**Why are priority issues important? (reason for importance)**

Mizuno aims to help resolve social issues relating to sports by developing business models aimed at helping achieve the UN’s SDGs. Compared to other countries around the world, Japan has a relatively low sports participation rate. To deal with this situation, in its Sport Basic Plan, the Japan Sports Agency declared its aim of raising the percentage of adults who play sports more than once a week to about 65%. Achieving this aim requires creating an environment where all kinds of people, from children to elderly people, can enjoy sports.

Mizuno puts effort into helping children improve their physical strength and motor skills and also help elderly people extend their healthy life expectancy. The physical strength and motor skills of children has not improved ever since it declined in 1985, and for instance, Japan has seen an increase in the number of children who injure their face during daily life due to falling, being unable to break their fall with their hands. In addition, the number of children who become tired very quickly has increased as well. To help improve this situation, Mizuno has developed a fun exercise program for children to enjoy and has been offering it at its facilities and also shopping malls.

In addition, Mizuno has developed and offers an exercise program for elderly people to enjoy because it believes extending the healthy life expectancy of elderly people will help achieve the goal of creating a sustainable social security system.

**Management policy**

Mizuno has redefined the definition of the word “sports” in its Action Principles for SDGs that it established in 2020 and in section “1. Contribution to society” of its Mizuno Corporation Ethical Standards to include not only competitive sports but also opportunities to move our bodies in our daily lives. Based on its new definition of sports, Mizuno aims to develop business models aimed at helping resolve social issues with the power of sports to help achieve the UN’s SDGs.
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 Resolution of Social Issues, Mizuno will put effort into the following three most important issues.

- Extending the healthy life expectancy of elderly people
- Improving the physical strength and athletic ability of children
- Contributing to the UN’s SDGs by applying Mizuno’s technologies

Please click here to see Mizuno’s Action Principles for SDGs and its Mizuno Corporation Ethical Standards.

Management system

Mizuno has an xPD Cross-departmental Committee, led by officers of its planning and development departments. The xPD Cross-departmental Committee holds regular meetings, attended by representatives of Mizuno’s R&D, as well as its apparel, footwear, and equipment departments. The Committee discusses matters essential to the achievement of a sustainable future including R&D prospects, future plans, and specific details of plans.

Performance highlights

- **Walking training sessions**

<table>
<thead>
<tr>
<th></th>
<th>FY 2019</th>
<th>FY 2020</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>The program was offered at 38 facilities and welcomed 2,801 participants.</td>
<td>The program was offered at 27 facilities and welcomed 2,866 participants.</td>
</tr>
<tr>
<td></td>
<td>FY 2019</td>
<td>FY 2020</td>
</tr>
<tr>
<td>--------------</td>
<td>------------------------------</td>
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</tr>
<tr>
<td>Schools</td>
<td>6 schools/120 events/4,000</td>
<td>9 schools/17 events/1,446</td>
</tr>
<tr>
<td>participants</td>
<td>participants</td>
<td>participants</td>
</tr>
</tbody>
</table>
Materiality

Extension of healthy life expectancy through the maintenance of motor function among elderly people

With the Japanese population aging, sports are expected to play an important role in helping extend healthy life expectancy (the average life in good health without limitation of activity in daily life). To help people maintain the good quality of their lives and thereby also help reduce social burden, including medical bills, Mizuno Japan will put effort into helping extend Japan’s healthy life expectancy, and it will do so by helping elderly people maintain their motor skills by enjoying sports.

Mizuno elderly people healthy exercise program

The Mizuno elderly people healthy exercise program was developed by Mizuno and is based on the three concepts of being doable, enjoyable, and maintainable.

LaLaLa Fit

LaLaLa Fit is a self-weight exercise program designed to help people train body parts, such as muscles and joints, which they use in their daily life. The program aims to help people reinforce their sense of balance by using Mizuno’s functional tools and also use muscles that are not being used daily.

LaLaLa Circuit

LaLaLa Circuit allows people to train their balance, muscles, and brain at their own level and at their own pace with help from trainers. This program is designed for people who want to exercise hard. The program aims to activate both the body and the brain with a dual task exercise comprising a muscle workout using hydraulic machines and a rhythmic, aerobic exercise.
LaLaLa Circuit Lite
LaLaLa Circuit Lite aims to also activate the brain with a dual task exercise comprising self-weight training and a rhythmic, aerobic exercise. This program is designed for people who want to enjoy a light workout.

Regional collaboration in extending healthy life expectancy

To create exercising opportunities for people who may be thinking that going to a gym to work out may be harder than they imagine, Mizuno actively participates in care prevention projects and projects for specified health instructors, being implemented by municipalities across the nation. In particular, Mizuno coordinates groupwork activities aimed at helping participants build networks and also at encouraging visiting its designated management facilities to continue exercising.

Promoting the spread of Mizuno Active Leaders

Mizuno holds training sessions for everyone involved in administering elderly people exercise programs, which help participants become Mizuno Active Leaders able to help elderly people acquire a basic knowledge of the body, essential to exercising, instruct elderly people based on a training program, and give demonstrations. Training sessions for cultivating Mizuno Active Leaders grant completers with licenses, which certify that the holder is aware of what points he/she needs to be careful about when helping elderly people exercise and is able to instruct elderly people on how they should train their muscles and perform stretching exercises.

NPOs, sports associations, and companies have so far acquired the Mizuno Active Leader license and begun helping elderly people exercise at facilities in their own communities.
### Walking training sessions

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

**Performance**
The program was offered at 27 facilities in FY 2020 and welcomed 2,866 participants.

<table>
<thead>
<tr>
<th>LaLaLa Fit</th>
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</thead>
<tbody>
<tr>
<td><strong>Outlin</strong></td>
</tr>
</tbody>
</table>
Please refer to the descriptions under the heading “LaLaLa Fit” above.

**Performance**
The program was offered at 28 facilities in FY 2020 and welcomed 10,389 participants.

<table>
<thead>
<tr>
<th>LaLaLa Circuit</th>
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<tbody>
<tr>
<td><strong>Outlin</strong></td>
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</table>
Please refer to the descriptions under the heading “LaLaLa Circuit” above.

**Performance**
The program was offered at two facilities in FY 2020 and welcomed 1,876 participants.

<table>
<thead>
<tr>
<th>Shakeen (Improving one’s posture)</th>
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<tbody>
<tr>
<td><strong>Outlin</strong></td>
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</table>
This program is designed to help people improve their posture. The program is primarily designed to help people perform core training and uses training tools developed by Mizuno.

**Performance**
The program welcomed 1,184 participants in FY 2020.

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Walking training sessions  
LaLaLa Circuit
Cultivating care prevention leaders in collaboration with the government

Mizuno collaborates with the government in offering training sessions designed to help citizens become care prevention leaders. The training sessions incorporate the ideas behind the Mizuno Active Leader program, and in addition to offering these training sessions, Mizuno provides on-the-job training at core facilities and also helps leaders who complete the training session continue to grow in their communities.

Future issues to be addressed

Mizuno currently puts effort into applying motion analysis technology, which it uses on athletes, to the development of such products as clothes and equipment for elderly people, whose body functions have declined along with muscle weakening due to aging.

From here on, Mizuno will put effort into offering exercise programs designed to encourage people who do not like to exercise and/or who lead lives that require them to stay home to exercise by helping them find the fun in designing their own training program practicable at home and in using Mizuno’s tools.

In addition, Mizuno will put effort into cultivating more Mizuno Active Leaders, who can help their community members build networks and actively enjoy performing body-building and health-building exercises in their own communities everyday.
Materiality

Improving physical fitness and athletic abilities of children

The physical strength and athletic ability of children is continually declining around the world due to the development of today’s information society. The decline in children’s physical strength will not only have an adverse effect on their own future health but also negatively impact the Japanese economy by causing an increase in medical bills. Therefore, to turn this situation around, measures need to be taken by all persons involved, from educational institutions to the families of today’s children.

The factors causing the decline in Japanese children’s physical strength and athletic ability are as follows: 1) a decrease in outdoor areas where children can play safely whenever they want, 2) the underdevelopment of basic athletic skills that should be acquired during childhood, and 3) children’s belief that they are not good at sports. Mizuno puts effort into developing and offering an exercise program that aims to help children improve their athletic ability and physical strength.

The development of Mizuno’s exercise program “Hexathlon”

Mizuno has developed an exercise program called “Hexathlon,” which comprises play-based exercise menus that allow children, regardless of whether they like exercising, to enjoy acquiring the basic moves of sports and an athletic ability measurement test, and it currently offers the program at several kinds of facilities, including elementary schools, in collaboration with municipalities nationwide. “Hexathlon” uses Mizuno’s equipment, which has been developed with attention to safety and functionality, and comprises menus that allow children to acquire the basic moves of sports at their own pace by enjoying running, jumping, and throwing things. Mizuno offers venues, the “Hexathlon” program, and services as a package, ensuring that children will be able to enjoy steadily improving their physical strength and athletic ability.
The development of Mizuno’s exercise program: Other

Children need to make exercising a habit and overcome their own belief that they are not good at sports if they want to improve their athletic ability and physical strength.

Mizuno offers “Mizuno Sports School” and “Sports Day Victory School” programs across the nation with its staff, who have a vast knowledge of and experience in sports, serving as instructors. “Mizuno Sports School” and “Sports Day Victory School” programs aim to help more children come to like exercising, and they aim to do so by helping children recognize the fun of exercising by acquiring the basic moves of sports that need to be learned during childhood and doing so in a short amount of time.

In addition, Mizuno offers a play-based exercise program titled “PLAY ! CIRCUS,” which is targeted at children aged between three and five and also at their parents, and the program features basic moves that need to be learned between those ages. “PLAY ! CIRCUS” is a 60-minute program and is modeled after a typical circus. In the program, children pretend that they are members of a circus and enjoy exercising with the head of the circus and its clowns.

Performance of Mizuno’s programs for improving the athletic ability and physical strength of children

<table>
<thead>
<tr>
<th>Hexathlon</th>
<th>Mizuno Ninja School</th>
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<tbody>
<tr>
<td><strong>Outline</strong></td>
<td><strong>Outline</strong></td>
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<tr>
<td>Hexathlon comprises menus that allow children to acquire the basic moves of sports while enjoying exercising and an athletic ability measurement test.</td>
<td>Mizuno Ninja School is a story-based exercise program, in which participants pretend that they are ninja undergoing training, and the program comprises 36 basic moves essential to the healthy growth of children, including running, jumping, and throwing things.</td>
</tr>
<tr>
<td><strong>Performance</strong></td>
<td><strong>Performance</strong></td>
</tr>
<tr>
<td>Japan: Hexathlon was offered at nine schools in FY 2020, was administered 17 times, and welcomed 1,446 participants. Vietnam: A project aiming to promote Mizuno Hexathlon Exercise Program was implemented. Mizuno Hexathlon exercise program has welcomed about 320,000 participants (as of March 2021).</td>
<td>Mizuno Ninja School was offered 63 times in FY 2020 and welcomed 789 participants.</td>
</tr>
<tr>
<td>Mizuno Sports School</td>
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<tr>
<td><strong>(Outline)</strong></td>
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<tr>
<td>Mizuno Sports School is designed for children who believe they are not good at sports, and the program comprises mat, horizontal bar, and vaulting box exercises.</td>
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<tr>
<td><strong>(Performance)</strong></td>
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<tr>
<td>Mizuno Sports School was offered 182 times in FY 2020 and welcomed 1,760 participants.</td>
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<tr>
<th>Sports Day Victory School</th>
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<tr>
<td><strong>(Outline)</strong></td>
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<tr>
<td>Sports Day Victory School is an experience-based lesson-type program designed to help participants become able to win first prize in sports-day races, including relay races.</td>
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<tr>
<td><strong>(Performance)</strong></td>
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<tr>
<td>Sports Day Victory School was offered seven times in FY 2020 and welcomed 98 participants.</td>
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</tbody>
</table>
Project aimed at promoting Mizuno Hexathlon Exercise Program in Vietnam

Mizuno has been putting effort into promoting its Mizuno Hexathlon Exercise Program in Vietnam since 2015. In Vietnam, not much time was given to physical education during the country's compulsory school years compared to developed countries. In addition, the country lacked variety in its exercise programs and thereby required giving more consideration to how such basic moves as running, jumping, and throwing things could be better incorporated.

In September 2018, Mizuno concluded an agreement with the Vietnamese Ministry of Education and Training, saying that the ministry would incorporate Mizuno Hexathlon exercise program into its new curriculum guideline, and Mizuno provided 1,000 Vietnamese elementary schools with its sports equipment in exchange.

In addition, in October of the same year, Mizuno and the ministry officially concluded a memorandum of cooperation on introducing Mizuno Hexathlon exercise program into the country and ensuring that performing the Hexathlon becomes a regular practice. The memorandum of cooperation laid the foundations needed to construct models across Vietnam of how Mizuno Hexathlon exercise program could be introduced into the country's new educational curriculum guidelines and be developed into a regular practice. Subsequently, in December, Mizuno began promoting the introduction of its Hexathlon exercise program in all 63 provinces of Vietnam.

Mizuno also offers workshops designed to help elementary school teachers become Hexathlon instructors and has so far welcomed about 1,700 teachers as participants, who currently teach many students at their elementary schools how to perform the Mizuno Hexathlon in physical education classes.

Mizuno has not been offering its workshops, which require having a large number of people gather in one place, since March 2020 due to the novel coronavirus pandemic, as well as the accompanying need to prevent its spread. However, schools reopened relatively fast in Vietnam compared to other countries, and teachers who previously participated in Mizuno's workshops are teaching the Mizuno Hexathlon in physical education classes.

With help from the Vietnamese government, based on the country's new educational curriculum guidelines and when the guidelines come into effect, Mizuno will continue offering its equipment needed to teach the Mizuno Hexathlon. Through this project being implemented in Vietnam, which follows the philosophy of the UN's SDGs of leaving no one behind, Mizuno aims to help resolve social issues with the power of sports and thereby help achieve the UN's sports SDGs by helping Vietnamese children recognize the fun of playing sports and moving their bodies.
Elementary school students enjoying the Hexathlon

Mizuno receiving a letter of appreciation from the secretary of the Japan Sports Agency

A national physical education training session being held by the Vietnamese Ministry of Education and Training in November 2020

Note: The project aimed at promoting Mizuno Hexathlon Exercise Program in Vietnam received a letter of appreciation from the secretary of the Japan Sports Agency and was recognized as “Sports for Tomorrow” accreditation program in December 2019.

Promoting a Mizuno Original License named the “Mizuno Play Leader”

To help create an environment where children can play livelily, Mizuno puts effort into cultivating Mizuno Play Leaders, whose job is to watch children while they play on their own initiative. Mizuno offers play-based basic exercise training programs designed to help companies, universities, governments, and educational institutions, which have many opportunities to interact with children, acquire the basic knowledge and skills needed to be certified as Play Leaders. Mizuno puts effort into promoting its training programs internally and externally, and so far it has helped about 700 people across the nation become Play Leaders. Play Leaders devote themselves to interacting with children, winning children’s trust and protecting them when necessary.
Future issues to be addressed

Children today are said to lack spaces to play in, friends to play with, and time to play. In addition, parents are often heard saying that they do not know how they should play with their own children.

Mizuno puts effort into helping create an environment where children can play livelily and also puts effort into cultivating Mizuno Play Leaders, whose job is to look after children playing.

The job of a Play Leader is to come up with fun ideas and exercises that children will greatly enjoy and create an environment where children can play with one another on their own initiative. To help children grow with a healthy mentality and body through enjoying play-based exercises, Mizuno will put effort into promoting its Play Leader program internally and externally.

In addition, it will put effort into creating opportunities for Play Leaders to demonstrate their skills. In order to do so, Mizuno will put effort into having as many people as possible find out about its Play Leader program, and to do so, it will identify what issues there may be in promoting its Play Leader program and also inform parents about its Play Leader system. To have as many people as possible find out about its Play Leader system, Mizuno will promote its system by offering play-based exercise programs and events.
Materiality
Contributing to comfortable active life

In conducting business, Mizuno keeps its eye on equipment not only for competitive sports but also everyday life and business settings. To help communities develop healthily and resolve social issues, including helping people improve their mental and physical health and promoting communication between community members, Mizuno will maximize its strength it developed in the sports industry.

Moisture absorption and heat generation material “BREATH THERMO” which helps manage one’s daily physical condition

Mizuno offers a series of Breath Thermo underwear made of a moisture absorption and heat generation material called Breath Thermo, which is not only great for improving users’ sports performance but also always warm and comfortable, regardless of what kind of purpose the underwear is worn for, including managing one’s daily physical condition.

Breath Thermo is Mizuno’s core material and is a comfortable heat insulation material that generates heat by absorbing insensible perspiration. Breath Thermo also effectively absorbs moisture and keeps the wearer warm by filling the fiber with the warm air it generates by absorbing moisture. Breath Thermo underwear prevents the wearer from feeling musty even when he/she is sweating, stays dry, and thereby brings the wearer comfort. Breath Thermo is one of Mizuno’s functional material, which is great for the winter because it keeps the wearer not only warm but also comfortable by handling sweat and ensuring comfort against the skin.

Breath Thermo was developed in 1993, and in 1994, it was officially used to make uniforms for Japanese skiing representative athletes. Ever since being developed, Breath Thermo has been supporting athletes for more than 28 years. Mizuno began selling underwear made of Breath Thermo in 1997.
Promoting the use of the functional value of sports equipment in business settings

Mizuno considers business settings as being one of its strategic domains and sells company uniforms and shoes that apply the functional value of sports equipment to workers in various industries. Companies have recently come to recognize the importance of valuing their employees’ health from the perspective of company management and have begun paying more attention to the need for strategic health management. Accordingly, as part of their employees’ benefits, companies now place more importance on the safety and comfort of the uniforms, etc. that they ask their employees to wear.

Mizuno also puts effort into helping improve harsh working environments, such as by offering “Airy Jackets” (work clothes with fans) to help deal with the heat and “Techshield Jackets” to help deal with the cold. In addition, to help achieve the UN’s SDGs by improving productivity, Mizuno aims to develop an environmentally friendly company uniform by using thread made from recycled pet bottles.

How Mizuno came to target business settings

In 1997, Mizuno established a department devoted to designing and selling specially ordered company uniforms by applying its technology and knowledge that it acquired in the sports industry, and so far it has sold such uniforms to more than 500 companies. In response to recent needs arising from companies, in March 2016, Mizuno began full-scale sales of work shoes, and in February 2018, it began selling work apparel. In April 2019, Mizuno established the Work Business Department and began putting more effort into promoting its products in business settings.

In addition, in April 2019, to reinforce its BtoB (Business to Business) sales team and thereby enhance its sale strategy targeting companies and municipalities, Mizuno increased the number of its Corporate Sales Department employees from about 20 to 90 and also assigned Corporate Sales Department employees to all of its branches, from Hokkaido to Kyushu.

Mizuno aims to achieve sales of 15 billion yen by the end of FY 2023.
The features of Mizuno work apparel

Work apparel needs to be equipped with the functionality that will enable it to help workers work more easily and comfortably by taking into consideration environmental changes, such as outdoor and indoor temperature differences. Mizuno work apparel is equipped with the following functions needed in today’s work environment: 1) “Dynamotion fit,” which is designed to maximize mobility; 2) “Dry aeroflow,” material which deals with sweat effectively; and 3) “BREATH THERMO,” a moisture absorption and heat generation material that generates heat by absorbing body moisture.

- “Dynamotion fit,” designed to maximize mobility
  “Dynamotion fit” is designed to maximize mobility, based on ergonomic motion analysis. “Dynamotion fit” allows wearers to move about freely by reducing tension and pressure.

- “Dry aeroflow,” designed to deal with sweat effectively
  “Dry aeroflow” was developed with the aim of reducing the discomfort that occurs when sweat reduces the cloth’s air permeability. “Dry aeroflow” ensures air permeability even when the wearer is sweating profusely, and it reduces the stickiness that comes from sweat and also has a cooling function. “Dry aeroflow” is great for working comfortably during the rainy season or under the burning heat during the summer.

Applying body movement technology and know-how to the medical and nursing industries

Mizuno has been conducting research into people’s body movements for more than a century and has supported countless athletes with its sports equipment. Mizuno’s technology and know-how, which have been accumulated by closely working with athletes in the sports industry, can be applied to the medical and nursing industries, where workers work in harsh environments to care for patients.

As part of its medical and nursing business, Mizuno sells medical shoes and apparel. Mizuno aims to expand its business by selling its Dynamotion-fit-designed “Scrub Pants,” made of hydro silver titanium, which disassembles unsanitary protein.
Helping maintain good health by making exercising easily in the living room a habit

Mizuno has often heard people saying, “I want to exercise for the sake of my health, but I don’t have the time” or “I want to exercise, but I hate having to put away exercising equipment afterwards.” Therefore, in 2018, it began selling “Mizuno Healthy Interior” as part of its series of training goods that can be placed in the living room. Under the concept of adding a little exercise to everyday life in the same space, Mizuno aims to help people who are busy with work, housework, and/or childcare maintain good health by making exercising in the living room a habit.

“Mizuno Healthy Interior” is selling well because it meets people’s needs of wanting to exercise regularly alone without being affected by external factors, currently arising from the need to stay home most of the time due to the novel coronavirus pandemic. “Mizuno Healthy Interior” achieved sales of 450 million yen last year, and Mizuno aims to achieve sales of 900 million by the end of FY 2025.

Future issues to be addressed

Mizuno aims to increase the number of its customers by expanding its business with sports at its core and conducting lifestyle-related businesses that can help people lead comfortable lives at home.
Materiality
Contributing to the SDGs by applying Mizuno's technologies

To develop various innovations, Mizuno maximizes the following advantages, which it acquired in the sports industry: 1) its development capabilities for creating new functions and materials; and 2) its technological capabilities for manufacturing high-quality products. Mizuno will continue to aim at helping create a sustainable world by helping resolve social issues, including achieving the UN’s SDGs.

Research into ways to apply carbon technology

Mizuno has always placed people at the center by conducting research into people’s motions and forms. Mizuno will continue placing people at the center of its research efforts, and it will continue conducting research with the aim of creating new value, such as products and services that can help achieve the UN’s SDGs. Mizuno will not only put effort into developing good products and services as a manufacturer but also ensure that it pursues research themes that will help achieve the UN’s SDGs. As its medium- to long-term goal, it will aim at achieving carbon neutrality, and by doing so, it will aim at helping create a sustainable world.

As part of its research efforts that apply carbon technology, Mizuno currently puts effort into the following: 1) developing more products that use recycled carbon technology, 2) conducting research into thermoplastic CFRP, and 3) conducting research into ways to reinforce CFRP by using nanofillers.

- Developing products by using recycled carbon technology
  Insoles that reduce foot fatigue are one example. Mizuno wants to support workers and elderly people through their daily work and life by caring for their feet.

- Research into thermoplastic CFRP
  Prosthesis plate springs made of thermoplastic CFRP are used in the same way as their counterparts made of thermosetting CFRP, but the former can be molded in shorter amounts of time and are recyclable. Mizuno aims to help create a sustainable world by developing practical CFRP products with the potential to greatly reduce CO2 emissions.

- Research into ways to reinforce CFRP by using nanofillers
  Mizuno believes that adding nano-sized ingredients will improve the material itself and enable the development of high-function sports equipment.
Research into the development of new sports and services

Mizuno puts effort into conducting research into the development of new sports and services that will allow people to enjoy sports together, regardless of their age, gender, and physical disability.

Mizuno can contact its customers with relative ease when it needs help with conducting research into the development of new services because it operates facilities, including designated management facilities, used by its customers. In conducting research into the development of new services, Mizuno also uses data it has accumulated from previous research into sports equipment with help from actual people.

Research into play-based exercise programs designed to help children make exercising a habit

Sports and other exercises, in addition to play-based exercises, need to be fun if they are to be made a habit. Experiences that we undergo during our childhood are known to last for a lifetime. Therefore, in addition to conducting research into children’s physical strength and athletic abilities, when examining the effects of its play-based exercises, Mizuno conducts research into the relationship between its play-based exercise programs and children’s minds. Mizuno aims to develop play-based exercise programs that will allow children who believe they are not good at sports or do not like to exercise to enjoy it with relative ease.

Research into exercise programs that aim to help elderly people improve (or prevent the decline of) their cognitive skills

The concerns that elderly people have regarding their health are as follows: 1) becoming bedridden after falling down and 2) coming to have difficulty in their daily lives due to a decline in their cognitive skills. The more elderly people become permanently bedridden or hospitalized, the higher medical bills and long-term care costs will become. Mizuno believes that extending healthy life expectancy depends on whether we can enjoy exercising throughout life. Mizuno conducts research into the development of exercise programs for elderly people based on the belief that moving our bodies rhythmically and coordinating movements of our hands and feet help prevent our cognitive skills from declining.

Research into the development of new play-based sports

Mizuno conducts research into the development of new sports in collaboration with a number of associations and universities. For instance, 500 Steps Soccer is a game where players have only a limited number of steps they can take and are monitored by a digital device. Because players need to follow the limited-step rule, the game allows people who believe they are not good at sports or believe they are inferior to others in terms of athletic ability to enjoy moving their bodies and shooting the ball into the goal.

Mizuno also puts effort into developing entertainment sports that use its pulse rate monitor “MiKuHa” and is putting effort into developing the following sports that incorporate the use of toys: 1) Train & Animal Race, 2) Exciting Bingo, and 3) Color Tag.
Mizuno will continue putting effort into conducting research into the development of new products and services by combining sports science with digital technology. In addition, it will continue putting effort into conducting research into the development of new sports by maximizing its strength of being a sports facility operator that can have its staff perform demonstrations.

Future issues to be addressed

Mizuno has expanded its definition of sports to include not only competitive sports but also everyday opportunities to move our bodies, and under this definition, it aims to develop new business models that can help achieve the UN’s SDGs by helping resolve social issues with the power of sports.