

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. For example, in January 2020, the Group held a

meeting on environmental, social and governance topics with investors. 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 • Investor relations website • Reports based on International Integrated Reporting Framework • Individual meetings with investors • ESG meeting with investors: ESG meeting was held on January 2020 at Tokyo. Global CSTO presented the Group's sustainability journey to investors
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 • Development of Sustainable Procurement and Global Human Rights policies • Supplier awards • Discussions with management (distributor meetings)
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 and Global Human Rights Policy • Employee engagement survey • Personnel evaluation systems and career development consultation • In-house open job application systems • Meetings between labor and management • In-house newsletters and intranet • Employee meetings and trainings • 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 education activities • Sponsorship and aid for local events • Olympic and Paralympic sponsorships • Disaster relief support • Dialogue and collaborations with NGOs
Government Agencies, Industry Organizations And Education Institutions	<ul style="list-style-type: none"> • Contributing to the development of a safe and reliable mobile society • Supporting education 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 the Tire Industry Project and the Global Platform for Sustainable Natural Rubber operated under the World Business Council for Sustainable Development • Interaction and exchanges of opinion with municipal government agencies • Communication, coordination and support of industry-government-academia partnerships