

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 and December 2020, the Group held meetings 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 Mid-Long Term Business Strategy, Mid Term Business Plan and progress updates Investor relations website Reports based on International Integrated Reporting Framework Individual meetings with investors Communications at sustainability-related events Discussed the Group's sustainability journey with investors at a January 2020 ESG conference and at a December 2020 ESG conference featuring the global CEO. Also held individual meetings on ESG topics
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 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, Global Human Rights Policy and Global Anti-Bribery Policy Employee engagement survey Personnel evaluation systems and career development consultation Talent matching system (job-based employment, 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 education activities Sponsorship and aid for local events Local community events related to the Olympic and Paralympic Games 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 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 Macharthur Foundation, Task Force on Climate-related Financial Disclosures, and Business for Nature Interaction and exchanges of opinion with municipal government agencies Communication, coordination and support of industry-government-academia partnerships