

October 23, 2025

FOR IMMEDIATE RELEASE

Company Name	Bridgestone Corporation	
Name of	Member of the Board	
Representative	Global CEO and Representative Executive Officer Shuichi Ishibashi (Code: 5108, TSE Prime, FSE)	
Contact Person	General Manager, IR Department	Kazuchika Higuchi
	Phone	+81-3-6836-3100

This document has been translated for reference only from the original Japanese-language document. If there are any differences or discrepancies between the original Japanese-language and this English translation, the original Japanese-language supersedes this English translation.

Notice Concerning Change of Representative Executive Officer

Bridgestone Corporation (the "Company") announced that its Board of Directors today approved the following change in Global CEO and Representative Executive Officer position and responsibility as follows.

1. Global CEO and Representative Executive Officer change

(1) Reason for change

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.

(2) Change in appointment

	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.

(3) Effective date of change

January 1, 2026

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

2. Biography of newly appointed Global CEO and Representative Executive Officer

Representative Executive Officer Yasuhiro MORITA

Date of Birth: December 25, 1972

Brief Personal History: 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

*1 He has great experience of tire business in overseas market mainly in Europe and Asia.

*2 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.

Number of
shares held:

4,200 shares

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