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Bridgestone Announces Sale of Steel Cord Business in Thailand and China

TOKYO (January 28, 2026) - Bridgestone Corporation ("Bridgestone") announced that it has entered into an agreement to sell its group company, Bridgestone Metalpha (Thailand) Co., Ltd. ("BMT") and Bridgestone (Shenyang) Steel Cord Co., Ltd. ("BSSS") to NV. Bekaert S.A. ("Bekaert"). The transfer is scheduled to be completed during the first half of 2026.

Bridgestone is rebuilding its steel cord business in areas where it can leverage collaboration with global partners who have specialized knowledge, networks, and resources. Bekaert is our long-standing global partner in the steel cord business. With this business transfer, Bridgestone aims to respond to changes in the business environment and strengthen stable supply of high quality tires and its competitiveness over the mid-to-long term by leveraging Bekaert's supply system, technologies, and extensive knowledge related to steel cord further.

Bridgestone will continue to develop and produce strategic steel cord in-house in areas that are directly linked to its core competence – material technologies and product strategies – and where proprietary knowledge and technologies are essential. These operations will be led by Saga Plant in Japan, which is the main plant of Bridgestone for steel cord.

This transaction is part of the business restructuring and rebuilding (2nd stage) in Bridgestone's Mid-Term Business Plan (2024-2026), aimed at reinforcing business quality across the value chain.

The impact of this transaction on the consolidated financial forecast for the current fiscal year is minimal.

<Overview of Bridgestone Metalpha (Thailand) Co., Ltd.>

1. Location : Rayong, Thailand
2. Establishment : 1996
3. Number of Employees : Approx. 330
4. Business Description : Manufacturing and sale of steel cord

<Overview of Bridgestone (Shenyang) Steel Cord Co., Ltd.>

1. Location : Shenyang, Liaoning Province, People's Republic of China
2. Establishment : 2004
3. Number of Employees : Approx. 220
4. Business Description : Manufacturing and sale of steel cord

<Overview of NV. Bekaert S.A.>

1. Location : Zwevegem, Belgium
2. Establishment : 1880
3. Number of Employees : Approx. 21,000
4. Business Description : Manufacturing and sale of industrial steel wire, including steel cord for tires

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.