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## Bridgestone Corporation Announces Revised Financial Projections for Fiscal 2016

Tokyo (August 9, 2016) –Based on recent performance trends, Bridgestone Corporation (the “Company”) today announced revisions to its consolidated financial projections for the fiscal year ending December 31, 2016 (the projections were previously announced on February 17, 2016). The revisions are as follows.

### 1. Projections for the Fiscal Year Ending December 31, 2016 (From January 1, 2016 to December 31, 2016)

Units : Yen in millions

	Net sales	Operating income	Ordinary income	Profit attributable to owners of parent	Net income per share Unit: Yen
(Previous) FY 2016 Projections(A)	3,750,000	520,000	487,000	309,000	394.53
(Revised) FY 2016 Projections(B)	3,340,000	453,000	434,000	257,000	328.13
Increase(Decrease) (B–A,%)	(410,000)	(67,000)	(53,000)	(52,000)	—
	(10.9)	(12.9)	(10.9)	(16.8)	—
(Ref.) FY 2015 Results	3,790,251	517,248	507,303	284,294	362.99

Note: Figures within parentheses mean minus

### 2. Reasons for the revision

Despite favorable raw materials and feedstock prices and initiatives to reduce expenses, the Company revised its full-year consolidated financial projections for the fiscal year ending December 31, 2016, reflecting the appreciation of Japanese yen and the decrease of the unit tire sales from the original plan.

### Forward-Looking Statements

The preceding descriptions of projections and plans are “forward-looking statements,” which involve known and unknown risks and uncertainties. These variables could cause the Bridgestone Group’s actual performance and results to differ substantially from management’s projections and plans, and the statement are not guarantees of future business performance.