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New sustainable and innovative head office for ASICS Europe B.V.



Hoofddorp, 20 October 2009 – As a result of its steady growth in recent years, ASICS Europe is going to relocate. In the autumn of 2011, ASICS Europe will move into its new European head office in Hoofddorp. This new head office will combine innovation and sustainability, aligning it perfectly with the core values of ASICS. The office will be located in Hoofddorp in Beukenhorst-Zuid, the most sustainable office park in the Netherlands. As with the present situation, ASICS Benelux will also share the new building with the head office.

Innovations and sustainability

ASICS continues to innovate: not just in sports, but also in its new working environment. In this vein, the necessary energy for heating and cooling will be generated locally and sustainably by means of bio-cogeneration and solar panels. The centrally located atrium, designed to let in a lot of natural light, will provide for a



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bright, inspiring working environment. The new office of ASICS Europe and ASICS Benelux will be among the top sustainable buildings in the Netherlands.

A sound mind in a sound body

ASICS stands for *Anima Sana In Corpore Sano* (a sound mind in a sound body). This philosophy will be expressed quite literally in the new office. For example, the striking cascade staircase in the middle of the building will invite visitors and employees to take the stairs instead of the lift.

Growth creates a need for a larger location

In addition to its strong growth in the European market in recent years, ASICS sees enormous potential for the brand in the years to come. The growth has led to a rise in the number of employees, which has increased the need for a larger location. The new office, covering approximately 5000 m², will offer enough space to meet this need.

Katsumi Kato, President of ASICS Europe: *"We are very pleased to be able to offer our employees and business associates an inspiring working environment. This projects a wonderful image for a market leader like ASICS. We are now fully ready for the future."*

ASICS Europe has signed an agreement with project developer OVG B.V. for the development of the new European head office. The new head office will be situated in a unique location on the Taurusavenue with a view of the Geniedijk, a UNESCO World Heritage Site. This exceptional location is within walking distance of the Hoofddorp train station, and is also easily accessible by car. The new head office will be completed in the autumn of 2011.

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