

# Stakeholder Engagement

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

| Stakeholder Group   | The Bridgestone Group Responsibilities   | Communication Channels   |
|---|--|--|
| <b>Customers</b>  | <ul style="list-style-type: none"> <li>• Developing appealing products/services</li> <li>• Providing timely response and support</li> <li>• Providing appropriate information</li> <li>• Effectively managing customer information</li> </ul>  | <ul style="list-style-type: none"> <li>• Responses to Customer Communication Center inquiries</li> <li>• Analysis, database compilation and internal utilization of customer input</li> <li>• Bridgestone TODAY Rubber and tire museum</li> <li>• Websites and social media</li> <li>• Daily sales and service activities (retail stores, dealer channels, online commerce)</li> <li>• Customer satisfaction survey</li> <li>• Auto shows</li> </ul>   |
| <b>Shareholders And Investors</b>   | <ul style="list-style-type: none"> <li>• Providing appropriate and timely information</li> <li>• Maximizing corporate value</li> </ul>   | <ul style="list-style-type: none"> <li>• Annual Shareholders' Meeting</li> <li>• Corporate Governance Code Report</li> <li>• Corporate Governance Report</li> <li>• Financial results review meetings</li> <li>• Investor relations website</li> <li>• Reports based on International Integrated Reporting Framework</li> <li>• Individual meetings with investors</li> </ul>  |
| <b>Business Partners</b>  | <ul style="list-style-type: none"> <li>• Ensuring fair and impartial transactions</li> <li>• Communicating Sustainable Procurement Policy</li> </ul>   | <ul style="list-style-type: none"> <li>• Daily procurement activities</li> <li>• Procurement policy explanatory forums/Sustainability seminars</li> <li>• Development of Sustainable Procurement and Global Human Rights policies</li> <li>• Supplier awards</li> <li>• Discussions with management (distributor meetings)</li> </ul>  |
| <b>Employees</b>  | <ul style="list-style-type: none"> <li>• Respecting human rights</li> <li>• Promoting diversity and inclusion, including diverse working styles</li> <li>• Developing and utilizing human resources</li> <li>• Promoting occupational health and safety, and health and productivity management</li> <li>• Facilitating mutual understanding between management and labor</li> </ul> | <ul style="list-style-type: none"> <li>• Bridgestone Code of Conduct and Global Human Rights Policy</li> <li>• Employee satisfaction surveys</li> <li>• Personnel evaluation systems and career development consultation</li> <li>• In-house open job application systems</li> <li>• Meetings between labor and management</li> <li>• In-house newsletters and intranet</li> <li>• Employee meetings and trainings</li> <li>• Bridgestone Group Awards and other reward systems</li> <li>• Internal events related to the Olympic and Paralympic Games</li> </ul>  |
| <b>Local Communities, NGOs</b>  | <ul style="list-style-type: none"> <li>• Contributing to local communities</li> <li>• Preserving local environments</li> <li>• Supporting activities in locations with the Bridgestone Group operating sites</li> </ul>  | <ul style="list-style-type: none"> <li>• Donations and social contributions</li> <li>• Facility tours</li> <li>• Environmental and safety education activities</li> <li>• Sponsorship and aid for local events</li> <li>• Olympic and Paralympic sponsorships</li> <li>• Disaster relief support</li> <li>• Dialogue and collaborations with NGOs</li> </ul>   |
| <b>Government Agencies, Industry Organizations And Education Institutions</b> | <ul style="list-style-type: none"> <li>• Contributing to the development of a safe and reliable mobile society</li> <li>• Supporting education activities</li> <li>• Participating in industry economic impact studies and supply chain assessments</li> </ul>   | <ul style="list-style-type: none"> <li>• Trade association memberships, committees and conferences</li> <li>• Dialogue and collaborations with economic and industry organizations</li> <li>• Engagement with government officials</li> <li>• Participation in the <a href="#">Tire Industry Project</a> and the <a href="#">Global Platform for Sustainable Natural Rubber</a> operated under the <a href="#">World Business Council for Sustainable Development</a></li> <li>• Interaction and exchanges of opinion with municipal government agencies</li> <li>• Communication, coordination, and support of industry-government-academia partnerships</li> </ul> |