

For Immediate Release

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Bridgestone Donates to Relief Efforts in Noto Peninsula

Tokyo (January 11, 2024) — With deep condolences for the victims and those who lost loved ones as a result of the Noto Peninsula Earthquake that occurred January 1, 2024, Bridgestone Corporation announced today that it will donate ¥10 million (approximately \$70,000) from Bridgestone and ¥500,000 (approximately \$3,500) from B-Smile, an employee fundraising campaign, to the Japanese Red Cross Society to be used to support relief efforts.

In delivering on the values of the company's corporate commitment, the "Bridgestone E8 Commitment"^{*1}, Bridgestone will continue to provide products and services such as tires and hydraulic hoses for use in relief and reconstruction efforts to help restore safety and peace of mind to the people who are affected by the disaster.

Bridgestone hopes for the earliest possible restoration of the areas impacted by this natural disaster.

- *1 Bridgestone established its corporate commitment, the "Bridgestone E8 Commitment," to help it realize its vision: "Toward 2050, Bridgestone continues to provide social value and customer value as a sustainable solutions company." This commitment will serve as the Group's axis to drive management while earning the trust of future generations. The "Bridgestone E8 Commitment" consists of eight uniquely Bridgestone values starting with the letter "E" (Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease, and Empowerment) that the Group will commit to creating through distinctly Bridgestone purposes and processes, together with employees, society, partners, and customers to help realize a sustainable society.

About Bridgestone Corporation:

Bridgestone is a global leader in tires and rubber building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Tokyo, the company employs approximately 130,000 people globally and conducts business in more than 150 countries and territories worldwide. Bridgestone offers a diverse product portfolio of premium tires and advanced solutions backed by innovative technologies, improving the way people around the world move, live, work and play.