

Financial Results for 1st Quarter of Fiscal 2017

Bridgestone Corporation

May 11, 2017

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1. Business and Financial Performance for 1st Quarter of Fiscal 2017

Business Environment Surrounding Bridgestone Group

◆ Estimated Tire Demand

Tire Demand for 2017 1st Quarter: **Original Equipment** (VS PY) *1

	Passenger Radial Tires	Truck and Bus Radial Tires
Japan	105%	101%
N. America	98%	86%
Europe	102%	110%

Tire Demand for 2017 1st Quarter: **Replacement** (VS PY) *1

	Passenger Radial Tires	Truck and Bus Radial Tires
Japan	104%	103%
N. America	102%	115%
Europe	104%	115%

*1 The numbers of demand are estimated by Bridgestone Corporation

◆ Currency Exchange

(Yen)

	2016				2017
	Q1	Q2	Q3	Q4	Q1
US Dollar	115	108	102	109	114
Euro	127	122	114	117	121

◆ Raw Materials

Market trend of natural rubber and crude oil (Average)

	2016				2017
	Q1	Q2	Q3	Q4	Q1
Natural Rubber <TSR20>*2 (¢ /kg)	115	137	131	166	208
Natural Rubber <RSS#3>*2 (¢ /kg)	131	165	167	192	253
Crude Oil <WTI> (\$/bbl)	33	45	44	49	51

*2 Source: Singapore Commodity Exchange Limited

Consolidated Results for 1st Quarter of Fiscal 2017

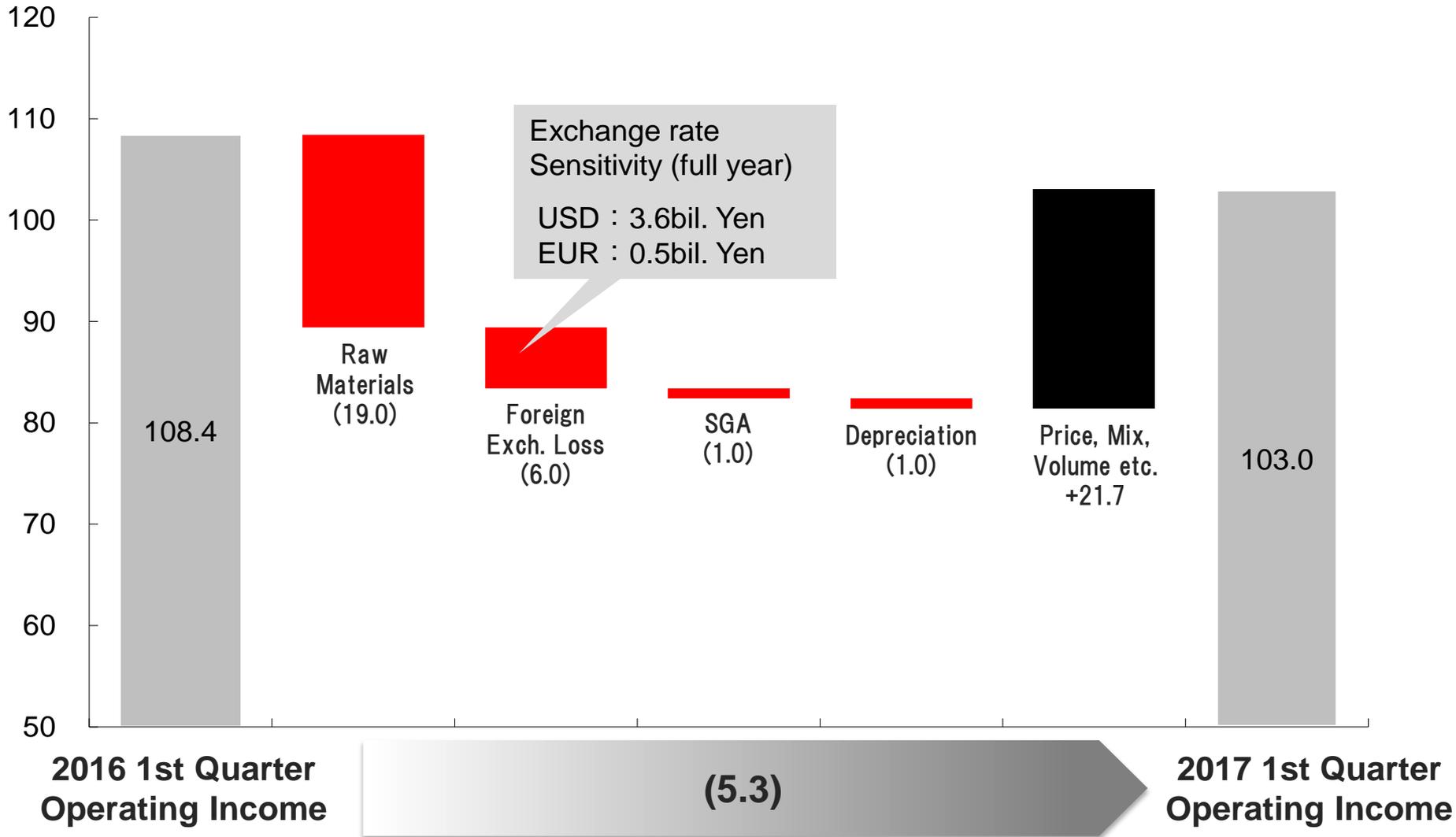
Yen/US dollar rate:	115	114	(1)	110	110
Yen/Euro rate:	127	121	(6)	114	114

(Yen in billions)	2016 1st Quarter Results	2017 1st Quarter Results	vs PY (%)	(Ref. Feb 17, 2017 announcement)	
				2017 1st Half Projections	2017 FY Projections
Net Sales	825.7	851.8	+3	1,710.0	3,630.0
Tires	679.7	707.9	+4	1,420.0	3,040.0
Diversified Products	149.6	147.4	(2)	290.0	600.0
Operating Income	108.4 (Ratio) 13.1%	103.0 (Ratio) 12.1%	(5) (Ratio) (1.0pt)	211.0 (Ratio) 12.3%	452.0 (Ratio) 12.5%
Tires	100.4	95.6	(5)	196.0	417.0
Diversified Products	8.0	7.6	(5)	15.0	35.0
Ordinary Income	103.4	96.8	(6)	204.0	433.0
Profit Attributable to Owners of Parent	56.7	59.2	+4	130.0	280.0

Note: Figures within parentheses mean minus

Analysis of Consolidated Operating Income for 1st Quarter of Fiscal 2017

(Yen in billions)



Note: Figures within parentheses mean minus

Financial Results for 1st Quarter of Fiscal 2017 : Geographic Segments

(Yen in billions)		2016 1st Quarter Results	2017 1st Quarter Results	vs PY (%)
	Japan	260.4	256.2	(2)
	The Americas	409.5	416.5	+2
	EMEA*	121.6	134.5	N/A*
	China, Asia Pacific*	154.9	158.0	N/A*
	Consolidated Net Sales	825.7	851.8	+3
	Japan	34.8	33.0	(5)
	The Americas	45.8	46.0	+1
	EMEA*	8.4	4.9	N/A*
	China, Asia Pacific*	15.4	20.3	N/A*
	Consolidated Operating Income	108.4	103.0	(5)

* At the beginning of fiscal year 2017, "Russia" formerly included in the "Other regions" segment was transferred to the "EMEA" segment as the result of the restructuring of the tire business SBUs.

2. Consolidated Projections for 1st Half of Fiscal 2017

Forecast of Business Environment Surrounding Bridgestone Group

◆ Estimated Tire Demand

Tire Demand for 2017 1st Half: **Original Equipment** (VS PY) *1

	Passenger Radial Tires	Truck and Bus Radial Tires
Japan	107%	101%
N. America	96%	88%
Europe	98%	98%

Tire Demand for 2017 1st Half: **Replacement** (VS PY) *1

	Passenger Radial Tires	Truck and Bus Radial Tires
Japan	102%	112%
N. America	103%	103%
Europe	103%	107%

*1: The numbers of demand are estimated by Bridgestone Corporation

◆ Currency Exchange

(Yen)

	2016			2017	(Ref. Feb 17, 2017 announcement) 2017 1st Half Projections
	1st Half	2nd Half	Full Year	1st Half	
US Dollar	111	106	109	111	110
Euro	124	116	120	116	114

◆ Raw Materials



*2 Source: Singapore Commodity Exchange Limited

Highlights

	1st Quarter Actual	1st Half Forecast
	("projection"; released at Feb. 17th)	
Currency Exchange "FX"	- Stronger Japanese yen than PY Q1; 1USD=114yen, 1EUR=121yen	- Stronger yen vs projection in Q2 Q2; 1USD=108yen, 1EUR=112yen 1H; 1USD=111yen, 1EUR=116yen
Tire sales volume	- Increased from PY in PSR, TBR, Ultra-large/Large ORR	- In line with projection in PSR and TBR - Higher than projection in Ultra-large and Large ORR
Selling Price /Raw Material	Raising selling prices to recover from higher raw material costs, but "Price vs Raw Material" expected to be negative due to time gap in 1H.	
Consolidated Financial Results	-Operating income exc. FX: Same level as PY -Raw material costs up offset by Sales volume increase and Cost improvement	- Unchanged from Feb. Projection; Net sales; higher vs PY, OP exc. FX; same level as PY"



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