Working with Top Athletes as They Continue Their Challenges
Refining abilities to plan and develop sophisticated products
Communicating and delivering brand value
About DESCENTE

Communicating DESCENTE
Manufacturing creativity to the World

Interest in sports in Japan is rising, and at the same time, the world is showing a stronger interest in Japan. As we take advantage of this increased attention, we continue to create performance wear for leading athletes which in turn enables us to refine our strength in manufacturing creativity and ultimately leads to the development of products that appeal to both the domestic and international markets.

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 China.

Who are we?
At DESCENTE Group, 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

President
Shuichi Koseki

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.
12 Brands

DESCENTE LTD.’s 12 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.

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

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

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

In the first international key golf wear brand originating in the brand states with the distinctive penguin logo. Munsingwear offers adult oriented products for everyone who loves golf and seeks a sophisticated lifestyle.

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.

The shoe brand, born in the U.K. in 2001, features all-terrain footwear with superior grip. Originating with trail running and now available for off-road, road, and performance training.

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.

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

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.

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

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

This women’s performance footwear brand was born in the United States in 1984.

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<tr>
<th>Brands</th>
<th>Owned brands</th>
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Territory

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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**
- February 1935: “Tsuriya”, the predecessor of DESCENTE, was founded by Takanori Ihimoto.
- November 1998: Acquisition of LPGA "Munisingwear Ladies Tokai Classic" tournament, was launched (renamed to "DESCENTE Ladies Tokai Classic" since 2010).

**1953**
- August 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.

**1979**
- 1979: The 1st DESCENTE Athletic Eight Nation Track & Field Championship, the first sports competition to be sponsored by DESCENTE, was held.

**1999**
- 1999: The "MF" (Motion Free) down jacket line based on principles derived from nature. At the 2004 Athens Olympics, Ai Shibata won gold in the 800m women’s freestyle wearing Aile Bleue.

**2004**
- 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, A Shihbata won gold in the 800m women’s freestyle wearing Aile Bleue.

**2019**
- 2019: By developing original fabrics and making full use of our expertise in pattern design - one of our specialties - DESCENTE has developed a new kind of competitive fencing apparel that suits the Japanese body type and provides greater ease of movement. This is the first made-in-Japan apparel to be approved by the International Fencing Federation, and will be offered to members of the Japanese national team.

**2020**
- 2020: We have developed two types, the MF (Motion Free) that focuses on ease of movement, and the CP (Control Position) that emphasizes support. The MF features a torso portion constructed out of a single part. The CP has Y-shaped grip tape across the hips, helping to prevent air pockets between the swimsuit and the torso, and controlling body position in the water.

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**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.

**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.

**Protective Vest for Flat Racing Jockeys**
- 1999: Developed for flat racing jockeys in collaboration with the Japan Racing Association (JRA), this product provides protection during a fall through shock absorption and at the same time is ultra light and cool with the use of a new 3D honeycomb mesh material.

**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.

**GENTEN**
- 2019: For DESCENTE, we have also developed the GENTEN running shoe, with the objective of training the foot to run faster, not simply to make a faster shoe. These thin-scaled shoes allow improved ground contact sensation, offer excellent fit, and feature a unique bottom surface that makes it easier to gain forward propulsion.
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.

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

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.

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

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.

1. Contributing to the physical and emotional well-being of people by supporting sports and promoting healthy lifestyles.
2. To engage in activities that benefit the community economically, socially and environmentally.
3. To engage in activities that benefit the community economically, socially and environmentally.

Sales composition ratio

Licensed brands / Misc. 7%
Owned brands (Limited Territory) 47%

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

Net Sales by Area

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

North America 6%
Europe/USA 3%
Asia 48%
Japan 50%