

DE&I

Since its founding in 1931, the Group has a history of valuing diverse talent and perspectives and has continued to expand the diversity of its global workforce and operations through extension into new markets and acquisitions such as the Firestone Tire & Rubber Company (based in the U.S.) in 1988. The Group believes that diversity will become increasingly important as the Group grows toward its vision: "Toward 2050, Bridgestone continues to provide social value and customer value as a sustainable solutions company." Setting the "Bridgestone E8 Commitment" as the focus and vector of our corporate activities and inheriting Bridgestone's DNA, the Group accelerates developing various opportunities for diverse talents to shine.

The Group's [Global Human Rights Policy](#) also includes respect for DE&I as a key element. Addition of the term "equity" to the revised policy highlights the Group's approach of providing equitable opportunities for all people to reach their full potential, based on respect for diversity, teamwork, and respect.

» Fusion of Corporate Cultures

In 2019, the Group acquired Webfleet Solutions (formerly TomTom Telematics), a leading digital fleet solutions provider in Europe, and the Group is working to increase its competitiveness in the fleet solutions business. While sharing the Bridgestone DNA, the Group will incorporate the culture and diverse values of acquired companies, tying them into value creation.

Introducing a FemTech Program

Bridgestone recognizes that there is a gap in the ratio of female employees and female managers* in Japan compared to its overseas locations. Therefore, the Company is focusing its efforts on stronger recruitment of female employees and retaining and empowering them by their work-life balance. Furthermore, the Company is focusing on appointing more female managers.

Mutual understanding is especially important for the various health issues women face at different life stages, which have in some circumstances inhibited their performance and career development. In order to ensure not only female



Thierry Jakircevic

Director of Digital Solution Platform
Planning & Development Div.
at Bridgestone Corporation

The collaboration with our new teammates at Webfleet Solutions (WFS) occurred almost immediately after the acquisition as we were able to quickly identify and begin collaboration on a number of exciting projects. This pragmatic has allowed us to learn and understand the management practices, and working norms at both companies, rapidly building alignment and cultural cohesion.

Teammates across many different geographies and cultures have been actively working as one team since then.

This culture merge has also been a unique opportunity to mature and industrialize our digital operating model, learning from the many years of experience of WFS at delivering digital solutions and value to customers at scale. This combination of diverse talents and expertise boosts our present and future ability to generate greater insights for our core tire business and solutions business.

employees but all employees correctly understand and learn the facts about these circumstances, the Company introduced a FemTech program to address women-specific health issues using technology on a trial basis in the Kodaira area of Tokyo from 2022. This program includes seminars for all employees to understand women-specific health issues, and efforts to harness technology to solve these issues. It has been rolled out to the entire Company in 2023. Through these efforts, the Company will continue to develop facilitative and empowering work environments.

* Female managers at the Company refers to line managers (at executive and management levels), specialists and coordinators.

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» International Women's Day (IWD)

Bridgestone Asia Pacific (BSCAP) has been commemorating International Women's Day (IWD) since 2019 and advocating it annually through a more structured and consistent approach across the 10 countries of BSCAP. It has launched its guidelines for Group companies to promote the celebration of women's empowerment and achievements and to showcase its on-going commitment to women's equality. BSCAP's annual participation in IWD, which is supported globally by industry, governments, educational institutions, and community groups to recognize the social, economic, cultural and political achievements of women, is part of the mission to raise awareness on women's challenges and to help forge a gender-equal world.

In Bridgestone where our Code of Conduct underpins the value of diversity, the Group is guided by our commitment to building an inclusive culture where everyone is entitled to equal opportunity regardless of background and where the Group comes from. Each BSCAP employee can make a difference within our sphere of influence by taking concrete action to be more inclusive in their work.

HR & Sustainability | 2022 INTERNATIONAL WOMEN'S DAY



IWD promotional poster featuring BSCAP employees.

» Nashville Pride Festival

Bridgestone Americas, Inc. (BSAM) will serve as the presenting sponsor of the annual Nashville Pride Festival for over ten years. The Nashville Pride Festival is Tennessee's largest LGBTQIA+ festival and works to increase awareness for the equal rights for lesbian, gay, bisexual and transgender people and families. The annual celebration brings together thousands of individuals from diverse backgrounds and sheds light on the history, culture and lives of the LGBTQIA+ community.

Recently, BSAM launched its expanded DE&I Center of Excellence (COE) and its "Free to Be" initiative that emphasizes the strength in diversity and encourages teammates to bring their whole selves to work. The expansion is part of Bridgestone's transformation into a

sustainable solutions company and aligns with the "Bridgestone E8 Commitment", an effort that focuses on Bridgestone's greatest challenges and opportunities relating to equity and inclusion, sustainable mobility, environmental preservation and more.



Ebonee Davis Ifeobu

Vice President of DE&I at
Bridgestone Americas, Inc.

At Bridgestone, we are committed to cultivating an inclusive culture that is as diverse as the world we serve. Nashville's Pride Festival seamlessly aligns with Bridgestone's mission to embrace individuality and inspire people to be their truest selves, inside and outside company walls. We are excited to once again be a part of this uplifting movement that promotes diversity within our community, further strengthening the vibrant city we work and live in.

» Multi-nationalization and Providing Equal Career Opportunities

Bridgestone Europe, Russia, Middle East, India and Africa (BSEMIA) has achieved a high level of cultural diversity. This is the result of decisions made by management over the last eight years to build an international business run by local experts, regardless of their nationality or cultural background. As a result, nearly all nationalities from the region are represented in BSEMIA's headquarters and across its many geographies.

Workstreams in the area of awareness and communication, talent acquisition, talent management, training and development and benefits have furthermore strengthened BSEMIA's DE&I efforts and have led to increased visibility and career opportunities for underrepresented groups.