“Understanding that Serving Society with Superior Quality is our heritage and our mission, and embracing our responsibility to future generations as a global leader in our industries, Bridgestone and its teammates around the world employ innovation and technology to improve the way people move, live, work and play.”
To Continue “Serving Society with Superior Quality”

From our beginnings in the 1930s, our founder, Shojiro Ishibashi, believed that a business that contributes to society would do well by doing good. Today, this is more important than ever, with mounting social and environmental challenges threatening the planet and the quality of life of all people living on it. Now, as a global leader, the Bridgestone Group is committed to serving society by improving access to smart, safe transportation, building healthy, resilient communities, and minimizing our environmental impact. Looking forward, we remain committed to driving innovation around mobility, people, and the environment – so that we can continue to serve society with superior quality for generations to come.

“Our Way to Serve”, which is closely linked to the Bridgestone Essence, refines and builds upon the recent 10 years of success and learning from the Bridgestone’s 22 CSR Focus Points.

Formulation Process for “Our Way to Serve”

“Our Way to Serve” was formulated with reference to various international guidelines and initiatives, including WBCSD Reporting Matters and other outside opinions, ISO26000, the IIRC Integrated Reporting Framework, the Corporate Governance Code, Sustainable Development Goals (SDGs), ISO14001:2015, and GRI Standards.

Our Mission: “Serve Society with Superior Quality”
Global CSR Commitment

Bridgestone’s Priority Areas and Management Fundamentals

MOBILITY
- Safe transportation
- Smart mobility
- Accessible mobility
- Economic and cultural development
- Eliminate mobility impairment
- Rebuild transportation infrastructure

PEOPLE
- Contributing to a safer society
- Accessible and inclusive education
- Promoting healthier communities
- Eliminate wealth disparity
- Provide educational opportunities
- In harmony with nature
- Reduce CO₂ emissions

Management Fundamentals
- Compliance, Fair Competition
- Business Continuity (BCP), Risk Management
- Human Rights, Labor Practices
- Safety, Industrial Hygiene
- Procurement
- Quality and Customer Value

The Bridgestone Group
Our Way to Serve

As a company, Bridgestone has redefined its global corporate social responsibility (CSR) commitment, now called “Our Way to Serve.” “Our Way to Serve” aims to inspire Bridgestone teammates to continue doing great work, by continuing to do good for the world. “Our Way to Serve” organizes Bridgestone’s CSR efforts under three Priority Areas: Mobility; People; and Environment. “Our Way to Serve” reflects the company’s longstanding philosophy of Serving Society with Superior Quality and a recognition that the best companies not only perform for their stakeholders, but also contribute to a better world.

Along with these Priority Areas, Bridgestone continues to strengthen the basic governance, compliance and behavioral characteristics expected of any responsible company through its Management Fundamentals. These are exemplified in the company’s commitment to leadership in six major areas including Compliance and Fair Competition; Business Continuity and Risk Management; Human Rights and Labor Practices; Safety and Industrial Hygiene; Procurement; and Quality and Customer Value.

“Our Way to Serve” System

To implement “Our Way to Serve” on a global basis, Bridgestone Group has established a collaborative network made up of a global CSR management system, a regional CSR management system, and working groups (WGs) for specific areas and functions.

The Global CSR Enhancement Committee (GCEC), which implements the global CSR management system, evaluates the corporate group’s overall CSR policy based on working group and regional issues.

The GCEC submits its recommendations to Global Executive Committee (G-EXCO), which includes CSR as a management priority.

Global EXCO

Global CSR Enhancement Committee (GCEC)

<table>
<thead>
<tr>
<th>Area and Functional Working Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>J-Region</td>
</tr>
<tr>
<td>BSAM</td>
</tr>
<tr>
<td>BSEMEA</td>
</tr>
<tr>
<td>BSCAP</td>
</tr>
</tbody>
</table>

Regional CSR Management System

Bridgestone has established working groups (WGs) for CSR activities by area and function, comprising strategic business units (SBUs) and regional members. By considering CSR from a perspective that includes both regional issues and those to be addressed on a global basis, Bridgestone has established a system to energize its global and regional CSR activities.