

# Financial Results for 1st Half of Fiscal 2015

Bridgestone Corporation

August 7, 2015

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# 1. Business and Financial Performance for 1st Half of Fiscal 2015

# Business Environment Surrounding

## ◆ Estimated Tire Demand

Tire Demand for 2015 1st Half : **Original Equipment** (VS PY)

	Passenger Radial Tires	Truck and Bus Radial Tires
Japan	92%	109%
N. America	102%	115%
Europe	108%	106%

Tire Demand for 2015 1st Half : **Replacement** (VS PY)

	Passenger Radial Tires	Truck and Bus Radial Tires
Japan	94%	91%
N. America	101%	102%
Europe	102%	102%

\* The numbers of demand are estimated by Bridgestone Corporation

## ◆ Currency Exchange

	2014		2015
	1st half	2nd half	1st half
US Dollar	102	109	120
Euro	140	140	134

## ◆ Raw Materials

Market trend of natural rubber and crude oil (Average)

	2014		2015
	1st half	2nd half	1st half
Natural Rubber <TSR20>* (¢ /kg)	185	155	146
Natural Rubber <RSS#3>* (¢ /kg)	218	171	175
Crude Oil <WTI> (\$ /bbl)	100	85	53

\*Source : Current Prices for Singapore Commodity Exchange Limited

# Consolidated Results for 1st Half of Fiscal 2015

Yen/US dollar rate: 102 120 +18 115

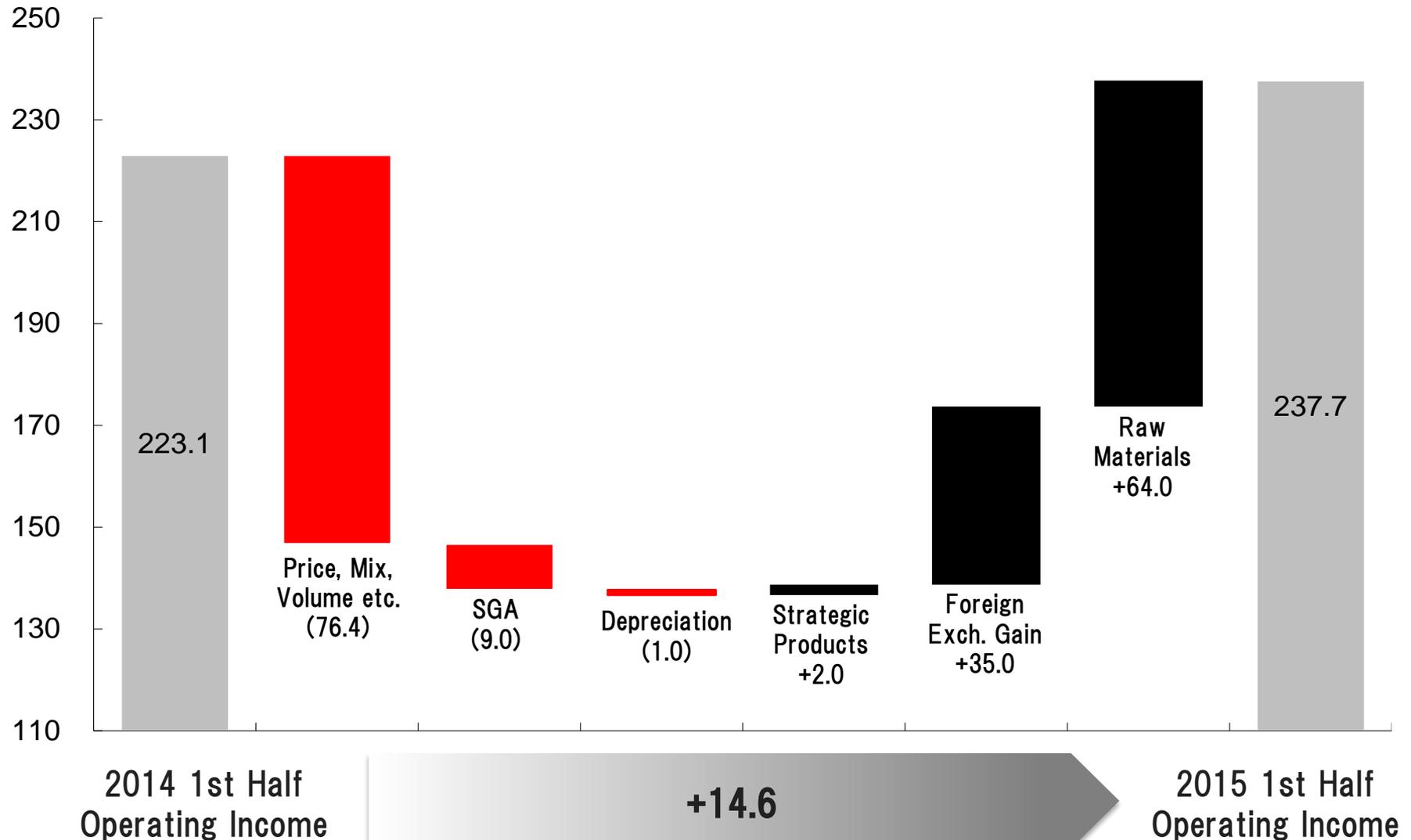
(Yen in billions) Yen/Euro rate: 140 134 (6) 136

	2014 1st Half Results	2015 1st Half Results	VS PY (%)	(Ref. Feb 17, 2015 announcement) 2015 1st Half Projections
<b>Net Sales</b>	<b>1,705.2</b>	<b>1,855.4</b>	<b>+6</b>	<b>1,880.0</b>
Tires	1,469.2	1,555.2	+6	1,560.0
Diversified Products	288.8	311.6	+8	320.0
<b>Operating Income</b>	<b>223.1</b> (Ratio) 12.7%	<b>237.7</b> (Ratio) 12.8%	<b>+7</b> (Ratio)+0.1%	<b>232.0</b> (Ratio) 12.3%
Tires	202.0	217.0	+7	208.0
Diversified Products	21.0	20.6	(2)	23.0
<b>Ordinary Income</b>	<b>219.9</b>	<b>232.9</b>	<b>+6</b>	<b>226.0</b>
<b>Net Income</b>	<b>142.2</b>	<b>144.6</b>	<b>+2</b>	<b>138.0</b>
<b>Dividends per Share</b>	<b>40 yen</b>	<b>60 yen</b>	<b>+20 yen</b>	<b>60 yen</b>

\* Figures within parentheses mean minus

# Analysis of Consolidated Operating Income for 1st Half of Fiscal 2015

(Yen in billions)



\* Figures within parentheses mean minus

# Financial Results for 1st Half of Fiscal 2015 : Geographic Segments

(Yen in billions)

		2014 1st Half Results	2015 1st Half Results	VS PY (%)	(Ref. Feb 17, 2015 announcement) 2015 1st Half Projections
	Japan	603.0	577.3	(4)	580.0
	The Americas	833.9	958.2	+15	960.0
	Europe	222.8	211.4	(5)	200.0
	Other Regions	408.5	426.7	+4	440.0
	<b>Consolidated Net Sales</b>	<b>1,750.2</b>	<b>1,855.4</b>	<b>+6</b>	<b>1,880.0</b>
	Japan	93.5	93.4	—	87.0
	The Americas	83.9	108.8	+30	100.0
	Europe	9.2	8.5	(8)	6.0
	Other Regions	33.5	33.5	—	37.0
	<b>Consolidated Operating Income</b>	<b>223.1</b>	<b>237.7</b>	<b>+7</b>	<b>232.0</b>

\* Figures within parentheses mean minus

# B/S Highlights for 1st Half of Fiscal 2015

(Yen in billions)

	FY 2015 1st Half (As of Jun. 30, 2015)	VS. Dec. 31, 2014
	Total Assets	3,886.3
Total Current Assets	1,813.9	(63.6)
Total Fixed Assets	2,072.4	(10.8)
Net Assets	2,240.3	+93.7
Ratio of total equity to total assets (%)	55.7	+3.3
Interest-Bearing Debt (Net)	135.3	(67.4)
	2015 1st Half Results	VS. PY
Capital Expenditure	103.9	(16.3)
Depreciation	98.5	+9.9

\*Figures within parentheses mean minus

## 2. Consolidated Projections for Fiscal 2015

# Forecast of Business Environment Surrounding

## ◆ Estimated Tire Demand

Tire Demand for 2015 : **Original Equipment** (VS PY)

	Passenger Radial Tires	Truck and Bus Radial Tires
Japan	95%	97%
N. America	103%	107%
Europe	107%	100%
Asia *1	106%	108%

Tire Demand for 2015 : **Replacement** (VS PY)

	Passenger Radial Tires	Truck and Bus Radial Tires
Japan	96%	99%
N. America	99%	101%
Europe	98%	101%
Asia *1	108%	101%

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

\* The numbers of demand are estimated by Bridgestone Corporation

## ◆ Currency Exchange

	2015			Ref. Feb17,2015 announcement Projections
	1st half	2nd half	FY	
US Dollar	120	120	120	115
Euro	134	130	132	136

## ◆ Raw Materials



\* Source : Current Prices for Singapore Commodity Exchange Limited

# Consolidated Projections for Fiscal 2015

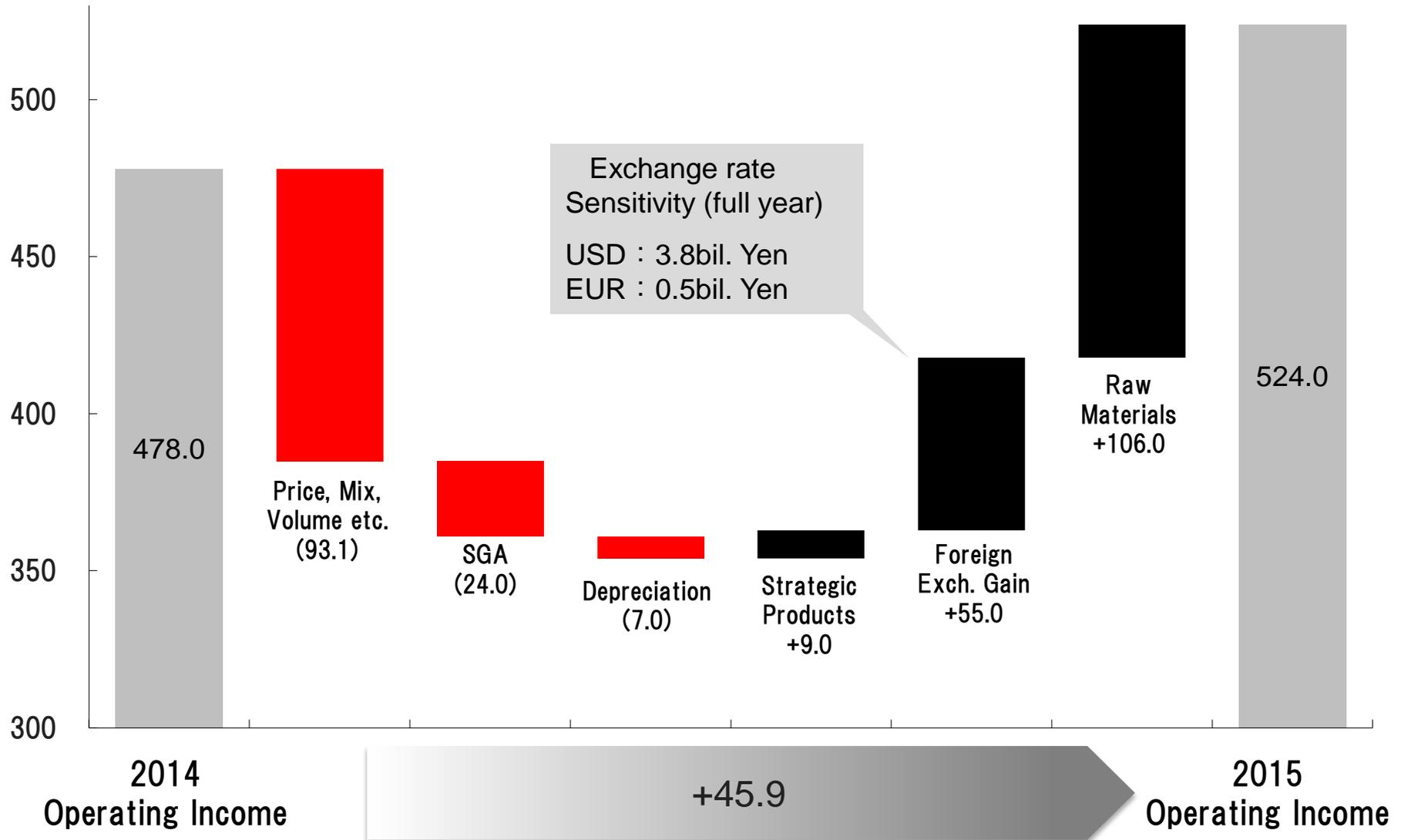
Yen/US dollar rate:	106	120	+14	115
(Yen in billions) Yen/Euro rate:	140	132	(8)	136

	2014 Results	2015 Projections	VS PY(%)	(Ref. Feb 17, 2015 announcement) 2015 Projections
<b>Net Sales</b>	<b>3,673.9</b>	<b>3,900.0</b>	<b>+6</b>	<b>3,980.0</b>
Tires	3,093.3	3,260.0	+6	3,340.0
Diversified Products	601.8	660.0	+9	660.0
<b>Operating Income</b>	<b>478.0</b>	<b>524.0</b>	<b>+10</b>	<b>519.0</b>
	(Ratio) 13.0%	(Ratio) 13.4%	(Ratio) +0.4%	(Ratio) 13.0%
Tires	435.8	470.0	+8	464.0
Diversified Products	42.1	53.0	+25	54.0
<b>Ordinary Income</b>	<b>463.2</b>	<b>506.0</b>	<b>+9</b>	<b>501.0</b>
<b>Net Income</b>	<b>300.5</b>	<b>320.0</b>	<b>+6</b>	<b>319.0</b>
<b>Dividends per Share</b>	<b>100 yen</b>	<b>120 yen</b>	<b>+20 yen</b>	<b>120 yen</b>

\*Figures within parentheses mean minus

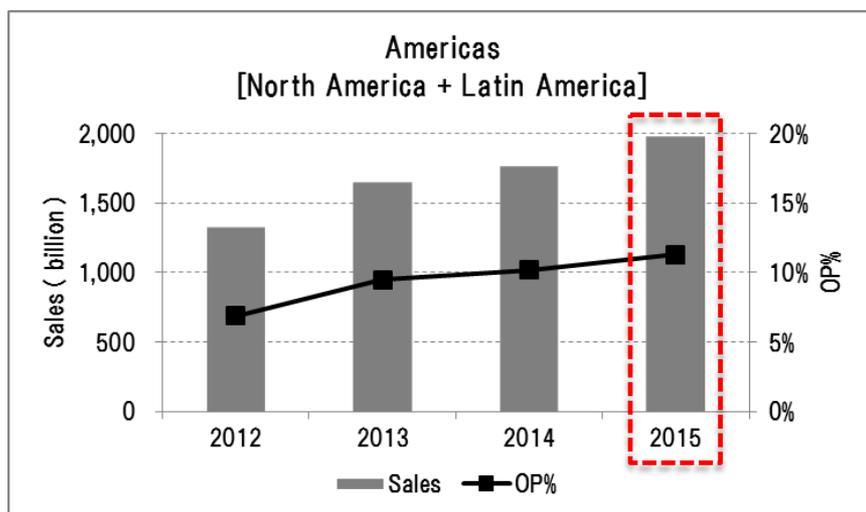
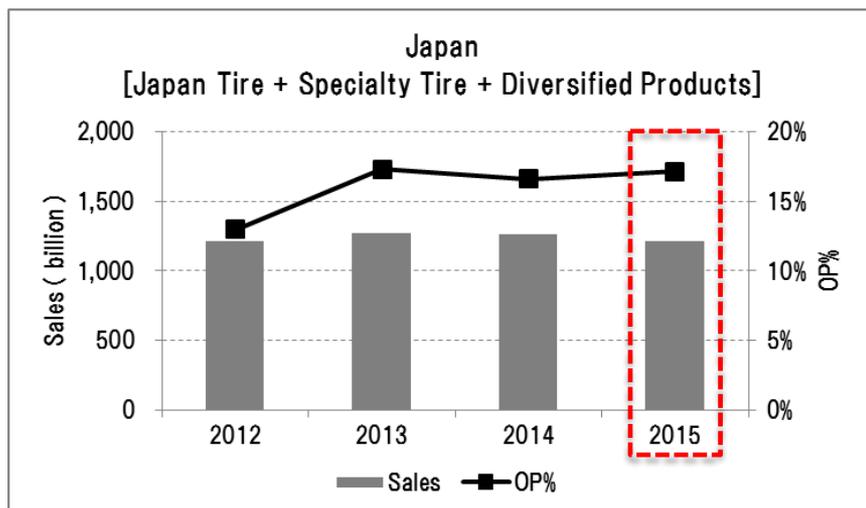
# Analysis of Consolidated Operating Income for Fiscal 2015

(Yen in billions)



\*Figures within parentheses mean minus

# Financial Projections for Fiscal 2015 : Geographic Segments



\*Figures within parentheses mean minus

(Yen in billions)

	2015 Projections	VS. PY (%)
Net Sales	1,220.0	(4)
Operating Income	209.0	(1)

<2015 REP Tire Sales (unit base, vs.PY%)>

Passenger Radial Tires	around $\pm 0\%$
Truck and Bus Radial Tires	~+5%
Ultra-large ORR Tires (*1)	(5%)
Large ORR Tires (*1)	$\pm 0\%$

(\*1)Off-the-Road Radial Tires for Construction and Mining Vehicles  
(Rubber weight base, including Original Equipment sales)

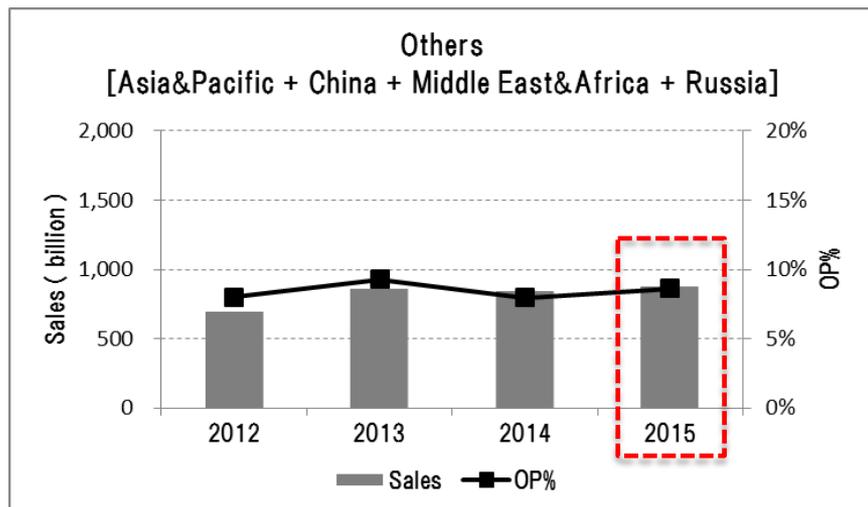
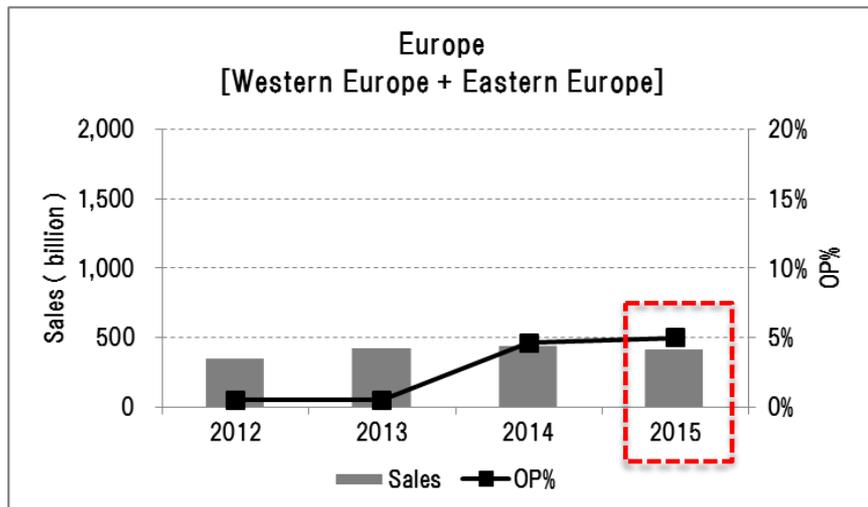
(Yen in billions)

	2015 Projections	VS. PY (%)
Net Sales	1,980.0	+12
Operating Income	224.0	+24

<2015 REP Tire Sales (unit base, vs.PY%)>

Passenger Radial Tires	around $\pm 0\%$
Truck and Bus Radial Tires	+6% ~ +10%

# Financial Projections for Fiscal 2015 : Geographic Segments



(Yen in billions)

	2015 Projections	VS. PY (%)
Net Sales	420.0	(4)
Operating Income	21.0	+3

<2015 REP Tire Sales (unit base, vs.PY%)>

Passenger Radial Tires	+11%~+15%
Truck and Bus Radial Tires	+6%~+10%

(Yen in billions)

	2015 Projections	VS. PY (%)
Net Sales	880.0	+5
Operating Income	76.0	+14

<2015 REP Tire Sales (unit base, vs.PY%)>

Asia Pacific	Passenger Radial Tires	~+5%
	Truck and Bus Radial Tires	+11%~+15%
China	Passenger Radial Tires	+21%~+25%
	Truck and Bus Radial Tires	+11%~+15%

\*Figures within parentheses mean minus



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