

Stakeholder Engagement

The Bridgestone Group prioritizes engagement with stakeholders as it strives to understand their perspectives and to share its point-of-view. Learnings from stakeholders help inform the Group's business activities as it continues to sustainably grow its business.

Stakeholder Group	The Bridgestone Group Responsibilities	Communication Channels
Customers	<ul style="list-style-type: none"> • Developing appealing products/services • Providing timely response and support • Providing appropriate information • Effectively managing customer information 	<ul style="list-style-type: none"> • Responses to Customer Communication Center inquiries • Analysis, database compilation and internal utilization of customer input • Bridgestone Innovation Gallery dedicated to Bridgestone history and innovation initiatives • Websites and social media • Daily sales and service activities (retail stores, dealer channels, online commerce) • Customer satisfaction survey • Auto shows and exhibitions
Shareholders and Investors	<ul style="list-style-type: none"> • Providing appropriate and timely information • Maximizing corporate value 	<ul style="list-style-type: none"> • Annual Shareholders' Meeting • Corporate Governance Code Report • Corporate Governance Report • Financial results review meetings • Mid Term Business Plan (2021–2023) and progress updates • Investor relations website • Reports based on International Integrated Reporting Framework • Individual meetings with investors, and ESG dialogue with investors • Communications at sustainability-related events
Business Partners	<ul style="list-style-type: none"> • Ensuring fair and impartial transactions • Communicating Sustainable Procurement Policy 	<ul style="list-style-type: none"> • Daily procurement activities • Procurement policy explanatory forums/Sustainability seminars • Global Sustainable Procurement Policy rollout • Discussions with management
Employees	<ul style="list-style-type: none"> • Respecting human rights • Promoting diversity and inclusion, including diverse working styles • Developing and utilizing human resources • Promoting occupational health and safety, and health and productivity management • Facilitating mutual understanding between management and labor 	<ul style="list-style-type: none"> • Bridgestone Code of Conduct, Global Human Rights Policy and Global Anti-Bribery Policy • Employee engagement survey • Personnel evaluation systems and career development consultation • Talent matching system (open-posting system and job-matching system) • Participation in The Valuable 500, promote appointment and recruitment of female managers • Meetings between labor and management • In-house newsletters and intranet • Town hall meetings • Bridgestone Group Awards and other reward systems • Internal events related to the Olympic and Paralympic Games
Local Communities, NGOs	<ul style="list-style-type: none"> • Contributing to local communities • Preserving local environments • Supporting activities in locations with the Bridgestone Group operating sites 	<ul style="list-style-type: none"> • Donations and social contributions • Facility tours • Environmental and safety educational activities • Sponsorship and aid for local events • Disaster relief support • Dialogue and collaborations with NGOs
Government Agencies, Industry Organizations and Educational Institutions	<ul style="list-style-type: none"> • Contributing to the development of a safe and reliable mobile society • Supporting educational activities • Participating in industry economic impact studies and supply chain assessments 	<ul style="list-style-type: none"> • Trade association memberships, committees and conferences • Dialogue and collaborations with economic and industry organizations • Engagement with government officials • Participation in global initiatives on sustainability and environment such as the Tire Industry Project operated under the World Business Council for Sustainable Development, the Global Platform for Sustainable Natural Rubber, Ellen MacArthur Foundation and Business for Nature • Interaction and exchanges of opinion with municipal government agencies • Communication, coordination, and support of industry-government-academia partnerships

Bridgestone Group Awards

The Bridgestone Group Awards represent the highest level of recognition within the organization. All Group entities and employees are eligible for the awards. The global management team reviews projects which have committed to realize the Group's vision and Mid-Long Term Business Strategy, and select the most outstanding global initiatives among them to honor their achievements and efforts. Sharing the outstanding initiatives through the Bridgestone Group Awards not only cultivates employee pride, but also plays an important role in raising awareness and fostering a sense of unity among all employees. In this way, the Bridgestone Group Awards amplifies

the expansion of each employee's various initiatives to realize eight Bridgestone-like values stated in the "Bridgestone E8 Commitment," which will expand sustainably like a ripple effect.

The Bridgestone Group Awards 2021 were comprised of four categories: Solutions for Sustainability Business, Value Creation for Society, Value Creation for Customers and Management Fundamentals. Seven projects were presented, including the Honor Award (Special Award).

More information on the awards is available [online](#).

External evaluation in the sustainability field

The Bridgestone Group's sustainability efforts have been highly evaluated externally.

- Dow Jones Sustainability Asia Pacific Index: Selected as a component of the Dow Jones Sustainability Asia Pacific Index for the 12th consecutive year.
- FTSE4Good Index Series: Selected as a constituent stock of the FTSE4Good Index Series for the fourth consecutive year.
- CDP: Selected for the "Water Security A-List" for its outstanding efforts in response to tackling water security by proactively self-reporting environmental information. Received highest rating in Supplier Engagement Rating and named to the prominent Supplier Engagement Leader for the fifth time for the third consecutive year.
 - CDP Climate Change: A-
 - CDP Water Security: A
 - CDP Supplier Engagement: A

