

Priority Issues Regarding Intellectual Property Activities

Bridgestone's Intellectual Property Department is working on three priorities. These were highlighted as important issues regarding intellectual property, in pursuit of intellectual property that makes a true contribution to business.

1 Strategic Intellectual Property Activities That Support Value Chain Operations

Throughout the Group's entire business portfolio, from its core business (the tire business), to its growth business (the solutions business) and its exploratory business (new areas), the Group is moving forward with comprehensive intellectual property activities that are mindful of every link in the value chain.

Furthermore, to respond to the proliferation of the Internet of Things (IoT) and the increasing negotiations regarding intellectual property rights across different industries, the Group is continuously enhancing the relevant management systems to protect the Group's trade secrets and manage contracts with third parties, in accordance with global standards.

2 Foreseeing of Overall Trends via Intellectual Property Information Analysis

Market conditions surrounding the Group have been changing at a faster pace and on a larger scale. In the automotive industry, changes in how the Group looks at mobility, including developments in self-driving vehicles and the shift to electric vehicles, are taking place as well. Within these conditions, we are utilizing intellectual property information analysis (IP landscaping) to take a proactive approach to monitor the activities of our competitors and within certain areas of technology. IP landscaping allows the Group to foresee global trends that extend beyond our typical tire competitors to cover these other emerging technologies. The analysis of technology areas beyond the tire industry provides management with a full view of the various influences on these other emerging industries.

3 Strengthening of Groupwide and Global Intellectual Property Systems

The Group strengthens intellectual property governance on a Group-wide and global level to increase the integrity of the Group's management strategies and intellectual property activities regarding business, technology, and innovation.

The Group clarifies the functions and responsibilities of the Intellectual Property Department at each SBU (strategic business unit), builds and strengthens the cooperative structure, and promotes efficient and effective intellectual property activities.

Risk-Related Information

The Group considers intellectual property as a fundamental management resource for increasing industry competitiveness.

In cases where the intellectual property rights of the Group are infringed upon by third parties, the Group may suffer lost product differentiation or competitiveness. In light of this risk, the Company is committed to protecting its numerous intellectual property rights and defending these rights from infringement.

The following are examples of the Group's actions for infringement of company intellectual property rights.

Bridgestone Wins Patent Infringement Lawsuit Regarding Truck Tire in Shanghai High People's Court

Bridgestone Corporation received a favorable ruling from the Shanghai High People's Court in its truck tire patent infringement lawsuit against the major Chinese tire manufacturer FANGXING RUBBER CO., LTD. (FANXING).

In September 2017, Bridgestone filed the lawsuit with the Shanghai Intellectual Property Court. The lawsuit claimed that tire manufacturing and sales activities conducted by FANGXING utilized the tread pattern of truck tires for which Bridgestone has taken out a patent and that these activities were therefore in violation of

the Company's patent rights. In May 2018, the Shanghai Intellectual Property Court upheld Bridgestone's claim and ordered FANGXING to cease activities that are in violation of the Company's patent rights and pay damages to Bridgestone in the amount of roughly 620,000 Chinese yuan (approximately 9.9 million Japanese yen*). FANGXING issued an appeal in June 2018, but the Shanghai High People's Court upheld the lower court's decision, finalizing the decision in favor of Bridgestone.

Bridgestone Wins Tire Patent Infringement Lawsuit in China

Bridgestone Corporation received a favorable ruling from the Beijing Intellectual Property Court in its tire patent infringement lawsuit against Chinese tire manufacturer SHANDONG VHEAL GROUP CO., LTD. (VHEAL).

In September 2017, Bridgestone filed the lawsuit with the Beijing Intellectual Property Court. The lawsuit claimed that VHEAL manufactured and sold tires utilizing a truck tire tread pattern that was covered under a

Bridgestone patent and that these activities were therefore in violation of the Company's patent rights. In June 2020, the Beijing Intellectual Property Court upheld Bridgestone's claim and ordered VHEAL to cease activities that are in violation of the Company's patent rights and pay damages to Bridgestone in the amount of 500,000 Chinese yuan (approximately 8 million Japanese yen*). The Court issued its decision in October 2020.

Bridgestone Settles Copyright Infringement Lawsuit in China

Bridgestone Corporation reached a judicial settlement by conciliation order on December 2, 2020 with regard to the copyright infringement lawsuit filed by Bridgestone against a Jiangsu garment company in Suzhou Intermediate People's Court.

In September 2019, Bridgestone filed the lawsuit claiming that the garment manufacturing, sales, and promotion activities, both online and offline, conducted by the company infringed on Bridgestone's copyright of

its "B" mark as a work of fine art. After the lawsuit was filed, Bridgestone received a settlement offer from the garment company.

In an effort to quickly resolve the case, and after a comprehensive assessment of the offer, Bridgestone decided to enter into a judicial settlement whereby the company would pay Bridgestone 200,000 Chinese yuan (approximately 3.2 million Japanese yen*) and would abandon its trademark registration for the infringing mark.

* Converted at a rate of 16 Japanese yen to 1 Chinese yuan

Bridgestone takes any unauthorized use or infringement of its patents, trademarks, or any other intellectual property very seriously. Through such activities, Bridgestone is prioritizing the safety and reliability associated with its products and maintaining and enhancing its hard-earned brand value.