

For Immediate Release

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Bridgestone Announces Changes and New Appointments to the Executive Team, effective January 1 2025

TOKYO (September 19, 2024) — Bridgestone Corporation announces changes and new appointments to the Executive Team effective from January 1, 2025, and a change effective December 31, 2024, as approved at its Board of Directors Meeting held today.

The new appointments to the Executive Team are to support the execution of the Group's Mid-Term Business Plan (2024-2026) (24BMP). In the 24BMP, under the Group's unchanging mission of "Serving Society with Superior Quality," Bridgestone focuses on value creation through Genbutsu-Genba (Respect for Being On-site) approach while striving to improve management, as well as working and business quality.

1. Changes and New Appointments of Representative Executive Officers

I. Effective December 31, 2024

Name	New	Former
Masahiro HIGASHI	Member of the Board (Retiring from Representative Executive Officer)	Member of the Board Representative Executive Officer Joint Global COO, BRIDGESTONE EAST CEO, Concurrently Global Chief Administration Officer, Chair and Representative Board Member of Bridgestone Tire Solution Japan Co., Ltd.

Masahiro HIGASHI will retire from the position of Member of the Board upon the expiration of his term at the Company's Annual Shareholders' Meeting scheduled to be held in March 2025.

(For personal reasons related to family)

II. Effective January 1, 2025

Name	New	Former
Nobuyuki TAMURA	Executive Vice President and Representative Executive Officer BRIDGESTONE EAST CEO, Concurrently G-MICA (Global Mining, Industrial, Construction, and Aviation Tire Solutions Business)	Vice President and Senior Officer G-MICA, Concurrently Global OE
Yasuhiro MORITA	Executive Vice President and Representative Executive Officer Global Chief Administration Officer, Global Chief Strategy Officer (New function)	Vice President and Senior Officer BSAPIC (Asia, Pacific, India and China) Group President, Chairman of Bridgestone (China) Investment Co., Ltd.

2. Changes and New Appointments of Executive Officers

I. Effective January 1, 2025

Name	New	Former
Masato BANNO	Executive Vice President and Executive Officer Global Chief Technology Officer	Senior Vice President and Executive Officer Global Chief Technology Officer, Responsible for Monozukuri
Scott DAMON	Senior Vice President and Executive Officer BRIDGESTONE WEST BMS (Bridgestone Mobility Solutions) Group President	Vice President and Senior Officer BRIDGESTONE WEST BMS Group President
Emilio TIBERIO	Senior Vice President and Executive Officer BRIDGESTONE WEST Chief Technology Officer	Vice President and Senior Officer BRIDGESTONE WEST Chief Technology Officer
Tomohiro KUSANO	Senior Vice President and Executive Officer Global Chief Innovation Officer (New function)	Vice President and Senior Officer Green Transformation, Innovation Technology Development

The overall global management structure, which will evolve into a new and true glocal (global and local) management structure effective January 1, 2025, including the above changes and new appointments will be announced separately when finalized.

Bridgestone Group will commit to creating values through the “Bridgestone E8 Commitment”^{*2}, which consists of 8 Bridgestone-like values (Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease, and Empowerment) to realize a sustainable society, evolving its management structure capable of adopting changes based on its vision: “Toward 2050, Bridgestone continues to provide social value and customer value as a sustainable solutions company.”

*1 The Bridgestone Group 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.

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