

Governance

In order to foster the trust of society, partners, and customers, and to grow sustainably together with everyone, we are promoting value creation by anticipating social demands, turning risks into opportunities, and taking action proactively.

Among our various activities, we introduce some initiatives which our stakeholders have a keen interest in.

More information is available on the Company's website.

[Sustainability > Governance](#)

www.bridgestone.com/responsibilities/governance/index.html

Compliance, Fair Competition

Our mission is "Ensure excellence through compliance and integrity." The Group builds trust with all stakeholders by ensuring that ethical decision-making guides responsible business practices across the company's operations.

The Bridgestone Group's commitment to ethics, compliance and integrity helps it continuously achieve its mission of Serving Society with Superior Quality and supports its goal of building a best-in-class ethics and compliance program.

The success of any best-in-class ethics and compliance program, depends on the ongoing and proactive organization-wide engagement of leaders, managers and supervisors, all working to help build and sustain a culture of compliance. Board oversight, supervision and engagement have been hallmarks of the Group's ethics and compliance program for many years. The Group also regularly engages executive leaders, managers and supervisors to help ensure that ethics and compliance are at the center of all strategic plans and decisions. Additionally, periodic reports on the progress and status of the ethics and compliance program are provided to the Compliance Committee reporting to the Board of Directors, and periodic reports are also provided to the Board of Directors in each region.



In working toward becoming a sustainable solutions company, the policies and other global and regional ethics and compliance programs the Group develops must continue to adapt and evolve in accordance with the changing environment and regulatory landscapes.

The Group's global ethics and compliance program consists of a blend of global and regionally based initiatives. It aims to balance global consistency with the flexibility needed to effectively address regional and even local risks that can vary significantly due to the wide range of operations the Group is involved in and the variety of geographic, legal and regulatory environments in which the Group operates. Whether at the local, regional or global level, initiatives are guided by the Group's core values and principles and united under a common framework.

» Regional and Local Efforts in 2022

- For the third year in a row, the Group conducted a survey in Japan of more than 10,000 employees to measure overall knowledge and secure feedback on the ethics and compliance program, [the Code of Conduct](#), [the Global Anti-Bribery Policy](#) and the different resources available for sharing concerns.
- BSEMIA launched the new Competition Law Compliance Program. A select audience of over 1,000 employees received training on this new program. In December 2022, the BSEMIA Compliance Essentials, a digital, client-friendly compliance booklet, was launched. The booklet provides an overview of the BSEMIA program and highlights the key compliance objectives, policies and expectations.
- In the China Asia-Pacific region, a new antitrust framework was launched, with targeted employees receiving live training on the main policy and two guidelines related to Trade Association and Competitive Intelligence. As one key initiative (implemented yearly), Integrity Day was celebrated once again. Singapore, China, Malaysia, South Korea and Vietnam held Integrity Days for all employee levels with a

common theme focusing on “Do the Right Thing” to realize the “Bridgestone E8 Commitment.”

- The Group’s Americas operation launched a new Competitive Intelligence Policy, continued efforts to help employees learn about the regional Gifts, Meals, Entertainment and Travel Policy that was launched in late 2021, identified a new data analytics platform that is being piloted in 2023 to help support its antitrust program and continued to promote strong leadership engagement throughout the year. As one initiative, the eighth annual Ethics and Compliance Week was held, which included leadership panels, Leading with Integrity Awards and the Bridgestone Compliance Battle Royale gamification training.



Incentive for Integrity Day in Singapore

[the Code of Conduct](#)

www.bridgestone.com/responsibilities/code/index.html

[Global Anti-Bribery Policy](#)

www.bridgestone.com/responsibilities/anti_bribery/

» Revisions of the Code of Conduct

Following the re-design and revisions to the Group Code of Conduct at the end of 2022, the Group will continue to reinforce its Code of Conduct in 2023, while introducing an updated e-learning course that will help employees understand and comply with the Code of Conduct.

In addition to reflecting updates to the Code of Conduct, the Group also plans to update its Anti-Bribery Policy in 2023 to realize the “Bridgestone E8 Commitment.”

The Group’s Code of Conduct, which was published in 2018 and re-designed and revised at the end of 2022, provides us with practical guidance on how to act ethically and with integrity. As the Global CEO states in his message that accompanied the updated Code of Conduct, “whatever you do at Bridgestone, do it with integrity and let our Code guide you, always.”

This mission is important as anti-bribery and antitrust activities come under increasing scrutiny, along with other

matters such as sexual harassment and data privacy. These issues are addressed in the Group’s Code of Conduct and Global Anti-Bribery Policy.

» Promotion of Ethics and Compliance Programs

To further reinforce the third-party compliance program and mitigate anti-bribery risks, the Group will conduct a high-risk intermediaries review globally in 2023, with the aim of ensuring that proper control is in place when engaging with these intermediaries.

As its business and operations continue to evolve, the Group will also look at how to adapt its ethics and compliance programs to ensure that they remain relevant, adequately resourced and work effectively in practice. The Group plans to do this through self-assessments and by engaging one or more third parties to help it assess its ethics and compliance programs in 2024.