

DESCENTE LTD.

Corporate Profile

2019



<http://www.descente.co.jp/en/>



Working with top athletes looking for that 0.01 second advantage



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PHOTO by PICSPOOT

Shohei Otani

Refining abilities to plan and develop sophisticated products



Communicating and delivering brand value



Communicating DESCENTE Manufacturing creativity to the World

The years 2019 through 2021 are being called the "Golden Sports Years" in Japan, as the country hosts a number of international sporting events. The eyes of the world will be focused on not only those sports events but also on Japanese sporting goods manufacturers.

At DESCENTE LTD., we are working to further hone our manufacturing creativity, bringing on line new research and development centers, "DISC (DESCENTE INNOVATION STUDIO COMPLEX)" for both sports apparel and shoes.

We will bring smiles to the faces of our customers as we deliver products that offer inspiration, surprise and a sense of fun.



President
Shuichi Koseki

Who are we?

At DESCENTE LTD., our business is based on the philosophy of bringing the enjoyment of sports to all, supporting a wide range of sports and sporting events through multiple brands. We develop high performance products for top athletes and teams, which is the source of our competitive strength, while offering customers who enjoy sports a satisfying range of products and services, and also enhancing our ability to create retail environments that convey that value to the customer. We continue to expand the availability of our products and services under our brands as they are increasingly recognized inside and outside Japan, including China, South Korea and the rest of Asia, as well as Europe and North America.

Corporate Philosophy / SPIRIT OF DESCENTE

Corporate Philosophy

To bring the enjoyment of sports to all

SPIRIT OF DESCENTE

Creation / Challenge / Integrity / Harmony

Corporate Philosophy

That vision carries the meaning of DESCENTE's presence in and the expression of our involvement with society.

To bring the enjoyment of sports to all

Sport is based on the idea of enjoyment both through movement of the body and competing; and it is through sports that DESCENTE contributes to life being lived – by everyone - to the full.

SPIRIT OF DESCENTE

Our founding philosophy, the SPIRIT OF DESCENTE, is based on the words of management at the time of our establishment and indicates the origin of the DESCENTE Group.

Creation

A rich imagination is the driving force of creativity in any age – honing the senses helps to develop the power to make the right everyday business decisions.

Challenge

In times of change there are always opportunities, which must be taken. There are no failures – simply missteps on the road to success.

Integrity

Give responsibility to those who can be trusted with it and reward sincerity with sincerity.

Harmony

In business, understanding the human psyche is fundamental. Harnessing their joint strength is paramount to success.

Corporate Slogan

Design for Sports

The slogan encapsulates DESCENTE's commitment to the finest designs for current and future generations of sportsmen and women, promoting healthy lifestyles and enriching body and soul.

Flexible and creative designs, backed by cutting-edge technology, help athletes to challenge their performance limits, and allow all sports enthusiasts to share in the passion.

The silver color conveys an image of clean, sharp sophistication-symbolizing a brightly shining future.

Corporate Symbol mark



Descente is the French term for downhill skiing.

The logo represents the three basic skiing techniques of schussing, traversing and sliding.

It embodies our quest to be the best in all we do and our focus on the future.

Brand Lineup

DESCENTE LTD.'s 14 brands, including the corporate brand "DESCENTE", offer high-performance sporting goods for a range of sports including baseball, football, swimming, and golf for everyone from top athletes to recreational and leisure enthusiasts.



DESCENTE


DESCENTE

In collaboration with top athletes DESCENTE gives them, and the world, high-quality, superbly designed and functionally beautiful high-performance sportswear – in our constant quest for innovative craftsmanship.



le coq sportif

A sportswear brand created in France in 1882, for the joy of sports featuring refined fashion and comfortable functionality.



arena

A French sports brand focusing on swimming, arena supports all those who love water-sports.



Munsingwear

This is the first international knit golfwear brand originating in the United States with the distinctive penguin logo. Munsingwear offers adult-oriented products for everyone who loves golf and seeks a sophisticated lifestyle.



umbro

A football brand born in England in 1924. It supports leading teams and players all over the world with products of the highest quality and performance.




SKINS

SKINS clothing, with its original dynamic gradient compression technology, is the world's most advanced range of sports compression wear for performance and recovery.



inov-8

The shoe brand, born in the U.K. in 2003, features all-terrain footwear with superior grip. Originating with trail running and now available for off-road, road, and performance training.



Marmot

This full-fledged outdoor brand from the United States has built a solid level of trust among top mountain climbers based on its superior performance and sense.




LANVIN SPORT

This brand fuses Paris fashion sense with sporty styling. While centering on the golf course, LANVIN SPORT products provide a level of elegance suitable for town and travel.



CUTTER & BUCK

This American-style golf apparel brand caters to the serious golfer who is always looking to take on new challenges. CUTTER & BUCK combines the best in functionality and comfort.



Babolat

Originating in France in 1875, Babolat is a genuine tennis brand providing superior quality, functionality and style for all tennis players.




SRIXON

SRIXON dedicates its unique and advanced technologies to all golfers and maximizes performance.



AVIA

AVIA is a sports shoe brand originally launched in the United States in 1979, which provides the best in both performance and design.



ryka

This women's performance footwear brand was born in the United States in 1988.

14 Brands

| Brands | | Owned brands | | | | | | | Licensed brands / Misc. | | | | | | |
|----------------|---------------------|-------------------------|-------------------|----------------|-------|-------------|-------|-------|-------------------------|--------------|---------------|---------|--------|------|------|
| | | DESCENTE | inov-8 | le coq sportif | arena | Munsingwear | umbro | SKINS | Marmot | LANVIN SPORT | CUTTER & BUCK | Babolat | SRIXON | AVIA | ryka |
| Territory | | No Territory Limitation | Limited Territory | | | | | | Japan only | | | | | | |
| Holding area | Japan | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| | Asia | Korea | ● | ● | ● | ● | ● | ● | | | | | | | |
| | | China | ● | ● | ● | ● | | ● | | | | | | | |
| | | Hong Kong | ● | ● | ● | ● | | ● | | | | | | | |
| | | Other | ● | ● | ● | ● | | | | | | | | | |
| | Europe | ● | ● | | | | | | | | | | | | |
| | Americas | ● | ● | | | | | | | | | | | | |
| Handling genre | Baseball | ★ | | | | | | | | | | | | | |
| | Volleyball | ★ | | | | | | | | | | | | | |
| | Track & Field | ★ | | | | | | | | | | | | | |
| | Running | ★ | ★ | | | | | | | | | | | | |
| | Swimming | | | | ★ | | | | | | | | | | |
| | Football | | | | | | ★ | | | | | | | | |
| | Tennis | | | ★ | | | | | | | | ★ | | | |
| | Outdoor / Ski | ★ | | | | | | | ★ | | | | | | |
| | Golf | ★ | | ★ | | ★ | | | | ★ | ★ | | ★ | | |
| | Training | ★ | ★ | ★ | ★ | | ★ | ★ | | | | | | ★ | ★ |
| | Compression garment | | | | | | | ★ | | | | | | | |
| | Shoes | ★ | ★ | ★ | | ★ | ★ | | | | | | | ★ | ★ |

Since our founding in 1935, DESCENTE has continuously developed high performance products across multiple brands for a wide variety of competitive sports. We will continue in our efforts to bring the enjoyment of sports to even more people than ever before.

History of DESCENTE

1935

Starting with baseball and building to a multi-sports

Beginning of technological innovation to give top athletes an advantage

The addition of licensed brands to the portfolio fuels growth

Acquisition of trade mark rights of key brands

February 1935

"Tsuruya", the predecessor of DESCENTE, was founded by Takeo Ishimoto.



1957

The brand "DESCENTE" was launched.



February 1958

The company was reorganized to "Ishimoto Shoten Co., Ltd." specializing in the manufacture and sales of sportswear.

September 1961

The company changed its name to DESCENTE LTD.

1964

The "Munsingwear" brand was launched. (Trademark rights for Japan and other Asian countries obtained in 1984)



1977

The "arena" brand was launched. (Trademark rights for Japan and other Asian countries obtained in 1990)



September 1978

The 1st DESCENTE Athletics Eight Nation Track & Field Championship, the first sports competition to be sponsored by DESCENTE, was held.

April 1979

"THE DESCENTE AND ISHIMOTO MEMORIAL FOUNDATION FOR THE PROMOTION OF SPORTS SCIENCE" was established.

March 1980

The company was listed on the first section of the Tokyo Stock Exchange.

1980

The "le coq sportif" brand was launched in Japan. (Trademark rights for Japan and other Asian countries obtained in 1990)



August 1982

DESCENTE NORTH AMERICA, INC. was established.

March 1985

The company had a pavilion based on the theme of "Health & Sports" at the International Exposition, Tsukuba, Japan, 1985.

April 1992

The JPGA "1st Descente Classic Munsingwear Cup" golf tournament, was launched. (ended in 2008)

December 1994

BEIJING DESCENTE CO., LTD was established.

January 1998

Construction of the new Tokyo Office building, located in Toshima-ku, Tokyo, was completed.

December 1998

Termination of the license agreement with "adidas".

1999

Launched "umbro" brand business in Japan. (Trade mark right for Japan obtained in 1998, for South Korea in 2013)



September 2000

The JLPGA, "Munsingwear Ladies Tokai Classic" golf tournament was launched. (Held every year since 2000)

November 2000

DESCENTE KOREA LTD. was established.

Full-Scale entry into Asian markets

V-shaped recovery post adidas termination downturn through strengthening of house brands and overseas market expansion

Established several affiliate companies overseas to expand international business

Implemented new measures for further growth

November 2003

HONG KONG DESCENTE TRADING, LTD was established.

February 2004

LE COQ SPORTIF (NINGBO) CO., LTD. was established.

May 2005

"Descente Health Management Research Center", specializing in providing preventive care services, was established.

August 2005

SHANGHAI DESCENTE COMMERCIAL CO., LTD was established.

August 2006

The first annual "Sports School for Healthy Kids" was held, with the aim of educating children about the pleasure of sports. (Held every year since 2006)

December 2010

SINGAPORE DESCENTE PTE. LTD. was established.

March 2012

Construction of the new Osaka Office building, located in Tennoji-ku, Osaka City, was completed.

2012

The "SKINS" brand was launched in Japan. (Trademark rights for Japan and other Asian countries obtained in 2012)



January 2015

DESCENTE GLOBAL RETAIL LTD. was established.

July 2015

DESCENTE LTD. was awarded the J∞ QUALITY certification for products made in Japan.

August 2015

Acquired the inov-8 Group.



July 2016

Affiliated Companies Accounted for under the Equity Method DESCENTE (CHINA) CO., LTD. was established.

September 2016

DESCENTE JAPAN LTD. was established.

October 2016

Affiliated Companies Accounted for under the Equity Method ARENA (SHANGHAI) INDUSTRIAL CO., LTD. was established.

April 2017

A new Group structure was launched, with DESCENTE LTD. as the global headquarters.

July 2017

ARENA KOREA LTD. was established.

March 2018

DESCENTE ATHLETIC AMERICAS INC. was established.

July 2018

R&D Center "DISC OSAKA" was established in Ibaraki, Osaka.

August 2018

Concluded a comprehensive business alliance agreement with Wacoal Holdings Corp.

October 2018

R&D Center "DISC BUSAN" was established in Busan, Korea.

2019

History of Our Technology Development

Cream-Colored Baseball Uniforms

1953

DESCENTE successfully developed cream-colored baseball uniforms and training pants made from pre-shrunk cotton fabric with a wool-like finish.

Capitalizing on a baseball boom, these items became hit products.



A registered trademark for baseball uniforms in 1953

Aile Bleue

2004

Aile Bleue swimwear was launched by arena. The design applies "biomimetics" to manufacturing to achieve smart performance based on principles derived from nature. At the 2004 Athens Olympics, Ai Shibata won gold in the 800m women's freestyle wearing Aile Bleue.



FUSIONKNIT

2018

A range of knit garments that point to revolutionary changes in athletic wear. A variety of stitch structures in a continuous knit fabric seamlessly fuse different areas/functions to optimise comfort and mobility, with supersonic seam welding to ensure maximum compatibility between garment and skin and the latest patterning technology to ensure ultimate freedom of movement.



Downhill Suit

1979

During the FIS Alpine Ski World Cup season, DESCENTE's "magic" downhill suit dominated the winners' podium.

The suit reduced air resistance to the lowest acceptable limits and caused a sensation by shaving up to two seconds off the winners' times.



Mizusawa Down Jacket

2008

A down jacket line based on a non-quilting manufacturing process. The product uses materials that achieve superior water resistance and moisture permeability, thereby providing a high level of wearer comfort.



G-SERIES

2018

Shoes launched with "graphene" the world's new thinnest and strongest super material that won a Nobel Prize in Physics in 2010 for its discovers. The shoes were joint developed by inov-8 and the University of Manchester. With graphene outsoles G-Series shoes are proven to be 50% stronger, more elastic and durable.



| Company Profile | | |
|-----------------|--|---|
| | | |
| Name | DESCENTE LTD. | |
| Founded | February 1935 | |
| Incorporated | February 1958 | |
| President | Shuichi Koseki | |
| Capital | ¥3.8 billion | |
| Turnover | ¥14.1 billion (FY ended March 2018, Consolidated) | |
| Employees | Consolidated 3,469 / Non-consolidated 219 (As of March 31, 2018) | |
| Business | Sales of sportswear and related articles | |
| Base | Office | |
| | Tokyo Office | R&D Center |
| | 1-4-8 Mejiro, Toshima-ku, Tokyo 171-8580 TEL.+81-3-5979-6006 | DISC OSAKA (Apparel) |
| | Osaka Office | 2-3-2, Saitoyamabuki, Ibaraki, Osaka 576-0086 JAPAN |
| | 1-11-3 Dogashiba, Tennoji-ku, Osaka 543-8921 TEL.+81-6-6774-0365 | DISC BUSAN (Shoes) |
| | Southeast Asia Branch Office | 162, Myeongji International 6, Gangseo-gu, Busan, Korea |
| | Singapore Co-located with SINGAPORE DESCENTE PTE. LTD. | |

| Commercial Subsidiary Companies (Japan) | |
|---|--|
| | |
| Name | DESCENTE JAPAN LTD. |
| Incorporated | September 2016 |
| Business | Sales of sportswear and related articles |
| Base | Tokyo Office |
| | 1-4-8 Mejiro, Toshima-ku, Tokyo 171-8580 TEL.+81-3-5979-6060 |
| | Osaka Office |
| | 1-11-3 Dogashiba, Tennoji-ku, Osaka 543-8921 TEL.+81-6-6774-0365 |
| Branch | Sapporo, Sendai, Nagoya, Hiroshima, Fukuoka |

| | |
|--------------|--|
| Name | DESCENTE APPAREL LTD. |
| Incorporated | January 1999 |
| Business | Manufacture of sportswear and related articles |
| Head Office | 1-11-3 Dogashiba, Tennoji-ku, Osaka 543-892 TEL. +81-6-6774-0356 |

Mizusawa Factory

Long-term expertise in ski suit and other outerwear production can be seen now in the manufacture of Mizusawa down jackets utilising the unique sewing processes developed here. Pattern design and sample production are also undertaken here.

Oshu, Iwate
TEL. +81-197-46-2313

Mizusawa Down Jacket
"ANCHOR 10th ANNIVERSARY"



Muraoka Factory

This factory focusses on the production of high-quality baseball clothing worn by both professional and amateur players.

Kami-cho, Mikata-gun, Hyogo
TEL. +81-796-98-1211

Orix Buffaloes
uniform



Yoshino Factory

This factory can handle flexible delivery schedules and varying production lots for a range of products from track and field to swimming. Pattern design and sample production are also done here.

Yoshino-gun, Nara
TEL. +81-747-52-3940

Asahi Kasei
Track & Field Club uniform



Saito Factory

Specialising in Japan Professional Football League team uniforms. It also produces swimwear designed for elite swimmers, applying special sewing (adhesion) technologies.

Saito, Miyazaki
TEL. +81-983-44-5241

ULTIMATE
AQUAFORCE



| | |
|--------------|---|
| Name | BEN-GENERAL CORPORATION |
| Incorporated | December 1950 |
| Business | Sales of sportswear and related articles |
| Head Office | 1-11-3 Dogashiba, Tennoji-ku, Osaka 543-8921 TEL. +81-6-6734-6430 |

| Commercial Subsidiary Companies (Overseas) | |
|--|--|
| China | |
| Name | BEIJING DESCENTE CO., LTD. |
| Business | Manufacture of sportswear and related articles |
| Name | SHANGHAI DESCENTE COMMERCIAL CO.,LTD. |
| Business | Sales of sportswear and related articles |
| Name | HONG KONG DESCENTE TRADING, LTD. |
| Business | Sales of sportswear and related articles |
| KOREA | |
| Name | DESCENTE KOREA LTD. |
| Business | Sales of sportswear and related articles |
| Name | DESCENTE GLOBAL RETAIL LTD. |
| Business | Sales of sportswear and related articles |
| SINGAPORE | |
| Name | SINGAPORE DESCENTE PTE. LTD. |
| Business | Sales of sportswear and related articles |
| AMERICA | |
| Name | DESCENTE MOUNTAIN AMERICAS INC. |
| Business | Sales of sportswear and related articles |
| Name | DESCENTE ATHLETIC AMERICAS INC. |
| Business | Sales of sportswear and related articles |
| England | |
| Name | INOVEIGHT LTD. |
| Business | Sales of sportswear and related articles |

| Affiliated Companies Accounted for under the Equity Method | |
|--|--|
| China | |
| Name | DESCENTE (CHINA) CO., LTD. |
| Business | Sales of sportswear and related articles |
| Name | LE COQ SPORTIF (NINGBO) CO., LTD. |
| Business | Sales of sportswear and related articles |
| KOREA | |
| Name | ARENA KOREA LTD. |
| Business | Sales of sportswear and related articles |
| ARENA (SHANGHAI) INDUSTRIAL CO., LTD. | |
| Name | ARENA (SHANGHAI) INDUSTRIAL CO., LTD. |
| Business | Sales of sportswear and related articles |

Sales composition ratio

March 2018

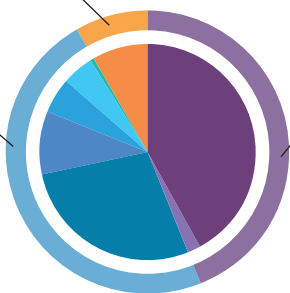
Share of Sales by Brand and Ownership Structure

Licensed brands / Misc.
8%

Owned brands
(Limited Territory)
48%

- le coq sportif
- Munsingwear
- arena
- umbro
- Other

More than 90% of sales is in owned brands led by our corporate brand DESCENTE.



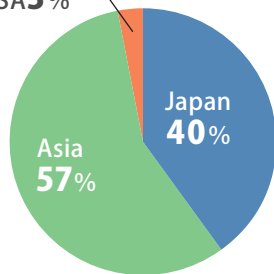
Net Sales by Area

EU/USA3%

Japan
40%

Asia
57%

Sales are increasing in Japan and other Asian countries centered on Korea and China.



CSR Policy

To DESCENTE, CSR is a set of principles that form the foundation of all Group activities and ensure that we contribute to the well-being of both local communities and society at large.

- Contributing to the physical and emotional well-being of people by supporting sports and promoting healthy lifestyles.
- To engage in activities that benefit the community economically, socially and environmentally.
- In line with our Code of Ethics, to respect human rights in Japan and elsewhere, comply with all local, national and international laws and regulations, and act ethically and with high integrity.