

## SEGMENT HIGHLIGHTS

Bridgestone Corporation and Subsidiaries  
Years ended December 31, 2019, 2018, 2017, and 2016

### BUSINESS SEGMENTS

#### Tire Business

**Tires:** Tires and tire tubes for passenger cars, trucks, buses, construction and mining vehicles, industrial machinery, agricultural machinery, aircraft, and motorcycles; retreading materials and services; automotive maintenance and repair services; tire raw materials; and other tire-related products

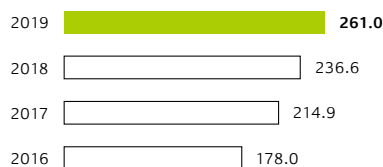
##### Net Sales / Operating Income Margin

¥ billion / %

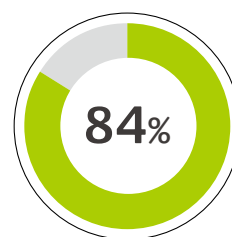


##### Capital Expenditure

¥ billion



##### Net Sales by Business Segment



#### Diversified Products Business

**Chemical and industrial products:** Vehicle parts, polyurethane foam and related products, electronic precision parts, industrial materials-related products, civil engineering and construction materials and equipment, and others

**BSAM-diversified products:** A Bridgestone Americas, Inc. business that supplies commercial roofing materials and other materials

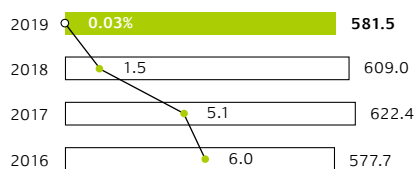
**Sporting goods:** Golf balls, golf clubs, and other sporting goods

**Bicycles:** Bicycles, bicycle-related goods, and others

**Other:** Finance and others

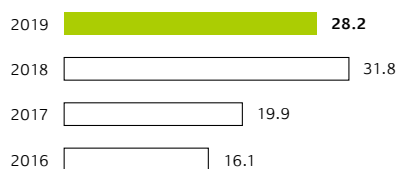
##### Net Sales / Operating Income Margin

¥ billion / %

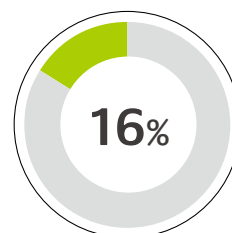


##### Capital Expenditure

¥ billion



##### Net Sales by Business Segment



## NET SALES BY MARKET

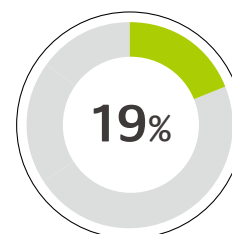
### Japan

#### Net Sales

¥ billion



#### Net Sales by Market



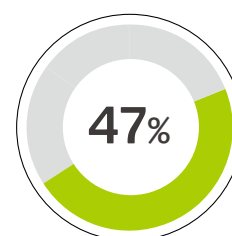
### The Americas

#### Net Sales

¥ billion



#### Net Sales by Market



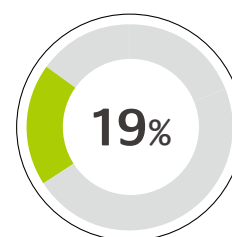
### Europe, Russia, Middle East and Africa

#### Net Sales

¥ billion



#### Net Sales by Market



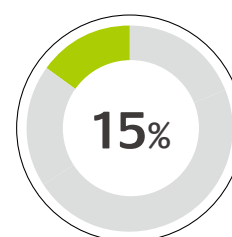
### China, Asia and Pacific

#### Net Sales

¥ billion



#### Net Sales by Market



Note: Net sales exclude inter-segment transactions.

Net sales are categorized by the countries or territories of external customers. For net sales, operating income, and operating income margin by geographic segment, please refer to Supplementary Information of FY2019, whose URL is [https://www.bridgestone.com/jr/library/result/pdf/e\\_R1\\_4\\_4\\_supplementary.pdf](https://www.bridgestone.com/jr/library/result/pdf/e_R1_4_4_supplementary.pdf).

The scope of geographic segments has been renewed and details are as follows:

Europe, Russia, Middle East and Africa—Until 2016, "Europe, Middle East and Africa"; Since 2017, "Europe, Russia, Middle East and Africa"  
Other—Until 2016, "China, Asia Pacific, Russia"; Since 2017, "China, Asia Pacific"