

Diversified Products Business: Sharply Focus on Areas Where Bridgestone's Core Competencies Can Be Leveraged

Bridgestone E8 Commitment Energy Ecology Extension Ease

In the diversified products business, which Bridgestone sharply focuses on areas where Bridgestone's core competencies can be leveraged, we aim for the next stage by promoting improvement of profitability.

Our strength in the premium hydraulic hose business lies in the business model that links with original equipment, replacements, and solutions. To strengthen our premium strategy, we reinforce our Dan-Totsu products by leveraging our core competencies cultivated through tires, such as "mastering forming hybrid polymer" for managing rubber and other materials and "mastering high pressure" that leverages tire technology, and also reinforce production and supply structure through investment for increasing production capacity at Thai plant. To further strengthen our solutions, we acquired the U.S. mobile service provider Cline Hose & Hydraulics, LLC ("Cline" reinforce investment in production) through our U.S. subsidiary, Bridgestone HosePower, LLC ("BSHL"). By adding Cline's network to our 47 company-owned service locations throughout the U.S., we expand our mobile van solutions network in the U.S. and reinforce our solutions business.

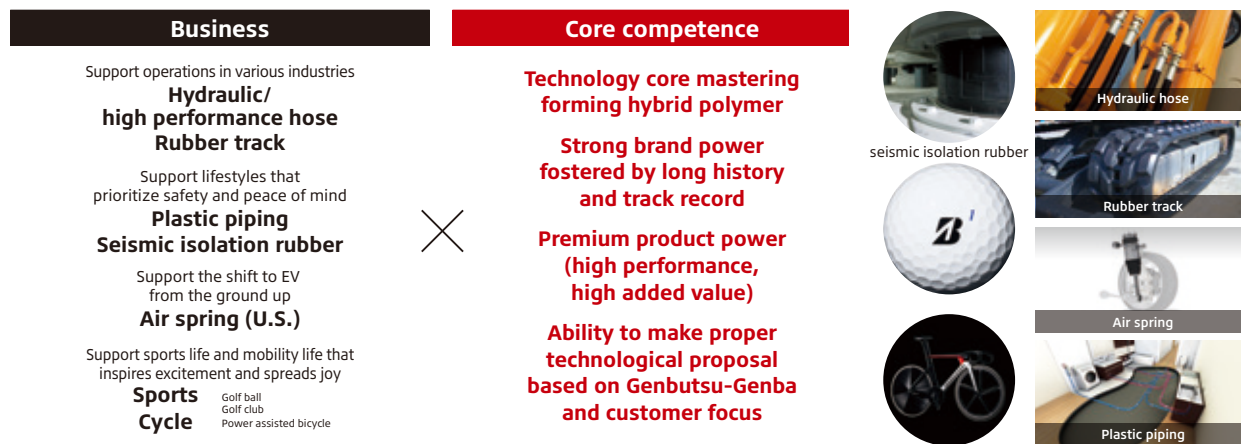


FLEXTAL, Premium Hydraulic Hoses in North America



Premium Hydraulic Hoses: Mobile Van Services

● Overall Picture of Diversified Products Business



Creating social value linking with business

Bridgestone's seismic isolation rubber contributed to the continued provision of medical care during the 2024 Noto Peninsula Earthquake. Keiju Medical Center, located in Nanao City, Ishikawa Prefecture, is a core hospital in the Noto Peninsula region. Of the four buildings that make up the hospital, three are earthquake resistant, and one building, which is the newest, is seismically isolated using seismic isolation rubber from Bridgestone. While the earthquake-resistant buildings temporarily lost its capacity to function due to internal equipment damage and toppling of instruments, the seismically isolated building was undamaged and continued to function, allowing the personnel to carry out emergency surgeries following the earthquake and to support medical services in the local community.