

For Immediate Release

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Bridgestone Strengthens Investment in Natural Rubber Plantations in Southeast Asia

- **The Bridgestone Group will strive to secure sustainable supplies of natural rubber resources through sustainable operation of natural rubber plantations it owns, while contribute to circular economies and carbon neutrality as well as promote harmony with communities.**
- **Bridgestone Corporation will invest U.S.\$26.7 million in total by 2030 to enhance productivity of natural rubber plantations. Bridgestone will make harvest volumes in a given area double in 2035, compared with 2022 projections.**
- **These initiatives align with “Energy”, “Ecology” and “Empowerment” values of the Bridgestone E8 Commitment.**

Tokyo (August 10, 2022) — Bridgestone Corporation (Bridgestone) announced today that it has approved plans to strengthen investments in natural rubber plantations it owns in Southeast Asia.^{*1} Bridgestone will invest U.S.\$26.7 million (approximately ¥3.2 billion) in total by 2030.^{*2} These investments will be targeted at ensuring a sustainable supply of natural rubber, a material used in producing tires. At the same time, the Bridgestone Group will bolster its initiatives to contribute to circular economies and carbon neutrality across the entire value chain through sustainable operation of natural rubber plantations.

These initiatives align with the commitments of “Energy: Committed to the realization of a carbon neutral mobility society”, “Ecology: Committed to advancing sustainable tire technologies and solutions that preserve the environment for future generations” and “Empowerment: Committed to contributing to a society that ensures accessibility and dignity for all” described in a corporate commitment, the “Bridgestone E8 Commitment”.^{*3}



Natural rubber plantation

Placing sustainability at the core of management and business, the Bridgestone Group strives to realize its vision of "Toward 2050, Bridgestone continues to provide social and customer value as a sustainable solutions company." To realize this vision, the Group is accelerating initiatives for contributing to circular economies and carbon neutrality and for advancing its Sustainability Business Framework that ensures the link between sustainability activities and business across the entire value chain, in the "produce and sell," "use," and "renew" phases of its Dan-Totsu Products.*⁴ The Group considers it is important to secure reliable supplies of natural rubber resources so that it can advance sustainable tire technologies and solutions to contribute to safe mobility and movement of people and objects with peace of mind.

The aforementioned investments are intended to enhance productivity of natural rubber plantations Bridgestone owns in Southeast Asia in order to secure sustainable supplies of natural rubber as a renewable material. Bridgestone will make harvest volumes in a given area double in 2035, compared with 2022 projections. Initiatives to this end include introduction of elite trees with stable harvest volume, which are selected by genome analysis technology and ongoing, systematic afforestation for ensuring that natural rubber plantations owned by Bridgestone are properly managed depending on tree age and afforestation cycle. Measures hiring the latest technology that utilizes artificial intelligence (AI) image analysis to diagnose and detect disease in Para rubber trees and the big data to implement optimal plantation for higher yield in natural rubber plantations are also parts of these initiatives.*⁵

In its long-term environmental vision, the Bridgestone Group has set the long-term environmental vision targeting 2050 and beyond of achieving carbon neutrality and 100% use of sustainable

materials. These natural rubber plantation initiatives are part of its efforts to accelerate sustainability initiatives across the value chain for accomplishing these goals. Through sustainable operation of the natural rubber plantations owned by the Group, the Group are currently contributing to the maintenance of approximately 5.9 million tons of CO₂ it fixates in trees, and will continue to enhance it through tree planting in devastated areas and expanding elite trees.

Moreover, the operation of owned plantations requires the Bridgestone Group to promote harmony with communities. At owned plantations in Southeast Asia, Bridgestone also provided the access to its clinic to local communities and supported vaccination of COVID-19, while contributed to schooling including donation of personal computers for students to help their studies. Such efforts also include distributing Para rubber tree seedlings to small-scale farmers and teaching them techniques for improving productivity, promoting employment in local communities.

The Bridgestone Group commits to supporting a sustainable society by exercising responsibility toward the future through the creation of value together with employees, society, our partners, and customers while balancing businesses growth and environmental impacts.

*1 The Bridgestone' Group's natural rubber plantations in Southeast Asia

(1) PT BRIDGESTONE SUMATRA RUBBER ESTATE

Location : Sumatra, Indonesia

Establishment : 2005

Area in total : about 17,900ha

Number of Employees : about 4,200

(2) PT BRIDGESTONE KALIMANTAN PLANTATION

Location : Kalimantan, Indonesia

Establishment : 1999

Area in total : about 6,000ha

Number of Employees : about 700

*2 Translated at a rate of 120 Japanese yen to 1 USD

*3 The Bridgestone Group established its corporate commitment, the "Bridgestone E8 Commitment," to help it realize its vision: "Toward 2050, Bridgestone continues to provide social value and customer value as a sustainable solutions company." This commitment will serve as the Group's axis to drive management while earning the trust of future generations. The "Bridgestone E8 Commitment" consists of eight uniquely Bridgestone values starting with the letter "E" (Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease, and Empowerment) that the Group will commit to creating through distinctly Bridgestone purposes and processes, together with employees, society, partners, and customers to help realize a sustainable society.

<https://www.bridgestone.com/corporate/news/pdf/2022030101.pdf>

*4 For more information, please refer to Bridgestone 3.0 Journey Report 2022 Integrated Report.

https://www.bridgestone.com/ir/library/integrated_report/index.html

https://www.bridgestone.com/ir/library/integrated_report/pdf/ir2022_07_53-57.pdf

- *5 For more information on the Bridgestone Group's natural rubber initiatives ("Continuous utilization and productivity improvement" and "diversification" of natural rubber sources), please refer to the following website.

https://www.bridgestone.com/technology_innovation/natural_rubber/

- Bridgestone Announces Joint Development of High-Precision Para Rubber Tree Disease Diagnosis Technology (December 23, 2020)

<https://www.bridgestone.com/corporate/news/2020122301.html>

- Bridgestone Leverages Big Data to Implement Optimal Plantation for Higher Yield in Para Rubber Tree Farms (January 12, 2021)

<https://www.bridgestone.com/corporate/news/2021011202.html>

- Guayule business

https://www.bridgestone.com/ir/library/integrated_report/pdf/ir2022_07_47-52.pdf

About Bridgestone Corporation:

Bridgestone is a global leader in tires and rubber building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Tokyo, the company employs approximately 130,000 people globally and conducts business in more than 150 countries and territories worldwide. Bridgestone offers a diverse product portfolio of premium tires and advanced solutions backed by innovative technologies, improving the way people around the world move, live, work and play.