

## History

### Bridgestone's Past and Future

#### MISSION

#### Serving Society with Superior Quality

Bridgestone, founded in 1931, has grown into a global tire and solutions company. It has done so through ceaseless efforts and strategic measures, including mergers and acquisitions.

In 1968, the corporate motto (Mission), "Serving Society with Superior Quality," was created. In 2011, Bridgestone redefined the Bridgestone Essence so all employees around the world follow common values. Today, the Bridgestone Group's Mission and Foundational Framework (including the Bridgestone Essence; Safety, Quality and Environmental mission statements; and its Global CSR commitment, *Our Way to Serve* introduced in 2017), remains unchanged and continues to guide the business forward.



1931 -

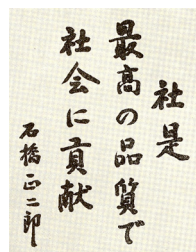
#### Bridgestone 1.0 Foundation

##### MANAGEMENT

- Founder's charismatic management

##### CORPORATE PHILOSOPHY

- Bridgestone's DNA



1968  
Corporate Motto  
(Mission)



1968  
The Deming Prize



1988 -

#### Bridgestone 2.0 A Global Company

##### MERGER WITH FIRESTONE TIRE & RUBBER COMPANY IN US (1988)

##### MANAGEMENT

- Global management Team
- Global Executive Committee (Global EXCO) started in 2013

##### CORPORATE PHILOSOPHY

- Evolved with changing times and business expectations



2011  
Refined the  
Bridgestone  
Essence



2012  
Safety Mission  
Statement



2015  
Quality Mission  
Statement



2011  
Environmental  
Mission  
Statement

#### Our Way to Serve

2017

##### BUSINESS

- Globalization
- Started solutions business in preparation for Bridgestone 3.0

**Firestone**

1988  
Merger

**bandag**

2007  
Merger

**webfleet  
solutions**

2019  
Merger

## VISION

**Toward 2050, Bridgestone continues to provide social value and customer value as a sustainable solutions company**

As the Bridgestone Group looks forward to its 100th anniversary in 2031 as a milestone for its progress, it will continue to provide social and customer value through 2050 and beyond. "Serving Society with Superior Quality," its Mission within the Bridgestone Essence, remains a crucial foundation in fulfilling the Group's vision for the future.

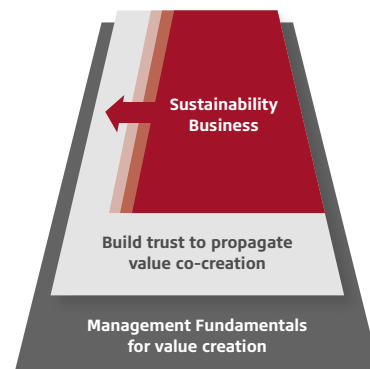


2020 –

## Bridgestone 3.0 A Sustainable Solutions Company

### SUSTAINABILITY

- Introduced Mid-Long Term Business Strategy that places sustainability at the core of management and business (2020)
- Introduced Sustainability Framework (2020)



### BRIDGESTONE T&DPaaS

- A unique solutions business platform



- Introduced Mid Term Business Plan (2021)

### Bridgestone 3.0 Journey toward 2030

