Why are priority issues important? (reason for importance)

The value that sports can offer is multifaceted, and sports play an important role in our everyday life, helping us lead richer, healthier, and more pleasant lives. For instance, children need to make exercising a habit if they want to improve their physical strength and athletic ability. In addition, in times like today, where the national population is aging, sports can help extend our healthy life expectancy. To help more people recognize the value of sports, Mizuno will continue putting effort into promoting sports with the aim of maximizing the power of sports by applying its Group's knowledge, know-how, technology, and networks relating to sports.

Management policy

The promotion of sports, which Mizuno has been putting effort into, has always been about the following: 1) helping as many people as possible recognize the fun of sports and learn about the importance of playing fair, building friendships, and having a fighting spirit, which comprise the spirit of sports; and 2) collaborating with relevant organizations in helping resolve social issues by maximizing the possibilities of sports. Mizuno believes that putting effort into the promotion of sports will allow it to help contribute to creating a sustainable world where each and every one of us can shine.

Therefore, to enhance its social value through the promotion of sports, Mizuno recently reexamined its materiality and consequently decided to center its activities around the following themes: 1) contribution to the multi-dimensional value of sports and 2) contribution to the resolution of social issues.

To Contribute to the Multi-dimensional Value of Sports, Mizuno will put effort into the following three most important issues.

- Physical and mental health through sports
- Developing communities based on sports
- Equality and diversity through sports
Mizuno is also focusing strongly on its global activities for the promotion of sports that suit various countries and regions.

Management system

Mizuno has previously established the Sustainability Operations Council (internal name: MIZUNO CREW21 Council), which is chaired by the Director and Senior Managing Executive Officer. In addition to this committee, in January 2021, to further promote sports globally and also promote its unique sustainability activities, Mizuno established the CREW21 Global Sustainability Committee. The Director and Senior Managing Executive Officer and other officers from related divisions participate in the committee as observers. The committee is currently accelerating its activities, including holding regular online meetings attended by representatives of each region to decide which issues need to be addressed and how they should be addressed, as well as what the committee’s goals regarding each issue to be addressed should be.

To learn about Mizuno’s sustainability operations structure please click here.

Performance highlights

- **Number of contracted sports facilities/number of facilities**

<table>
<thead>
<tr>
<th>Year</th>
<th>Properties/Facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2019</td>
<td>173 properties/1,061 facilities</td>
</tr>
<tr>
<td>FY 2020</td>
<td>176 properties/1,112 facilities</td>
</tr>
</tbody>
</table>

* As of April 2021
Materiality
Physical and mental health through sports

Our living environment is changing dramatically. The advancement of the information society and the automation of a variety of tasks have improved accessibility and the change in working patterns has made life more convenient and comfortable. On the other hand, people in general have come to lack sufficient exercise and not interact with one another in person as often as they used to, and these issues are believed to adversely affect the healthy development of the world.

Sports not only help us maintain our physical and mental health but also have the great power to create communication beyond the borders of countries and generations and to bring out the potential of people and regions. Mizuno will help create a rich and sustainable world where each and every one of us can shine, and it will do so by helping as many people as possible enjoy sports.

Proposing programs designed to help companies support employees to maintain good health

To help companies support employees to maintain good health, Mizuno designed a program called “Nagara Exercise 100” (100 exercises to perform while doing something else), which aims to resolve the lack-of-exercise issue by turning daily activities into light exercises.

Some of the reasons it may seem hard to make exercising a habit are that we tend to think we need to set aside a certain amount of time, be at a specific place to exercise, and do something special. Nagara Exercise 100 was developed based on the belief that daily life is full of opportunities to move our bodies and that there is nothing special we need to do in order to exercise.
Nagara Exercise 100 does not require using any special equipment, going to a gym, or setting aside time just to exercise. Mizuno categorized daily life into 25 scenes, and based on those scenes, it proposed exercises that can be done while doing something else. In addition, to introduce these exercises, Mizuno has developed a special website and held events and training sessions.

The concept of nagara exercise, which proposes that daily life itself can become an exercise if we could simply see it in a different way, is currently being offered in collaboration with various companies and organizations.

Please click here for more details.

Proposing a walking program that can help maintain and enhance good health

Mizuno offers a walking training program that can be enjoyed individually. The program introduces how shoes should be worn, what posture one should maintain when walking, how one should walk, and what kind of stretching exercises there are for our toes, and it is designed for the elderly, who may not like exercising.

The program was offered at 38 facilities in FY 2019 and welcomed 2,801 participants. In FY 2020, it was offered at 27 facilities and welcomed 2,866 participants.

Delivering videos of simple exercises that can be enjoyed at home

To help people feel good by exercising and thereby overcome the adverse effect that the novel coronavirus pandemic could have, Mizuno initiated an exercise video project with help from its instructors.

Please click here for more details.

Future issues to be addressed

To help people lead pleasant lives, Mizuno will adjust itself to the rapidly changing world and apply DX to its business to help people recognize how easy it is to make exercising a habit.
Materiality
Developing communities based on sports

Today, we are able to indirectly enjoy sports by watching real-time games and matches both in our own country and abroad thanks to the development of digital technology. However, since actually playing sports requires having equipment, a facility, teammates, and/or instructors, there are people who cannot play sports even if they want to.

Mizuno believes it needs to help create equal opportunities to play sports, regardless of age, physical disability, and place of residence, if it wants to help as many people as possible enjoy sports by maximizing the potential of sports. Therefore, Mizuno puts effort into improving the accessibility of sports and promoting regional sports. By doing so, Mizuno also aims to help people connect and communicate with one another through sports.

Regional sports promotion by top athletes
Holding Mizuno Victory Clinics

In 2007, Mizuno began promoting regional sports, with help from current and former male and female top athletes, by holding Mizuno Victory Clinics, which have top athletes give demonstrations and advice to help participants recognize the fun of sports.

About 300 current and former athletes of 20 types of sports, who participated in domestic and international sports competitions, including the Olympics and world championships, are registered as clinic instructors, and they directly pass on their skills and spirit to participants. In addition, Mizuno Victory Clinics aim to promote interaction between participants. Mizuno Victory Clinics, which welcome top athletes as instructors, not only promote regional sports but also provide athletes with opportunities to demonstrate their skills. The Clinics also serve as venues for top sports athletes and regional sports athletes to interact with one another.
In FY 2019, 89 Mizuno Victory Clinics were held. However, in FY 2020, Mizuno was only able to hold 24 Clinics nationwide due to the novel coronavirus pandemic.

Collaboration with municipalities in promoting regional sports

Regional sports not only help people improve their physical and mental health but also help residents build communities. Having the public, private, and education sectors put their ideas together allows activities to become more responsive to regional needs and thereby more effective. Mizuno collaborates with municipalities and universities in promoting regional sports.

Operating sports facilities

Creating opportunities for enjoying sports requires creating regional sports venues. In 2006, Mizuno was designated as a national sports facility management project participant. To promote interaction between community members and help them feel free to enjoy sports in their communities, Mizuno manages sports facilities and offers programs designed for people of all ages. As of April 2021, contract facilities total 1,112 in 176 regions nationwide.

Future issues to be addressed

While its influence could be temporary, the novel coronavirus pandemic is expected to cause a further decrease in children’s physical strength. To help maintain and increase the number of people who play sports and help create a world where we can lead rich and healthy lives, Mizuno will continue to put effort into creating more opportunities for children to recognize that sports are not activities that require being at a school or a sports facility to enjoy but can be enjoyed anywhere.
Materiality
Equality and diversity through sports

Research into the development of products and services that will allow various people to enjoy exercising and playing sports together

Mizuno puts effort into conducting research into the development of products and services that will allow various people, regardless of their age, gender, and physical disability, to enjoy exercising and playing sports together. For instance, to allow as many people as possible to play sports, Mizuno conducts research into ways to run and walk with less physical burden and puts effort into developing products designed to enable easier running and walking.

In addition, to develop products that will reduce the burden placed on the human body, Mizuno pursues research of the following types.

- **Trolley bags that make walking easier (reduce wrist and arm burden)**
  Mizuno’s trolley bags allow walking straight despite small differences in level because their handles are L-shaped and transfer power equally to the wheels when the carrier leans forward to proceed. When the carrier is walking uphill, holding the L-shaped handle at an angle allows reducing 40% of his/her wrist muscle burden compared to when the handle is held vertically.

- **Support gear (reduces burden on individual body parts)**
  Mizuno’s support gear is equipped with built-in flex tube bones that reduce the wobbling of the knee and thereby ensure stability. In addition, because they are originally “dynamotion-fit” designed by Mizuno, they do not slip off easily and thereby can be comfortably worn.

- **Tights designed for people with knee osteoarthritis (reduce knee burden)**
  Knee pain, which is common among women, occurs when great burden is placed on the inner side of the knee joint. To reduce knee burden, Mizuno developed a pair of tights to be worn by bending one’s knees a little and pulling a strap, extending from near the malleolus of the ankle, from the outer side of the knee up all the way to the thigh, where the strap is to be fastened. The elasticity of the strap, extending from near the ankle, allows the knees to be pulled inward.
• **Earlobe-type pulse rate monitor “MiKuHa” (reduces heat risks)**

MiKuHa is an extremely accurate and convenient pulse rate monitor worn on the earlobe rather than on the wrist or chest, and it allows keeping track of one’s pulse rate on a smartphone. In addition to promoting its use in sports gyms to visualize exercise efficiency, Mizuno will promote the use of MiKuHa at workplaces and construction sites to help improve safety by helping maintain workers’ good health and detecting heat risks in solution collaboration with partner companies.

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**Support for sports for the physically challenged**

To create opportunities for the physically challenged to actively enjoy sports, Mizuno puts effort into developing and offering sports equipment designed for the physically challenged and provides athletes and teams with support.

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**Development of a plate spring for sports prostheses**

Mizuno collaborates with Imasen Engineering Corporation, a welfare equipment manufacturer, in developing track-and-field foot prostheses. In 2016, Mizuno and Imasen Engineering Corporation jointly developed a carbon sports foot prosthesis plate spring and subsequently began selling it through prosthesis and orthotics manufacturers nationwide. This carbon plate spring is designed for all kinds of short-distance track-and-field athletes, from beginners to top athletes, and it was developed by examining and reexamining the distribution of rigidity of the entire plate spring in order to respond to athletes’ need for plate-spring deformation and repulsion, and this was done based on data gathered by analyzing athletes’ motion when running, the relation between plate-spring deformation and load, and the plate-spring structure. In addition, effort was put into making the plate spring as light as possible so that it could be used with ease.
In September 2020, Mizuno and Imasen Engineering Corporation jointly developed another sports foot plate spring called KATANAΣ (katana sigma), which has a hole in the middle tip part of the plate spring. The hole, located above the part that comes into contact with the ground, which is also where the spike pins of this carbon plate spring are, allows reduction of air resistance by 31%.*1 The mass of this plate spring is about 15% lighter than that of previous models, and the moment of inertia, which indicates how easy/difficult it is to swing the plate spring, is about 10% smaller compared to that of previous models.*2

To develop internationally competitive sports foot plate springs, Mizuno has been collaborating with Imasen Engineering Corporation in combining carbon designing and processing technology, often used in developing sports equipment, with other sports technology, including athlete motion analysis. To promote its products to athletes who are currently using products manufactured by overseas companies, Mizuno will put effort into increasing its lineup of products for top athletes.

*1. Compared with plate springs without an air hole. The comparison was based on an experiment conducted by Mizuno, using wind tunnel experimental equipment. In the experiment, the wind was set at 18.2 m/s, and participants swung out their prosthesis legs. Measurements were made when the foot plate springs, being swung, reached their maximum speed (when the foot plate springs were tilted forward 30 degrees perpendicular).

*2. Compared with previous models. The comparison was based on an experiment conducted by Mizuno, using a moment-of-inertia measuring instrument. In the experiment, measurements were made at a position 460 mm above ground and 80 mm forward from where the plate springs are attached, being set as the knee rotation axis.

An exercise program designed to stimulate the development of children
Mizuno offers a play-based exercise program for children who experience trouble (such as dropping things and/or having difficulty using scissors and knives) due to difficulty with performing movements accurately when playing sports and/or with everyday movements that require precision. This program aims to stimulate the development of children by helping them find out how they should move their bodies to improve their motor skills.
Expanding Mizuno’s business that targets fans

Mizuno has designed and is implementing a project titled “Fanbassador Meeting,” which aims to develop absolutely new, fun, and convenient professional baseball fan goods in collaboration with fans.

Mizuno coined the term “fanbassador” because it wanted baseball fans to serve as ambassadors in sharing the fun of baseball with others from their own perspectives.

In the future, Mizuno will develop more projects, aiming to develop uniforms and other cheering goods by incorporating the perspective of not only professional baseball fans but also fans of other sports to make other sports more interesting as well.

Future issues to be addressed

Mizuno aims to create a world where everyone can enjoy sports by applying the technology and material that it developed in the sports industry.
Materiality

Contribution to peace through sports

The Mizuno Group has always wanted to help everyone around the world lead bright and healthy lives by taking part in sports. In FY 2020, during the novel coronavirus pandemic, The Mizuno Group was reminded of the importance of its business when it recognized the importance of moving our bodies, the fun in being able to play sports, the impressiveness of sports, and the courage that sports give us.

Mizuno has business locations in 12 countries and regions overseas, and it operates its Mizuno brand globally. We strongly drive its global activities regarding the promotion of sports that suit countries and regions. We aim to continue helping create a peaceful world with the power of sports and also aims to further help every adult and child around the world smile.

Participating in the Amsterdam Marathon Virtual Run

One of the most well-known activities aimed at promoting sports overseas is the Amsterdam Marathon, held in the Netherlands. Mizuno has been supporting the Amsterdam Marathon since 2000, and the marathon usually welcomes about 45,000 runners from more than 100 countries. The Amsterdam Marathon offers a full marathon, a half marathon, and an eight-kilometer run, allowing participants to choose and enjoy a run that best matches their running skills.

In FY 2020, the Amsterdam Marathon was held as a virtual run event due to the novel coronavirus pandemic. The virtual run welcomed about 6,000 participants from 104 countries, who enjoyed running individually yet together with a running app. Mizuno served as the main sponsor of the virtual run, and it offered T-shirts featuring the event and also sold shoes designed for the event. In addition, as charity events, Mizuno conducted a number of activities, including the donating of Mizuno competition T-shirts to organizations supporting young people playing sports.

This event, which connected sports lovers with digital technology during the coronavirus pandemic, became an important opportunity for promoting the value of sports to the world.

Please click here for more details on this event.
Amsterdam Marathon

To help all kinds of people, from children to adults, as well as beginners to those advanced, in Europe, the U.S., Australia, Taiwan, South Korea, and China, as well as other countries around the world, Mizuno co-hosts competitions and holds sports clinics relating to running, rugby, badminton and other sports.

Contributing to the pink ribbon campaign

Mizuno USA and Mizuno Australia sell special edition shoes called the Project Zero Wave Rider Waveknit. Part of the sales that come from selling these shoes is donated to and used at The National Breast Cancer Foundation (NBCF) for activities and research aimed at preventing deaths due to breast cancer by 2030.

Future issues to be addressed

To uphold its management principle of “Contributing to society through the advancement of sporting goods and the promotion of sports,” Mizuno will continue conducting activities designed to promote sports more globally.