

Financial Results for 1st Half of Fiscal 2013

Bridgestone Corporation
August 9, 2013

1. Business and Financial Performance for
1st Half of Fiscal 2013 P. 3

2. Consolidated Projections for Fiscal 2013 P. 9

1. Business and Financial Performance for
1st Half of Fiscal 2013

Business Environment Surrounding Bridgestone Group

Estimated Tire Demand

Tire Demand for 2013 1st Half : **Original Equipment**

	Passenger Radial Tires (vs PY)	Truck and Bus Radial Tires (vs PY)
Japan	88%	89%
N. America	107%	87%
Europe	95%	99%

Tire Demand for 2013 1st Half : **Replacement**

	Passenger Radial Tires (vs PY)	Truck and Bus Radial Tires (vs PY)
Japan	102%	105%
N. America	101%	98%
Europe	94%	105%

* Demand numbers are estimated by Bridgestone Corporation.

Currency Exchange

	2012		2013
	1st half	2nd half	1st half
US Dollar	80	80	96
Euro	103	102	126

Raw Materials

Market trend of natural rubber and crude oil (Average)

	2012		2013
	1st half	2nd half	1st half
Natural Rubber <TSR20>* (¢/kg)	350	281	270
Natural Rubber <RSS#3>* (¢/kg)	373	303	303
Crude Oil <WTI> (\$/bbl)	98	90	94

*Source : Current Prices for Singapore Commodity Exchange Limited

Consolidated Results for 1st Half of Fiscal 2013

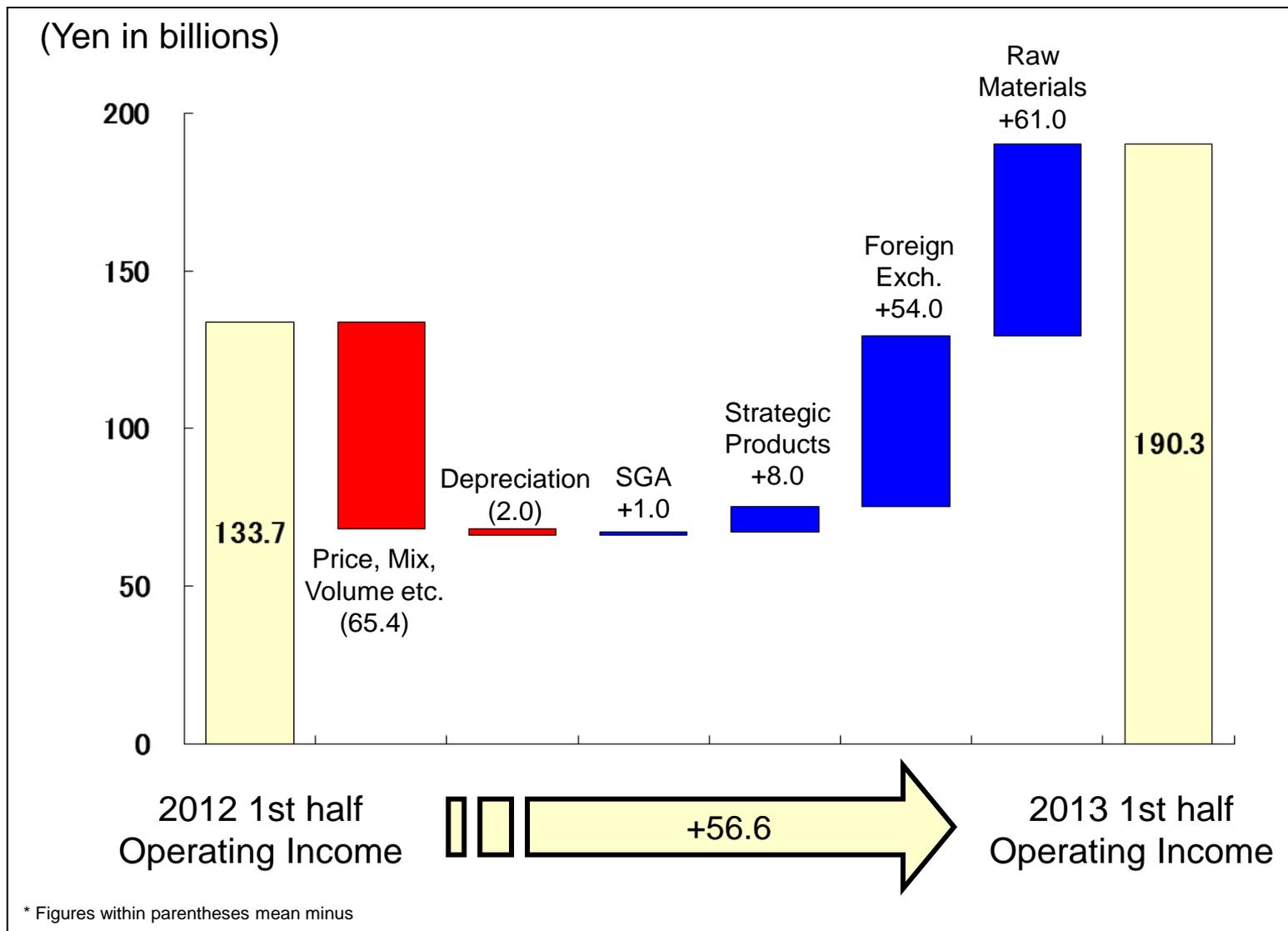
Yen/US dollar rate:	80	96	+16	89
Yen/Euro rate:	103	126	+23	119

(Yen in billions)

	2012 1st Half Results	2013 1st Half Results	VS PY (%)	(Ref. Feb 18,2013 announcement)
				2013 1st Half Projections
Net Sales	1,488.9	1,705.1	+15	1,690.0
Tires	1,237.5	1,447.7	+17	1,430.0
Diversified Products	260.4	264.4	+2	260.0
Operating Income	133.7 (Ratio) 9.0%	190.3 (Ratio) 11.2%	+42 (Ratio) +2.2%	182.0 (Ratio) 10.8%
Tires	119.6	173.2	+45	165.0
Diversified Products	14.0	17.1	+22	17.0
Ordinary Income	128.9	184.9	+43	170.0
Net Income	75.2	117.0	+56	105.0
Dividends	16 yen	27 yen	+11 yen	27 yen

* Figures within parentheses mean minus

Analysis of Consolidated Operating Income for 1st Half of Fiscal 2013



Financial Results for 1st Half of Fiscal 2013 : Geographic Segments

(Yen in billions)

		2012 1st Half Results	2013 1st Half Results	VS PY (%)	(Ref. Feb 18, 2013 announcement) 2013 1st Half Projections
	Japan	601.9	609.9	+1	610.0
	The Americas	661.7	802.5	+21	760.0
	Europe	175.2	200.9	+15	210.0
	Other Regions	348.4	426.5	+22	420.0
Consolidated Net Sales		1,488.9	1,705.1	+15	1,690.0

	Japan	73.6	108.4	+47	92.0
	The Americas	51.9	78.2	+51	62.0
	Europe	0.8	0.6	(24)	4.0
	Other Regions	27.0	37.1	+37	35.0
Consolidated Operating Income		133.7	190.3	+42	182.0

* Figures within parentheses mean minus

B/S Highlight

	FY 2013 1st Half (As of June 30, 2013)	vs Dec. 31, 2012
	(Yen in billions)	(Yen in billions)
Total Assets	3,305.0	+265.3
Total Current Assets	1,554.7	+78.7
Total Fixed Assets	1,750.3	+186.5
Net Assets	1,652.2	+234.8
Ratio of total equity to total assets (%)	48.4	+3.2
Interest-Bearing Debt (Net)	364.9	+14.3
	2013 1st Half Results	vs. PY
	(Yen in billions)	(Yen in billions)
Capital Expenditure	108.6	+9.4
Depreciation	84.4	+11.2

2. Consolidated Projections for Fiscal 2013

Forecast of Business Environment Surrounding Bridgestone Group

Estimated Tire Demand for FY 2013

Tire Demand for FY 2013 : **Original Equipment**

	Passenger Radial Tires (vs PY)	Truck and Bus Radial Tires (vs PY)
Japan	92%	97%
N. America	105%	101%
Europe	98%	101%
Asia*1	106%	102%

Tire Demand for FY 2013 : **Replacement**

	Passenger Radial Tires (vs PY)	Truck and Bus Radial Tires (vs PY)
Japan	99%	108%
N. America	101%	99%
Europe	93%	102%
Asia*1	114%	112%

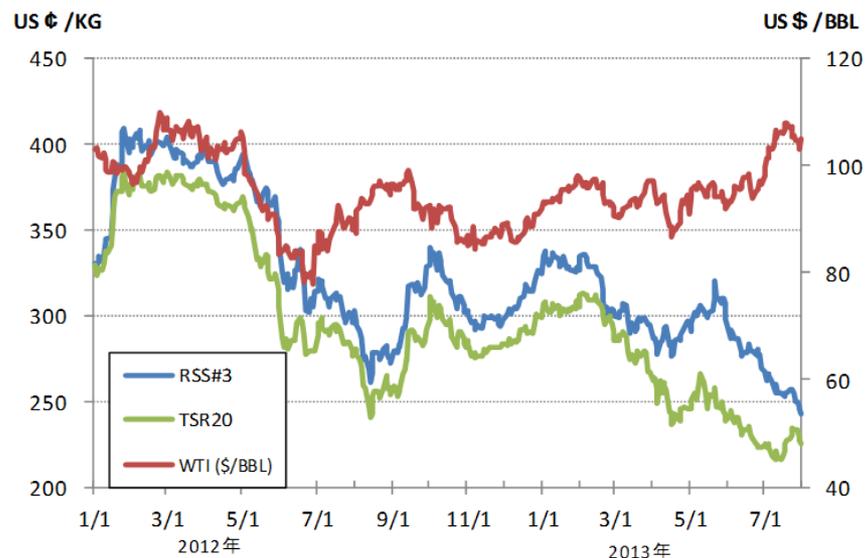
*1: Total of Thailand, Indonesia, India, and China

*2: Demand numbers are estimated by Bridgestone Corporation.

Currency Exchange

	2013 1st half	2013 2nd half	2013 FY	Ref. Feb18, 2013 announcement Projections
US Dollar	96	95	95	89
Euro	126	123	124	119

Raw Materials



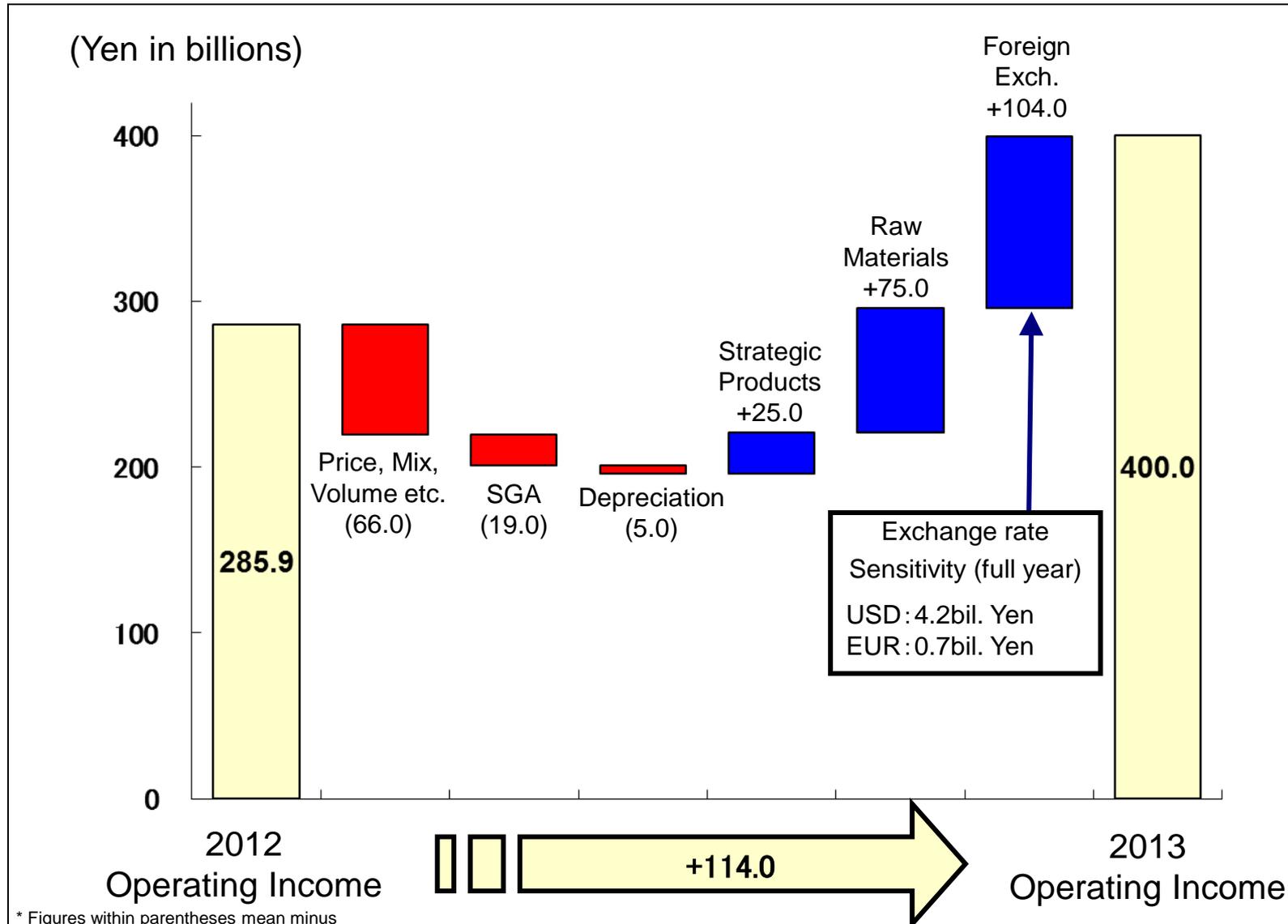
*Source : Current Prices for Singapore Commodity Exchange Limited

Consolidated Projections for Fiscal 2013

		80	95	+15	89
		103	124	+21	119
(Yen in billions)					
		2012 FY Results	2013 FY Projections	VS PY (%)	(Ref. Feb 18, 2013 announcement) 2013 FY Projections
Net Sales		3,039.7	3,590.0	+18	3,550.0
	Tires	2,557.2	3,050.0	+19	3,020.0
	Diversified Products	499.0	540.0	+8	530.0
Operating Income		285.9 (Ratio) 9.4%	400.0 (Ratio) 11.1%	+40 (Ratio) +1.7%	382.0 (Ratio) 10.8%
	Tires	260.4	367.0	+41	346.0
	Diversified Products	25.5	33.0	+29	35.0
Ordinary Income		285.0	381.0	+34	365.0
Net Income		171.6	246.0	+43	235.0
Dividends		32 yen	54 yen	+22 yen	54 yen

* Figures within parentheses mean minus

Analysis of Consolidated Operating Income for Fiscal 2013



Financial Projections for Fiscal 2013 : Geographic Segments

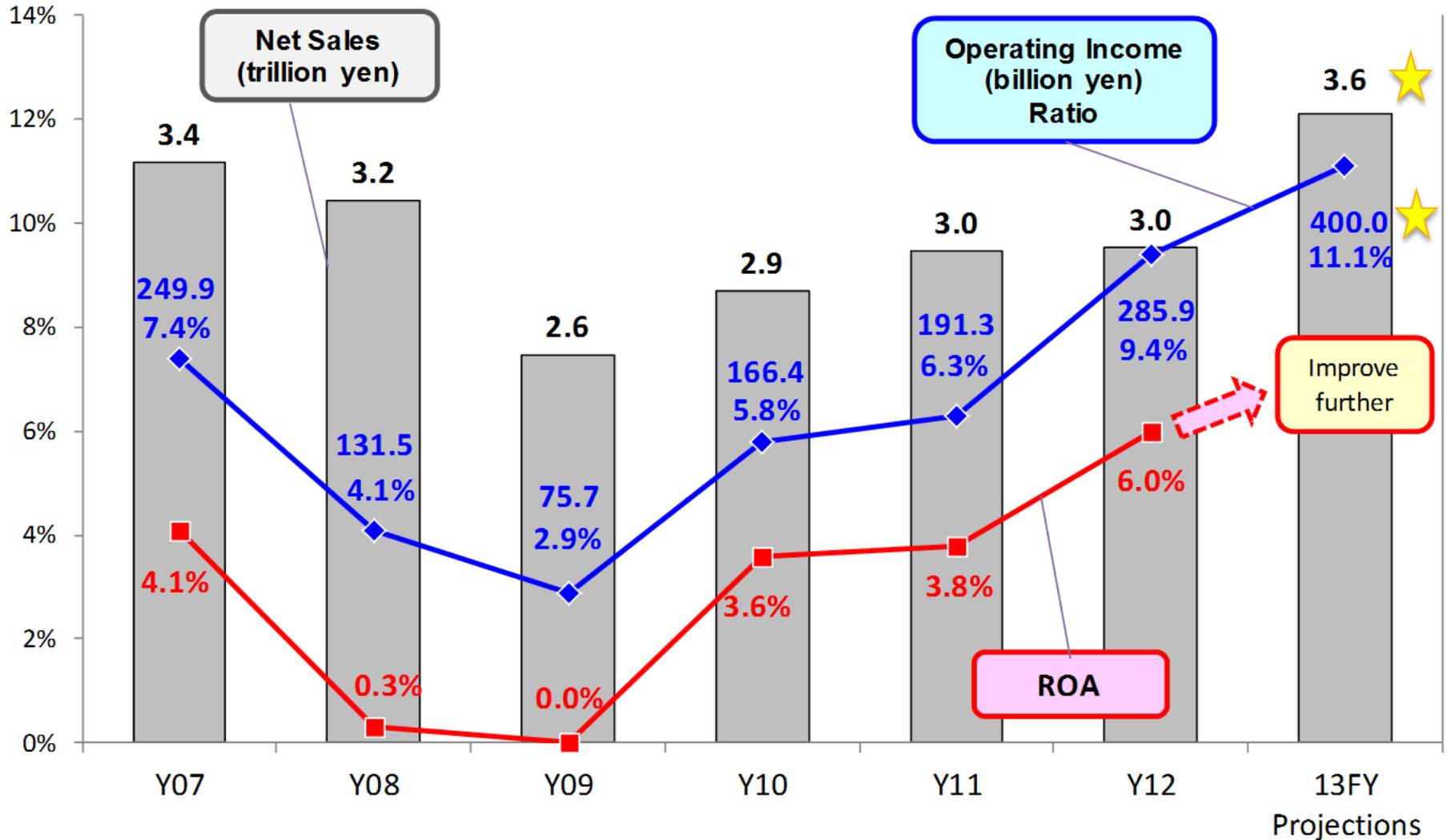
(Yen in billions)

		2012 FY Results	2013 FY Projections	VS PY (%)	(Ref. Feb 18, 2013 announcement) 2013 FY Projections
	Japan	1,218.7	1,290.0	+6	1,300.0
	The Americas	1,330.9	1,640.0	+23	1,560.0
	Europe	348.8	410.0	+18	430.0
	Other Regions	699.9	890.0	+27	890.0
	Consolidated Net Sales	3,039.7	3,590.0	+18	3,550.0
	Japan	158.4	215.0	+36	202.0
	The Americas	92.3	137.0	+48	116.0
	Europe	1.8	3.5	+90	13.0
	Other Regions	55.7	77.0	+38	73.0
	Consolidated Operating Income	285.9	400.0	+40	382.0

* Figures within parentheses mean minus

Net Sales • Operating Income • ROA Trend

★ Best record



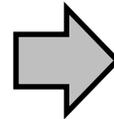
Key actions in 2nd Half 2013

1st
Half
2013

- Correction of the appreciated Japanese Yen
 - Delay in the recovery of tire demand in North America and Europe
 - Slowdown of economic expansion in some developing countries
 - Lower raw material pricing led to a further decline in tire prices and price competition
- ⇒ Better Sales and Profit vs. PY and vs. Original projections
Weaker yen & Raw material > Sales volume (less than original target)



- I. Lean & Strategic
- II. Balance between “growth” and “profitability”
- III. Thinking ahead and anticipating changes in the business environment and competitive landscape



Sustain competitive advantages in terms of both “Quantity” and “Quality”



2nd
Half
2013

- Achieve the sales volume of original target
 - Continue to reinforce fundamental competencies
 - Continue to grow our business
(Increase sales and profit without favorable currency effect)
- ⇒ Strengthen business competencies in mid and long term, while achieving business results



Statements made in this presentation with respect to Bridgestone's current plans, estimates, strategies and beliefs and other statements that are not historical facts are forward-looking statements about the future performance of Bridgestone. Forward-looking statements include, but are not limited to, those statements using words such as "believe," "expect," "plans," "strategy," "prospects," "forecast," "estimate," "project," "anticipate," "may" or "might" and words of similar meaning in connection with a discussion of future operations, financial performance, events or conditions. From time to time, oral or written forward-looking statements may also be included in other materials released to the public. These statements are based on management's assumptions and beliefs in light of the information currently available to it. Bridgestone cautions you that a number of important risks and uncertainties could cause actual results to differ materially from those discussed in the forward-looking statements, and therefore you should not place undue reliance on them. You also should not rely on any obligation of Bridgestone to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Bridgestone disclaims any such obligation.