

# Management Fundamentals



## Compliance, Fair Competition

**Mission: Ensure excellence through compliance and integrity**

**We build trust with all stakeholders by ensuring that ethical decision-making guides responsible business practices across our operations.**

In recent years, the Bridgestone Group's long-standing regional compliance programs were united under a common global framework to promote a true culture of compliance, consistent with the company's Mission of "Serving Society with Superior Quality." The global ethics and compliance program strikes a balance between global consistency and the flexibility needed to effectively address localized risks.

The launch of the global Code of Conduct in 2018 was a significant advancement of this framework. The Code gives employees, suppliers and others worldwide guidance for handling a wide range of ethical issues, including anti-corruption, competition/antitrust, conflicts of interest, and corporate charitable and political donations.

Compliance is the responsibility of every Bridgestone Group employee. Accordingly, education and employee engagement are a key focus. These efforts start at the top, with business leaders regularly speaking about the importance of ethics and compliance and playing active roles in the company's compliance training and awareness programs. An extensive training program, including both e-learning and live trainings, is strategically deployed in each region. In 2018, these efforts were enhanced by extensive regional communication efforts, including a "Speak Up" hotline campaign in Bridgestone CAP and EMEA and worldwide promotion of the new Code of Conduct.

The Bridgestone Group emphasizes that doing the right thing includes speaking up when something is wrong. The BridgeLine, a web-based reporting system and phone hotline, is available to Group employees and others to confidentially and, where legally permissible, anonymously report any legal or compliance concerns without fear of retaliation. In 2018, for the key areas of corruption and antitrust/competition, there were no significant confirmed reports.

The Bridgestone Group's commitment to compliance extends to third parties with which it does business. Contractors and suppliers are subject to the expectations in the Code. The Group's suppliers are also subject to the requirements of its Global Sustainable Procurement Policy, which was established in 2018. The Group additionally conducts due diligence screening for certain high-risk arrangements.

**More information on the Bridgestone Group's global ethics and compliance program is available [online](#).**

