry quantified its tariff effect at 130 basis points of gross margin. Crocs, reporting the same calendar quarter, stated that its full-year non-GAAP adjustment estimate "does not include the receipt of potential IEEPA tariff refunds" and gave no amount and no timing. EssilorLuxottica named a tariff effect in its first-half gross margin without sizing it. On this item ASICS is at the quantified end of the coverage universe. On the estate it is at the other end: Pandora, Tapestry and EssilorLuxottica each publish a store schedule and ASICS publishes none.

Sources

Two primary documents were used, both published by ASICS Corporation on 14 August 2026. The first is the "FY 2026 Q2 Consolidated Financial Summary — For the Second Quarter and the Six Months Ended June 30, 2026", the English-language investor presentation posted to the ASICS investor relations library, which is the source of every figure in this document unless stated otherwise. The second is the "Notice Concerning the Revision of the Consolidated Business Results Forecast for the Fiscal Year Ending December 31, 2026, the Dividend of Surplus (Interim Dividend), and the Revision of Year-End Dividend Forecast", used for the guidance and dividend figures in sections 08 and 10; every number in it agrees with the Consolidated Financial Summary. The "Notice Concerning the Direction of Dissolution and Liquidation of Consolidated Subsidiary" of the same date was read and is the source of the ASICS Trading statements in sections 04 and 09. The Japanese-language 決算短信 interim tanshin filed to TDnet on 14 August 2026 is the fallback source under the VGR roster rule; it was not required, because the English Consolidated Financial Summary is the roster-preferred source and was available in full. No press coverage, no analyst material and no third-party estimate was used at any point in this analysis. For the revision of 30 September 2026 the headline figures were re-checked against the Consolidated Financial Summary.

Basis of preparation

- Reporting currency is the Japanese yen as published. No conversion has been applied to any figure in this document. Where the company discloses an amount in another currency — US$28m of tariff refunds, US$48m of tariff cost, regional inventory in dollars, euro and renminbi — it is reproduced in that currency.
- Japanese GAAP, consolidated. There is no IFRS 16 lease liability, so occupancy ratio, EBITDAR, fixed-charge cover and lease-adjusted leverage are not calculable and no comparison with IFRS 16 peers is made at the EBITDA line.
- Currency-neutral figures are the company's own. VGR has applied no rates of its own at any point.
- Performance Running and SportStyle are presented individually as published and combined as the VGR basis, because the transfer between them is unquantified and the comparatives are not restated. Every figure for either category as published carries that caveat where it appears.
- First-quarter figures are derived as the disclosed six months less the disclosed second quarter and are labelled derived wherever they appear. Where ASICS also prints a first-quarter figure in its quarterly trend chart, the two agree.
- Ratios are recomputed from the disclosed absolute yen and then rounded, rather than taken from the company's rounded percentages, wherever the

additional precision changes a stated figure. Where the two differ the difference is stated.

— No metric has been created by dividing one growth rate by another.

Precision register

DERIVED QUANTITY	PRECISION	NOTE
Performance Running and SportStyle combined, +36.3%	exact	VGR sum of two disclosed category figures in each year
Combined currency-neutral, +23.6%	exact	VGR sum of the company's own currency-neutral category levels
Combined category margin, 29.1% against 26.6%	exact	Disclosed category profits over disclosed category sales
Translation of ¥43.2bn, 32.8% of the increase	exact	Disclosed reported change less disclosed currency-neutral change
Gross margin excluding the refund, 56.5%	exact on the disclosed bridge	57.3% less the disclosed 0.8ppt; inherits the one-decimal bridge
Value of the refund	bounded ¥4.3bn to ¥4.4bn	0.8ppt of ¥534.4bn gives ¥4.28bn; US$28m at ¥158.23 gives ¥4.43bn
Q1 and Q2 gross margins	exact	Six months less the disclosed second quarter; the +240bp recompute against a disclosed +2.5ppt is rounding
Other Japanese entities, second quarter −49.2%	bounded −48.4% to −50.0%	Japan region less ASICS Japan, both at one decimal, in both years
Inventory excluding goods in transit, +32.5%	exact	Disclosed consolidated inventory less disclosed goods in transit
Implied second half, every line	exact on the inputs	Revised full-year guidance less the disclosed first half, against FY2025 actual less FY2025 first half
Translation share of the sales upgrade, 49.7%	exact on the disclosed rate	5.3% of ¥950.0bn is ¥50.35bn; ¥100.0bn less that
Currency-neutral full-year net sales	bounded ¥999.88bn to ¥1,000.83bn	The rounding band on the disclosed one-decimal 5.3%
Prior-year corporate expense, ¥22.9bn	bounded	¥28.7bn less the disclosed ¥5.8bn increase; the disclosed +25.5% gives ¥22.87bn
Implied share count, 708.9m	exact on the inputs	¥14,178m of interim dividend divided by ¥20.00 a share
Prior-year operating cash flow, ¥46.4bn	exact	¥58.8bn less the disclosed ¥12.4bn increase

DERIVED QUANTITY	PRECISION	NOTE
Store count, selling area, like-for-like	not calculable	Not disclosed at any level
Free cash flow, capital expenditure, net debt	not calculable	No investing or financing cash flow, no borrowings balance
The size of the P.RUN to SPS transfer	not calculable	The yen value moved is not disclosed
Composition of the −¥4.9bn extraordinary line	not calculable	Not itemised in either document
Regional reconciliation to consolidated net sales	not calculable	No eliminations line is presented in the regional sales table

Precision markings follow the VGR convention: exact means arithmetic on two disclosed numbers; bounded means both ends are stated; not calculable means the missing input is named. Every line in this register inherits the one-decimal rounding of the disclosed yen figures, so the last digit of any derived figure is indicative.

Cross-foot record

— Category net sales: the seven disclosed categories sum to ¥534.4bn for the first half of 2026, and the seven category changes sum to the disclosed group increase of ¥131.7bn. Clean.

— Channel net sales: the four disclosed channels sum to the ¥131.7bn group increase. Clean.

— Gross margin bridge: the six disclosed lines sum to the disclosed +0.6ppt. Clean.

— Operating profit by region: the seven regional changes plus the disclosed adjustments line of +¥1.4bn sum to the disclosed +¥39.3bn. Clean.

— Income statement: gross profit less SG&A reproduces operating profit in both halves and both second quarters. First half plus second quarter subtraction reproduces the first-quarter figures ASICS prints in its quarterly trend chart. Clean.

— Regional net sales do not foot. Taking the statutory Japan region, the seven lines sum to ¥540.7bn for the first half of 2026 and ¥418.3bn for 2025, against consolidated net sales of ¥534.4bn and ¥402.7bn — differences of ¥6.3bn and ¥15.6bn. Taking ASICS Japan instead, they sum to ¥510.3bn and ¥380.2bn. No eliminations line is presented in the regional sales table, although the operating profit table carries an adjustments line. Recorded as unreconciled; regional shares in this document are computed against consolidated net sales as published and the difference is stated where a share is given.

— Regional contribution to the sales increase: taking ASICS Japan, the seven regional increases sum to ¥130.1bn against the disclosed group increase of ¥131.7bn, leaving ¥1.6bn unattributed. Shares are computed on the disclosed group increase.

- Category profit does not foot to operating profit: the six category profits less corporate expense exceed reported operating profit by ¥5.1bn in 2026 and ¥1.7bn in 2025. Set out in section 09 and not reconciled further, because the "Others" category profit is not disclosed.
- SG&A components: the six disclosed components sum to the disclosed ¥185.8bn total in 2026 and ¥147.3bn in 2025. Clean.
- Guidance bridge against the previous forecast: the four disclosed lines plus the derived balancing figure of +¥24.0bn reconcile ¥171.0bn to ¥195.0bn. The balancing figure is not labelled by the company.

VGR | VERY GOOD RETAIL

Made with the supervision of Pau Almar.
Revised 30 September 2026 to methodology v5; first published 17 August 2026.

METHODOLOGY

VGR standardised financial analysis methodology v5. Restatement before measurement; arithmetic before language; every finding names the disclosure that would settle it.

PRIMARY SOURCE

ASICS Corporation (TSE Prime: 7936), "FY 2026 Q2 Consolidated Financial Summary - For the Second Quarter and the Six Months Ended June 30, 2026", 14 August 2026, 63 pages, posted to the ASICS investor relations library; read at https://assets.asics.com/system/media_libraries/25964/file.pdf. Japanese GAAP, consolidated. Guidance and dividend figures corroborated against the "Notice Concerning the Revision of the Consolidated Business Results Forecast for the Fiscal Year Ending December 31, 2026, the Dividend of Surplus (Interim Dividend), and the Revision of Year-End Dividend Forecast" and the "Notice Concerning the Direction of Dissolution and Liquidation of Consolidated Subsidiary", both of the same date. No press report, broker note or analyst estimate was used.

WORKING RECORD

ASICS_Q2_2026_Source_Figures.md, with company-disclosed figures and VGR-derived arithmetic in separate parts, plus the comparability and source-integrity notes reproduced in sections 03 and 11. ASICS_Q2_2026_Source.md and _source_manifest_rework.json record the retrieval. Japanese yen as published; nothing converted.

DISCLAIMER

This document is produced by VGR | Very Good Retail for information and discussion purposes only. It is not investment advice, nor an offer or solicitation to buy or sell any security. All figures are taken from the company's own published materials, cited throughout. VGR is not a licensed investment adviser. Readers should form their own view and take professional advice before acting. VGR accepts no liability for decisions taken on the basis of this document.