News Release

For Immediate Release

Bridgestone Corporation
Global PR Operation Division
1-1, Kyobashi 3-chome
Chuo-ku, Tokyo 104-8340, Japan
Phone: +81 3-6836-3333
Fax: +81 3-6836-3184
https://www.bridgestone.com/

Top Management Change

Tokyo (October 23, 2025) — Bridgestone Corporation (the "Company") announced that its Board of Directors today approved the following **change in Global CEO position and responsibility effective January 1, 2026**. Guided by the mission of "**Serving Society with Superior Quality**," and led by the new top management, Bridgestone will pursue sustainable growth and continuously enhance its corporate value as it approaches **its 100th anniversary in 2031**.

Bridgestone has been **focusing on further value creation through the Genbutsu-Genba (Respect for Being On-site)** approach, while striving to **improve the quality of management, work and business** in line with the Mid-Term Business Plan (2024-2026)*1.
Through the completion of **Business Restructuring & Rebuilding (1st and 2nd stage), the enhancement of Dan-Totsu*2 products** by fusing ENLITEN™*3 technology and BCMA*4 in the tire business, and the **reinforcement of commercial BtoB solutions as well as retail & service solutions** in the solutions business, Bridgestone has laid the foundation for **further social and customer value creation** and has entered the stage of "**Growth with Quality**." This top management change will accelerate its growth even further.

	Current	New
Global CEO and Representative Executive Officer	Shuichi ISHIBASHI *	Yasuhiro MORITA

* Shuichi ISHIBASHI will retire from the position of Representative Executive Officer on December 31, 2025, and Member of the Board upon the expiration of his term at the Company's Annual Shareholders' Meeting scheduled to be held in March 2026.

Yasuhiro MORITA joined the Company in 1996. He has great experience of tire business in overseas market mainly in Europe and Asia. After 2025, he has been responsible for the cross-functional and global optimization as Global CAO (Chief Administration Officer)・Global CSO (Chief Strategy Officer), in charge of quality management, finance, public relations, human resources, sustainability, digital

transformation, product strategy, procurement, supply chain management and motorsports.

Yasuhiro MORITA
Global CEO and Representative Executive Officer, effective January 1, 2026.
Born: December 25, 1972
Education: Sophia University B.A. (Economics)

1996 Joined Bridgestone Corporation
2016 Managing Director, Seconded to Thai Bridgestone Co., Ltd.
2018 Managing Director, Seconded to Bridgestone (China) Investment Co., Ltd.
2023 CEO, Seconded to Bridgestone Asia Pacific Pte. Ltd.
2024 Vice President and Senior Officer
2025 Executive Vice President and Representative Executive Officer
2026 Global CEO and Representative Executive Officer

The new global management structure 2026, will be announced separately when finalized.

With the vision of becoming a sustainable solution company, Bridgestone is committed to creating values as articulated in the "Bridgestone E8 Commitment*5" and to realizing a sustainable society through the evolution of its management structure, which accelerate the company's growth by enabling sustainable value creation.

*1 Mid-Term Business Plan (2024-2026):
A business plan announced in March 2024, covering the three-year period from 2024 to 2026.

*2 "Dan-Totsu" refers to Bridgestone's direction to be the clear and absolute leader.

*3 ENLITEN is a technology that evolves environmental performance, expands basic performance, and elevates all conventional performances in tires. It also pursues "ultimate customization" to sharpen the edge in tire performance which not only meets the apparent needs and potential wants of the markets and customers, but also further inspires markets and customers by creating new value that they may not have imagined, according to the characteristics of diverse vehicles and usage conditions.

*4 BCMA (Bridgestone Commonality Modularity Architecture）
BCMA supports "ultimate customization" by consolidating tire parts into three modules and shares them among different products, simplifying the supply chain including development and production. It is a Bridgestone base technology for manufacturing and R&D which shortens development and production lead time to agilely provide value to customers while also aiming to reduce business cost including environmental impact.

*5 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.

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 121,000 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.

###