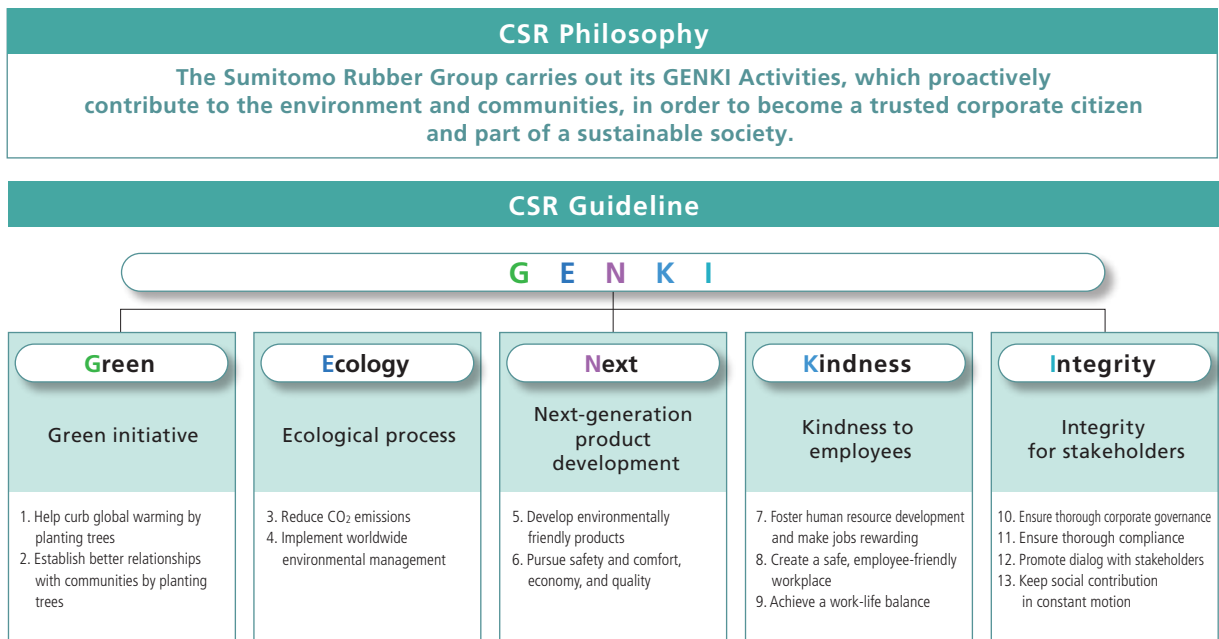


## CSR Activities

The Sumitomo Rubber Group promotes CSR activities under the assumption that not only should efforts be made to raise economic value, but that it is essential to enhance social value as well. These endeavors are undertaken in order to realize sustainable growth and the creation of value, as stated in the Group's Long-Term Vision.

### Fundamental Philosophy of the Sumitomo Rubber Group's CSR Activities



### Promotion and Vitalization of CSR Activities

In February 2008, the Sumitomo Rubber Group established the CSR Activities' Fundamental Philosophy with the aim of further strengthening its CSR operations. Based on the philosophy underlying the implementation of its G-E-N-K-I activities—which proactively contribute to the environment and communities—in order to become a trusted corporate citizen and part of a sustainable society, the Group is promoting five action guidelines that include: “Green: Green initiative”; “Ecology: Ecological process”; “Next: Next-generation product development”; “Kindness: Kindness to employees”; and “Integrity: Integrity for stakeholders.”

In addition, the Group established the CSR Promotion Office in July 2008 as a dedicated entity to build a structure for CSR management. The CSR Promotion Office strives to enhance the

vitality of contributions to the Group's CSR activities, including employee education and information disclosure outside the Group.

When promoting CSR activities, the Group emphasizes the importance of facilitating communications with stakeholders both inside and outside the Group. To that end, the Group is striving to deepen cooperation with various organizations and autonomous bodies in local communities, while asking for opinions from external professionals with regard to CSR activity content and processes.

Through dialogue with its stakeholders, the Sumitomo Rubber Group recognizes the role that society expects it to perform. The Group will therefore continue to carry out its unique CSR activities.



## CSR Topics

### Sumitomo Rubber Industries, Ltd. Receives Economy, Trade and Industry Minister's Prize in 3R Promotion Council's Award Ceremony

In October 2010, Sumitomo Rubber Industries received an Economy, Trade and Industry Minister's Prize from the Reduce, Reuse & Recycle (3R) Promotion Council. This prize was presented in recognition of notable results achieved by the Sumitomo Rubber Group in its 3R activities. In addition, in March 2010 the Group achieved "complete zero emissions" \* at all of its major production bases (six domestic factories, five affiliated companies and six overseas factories) thanks to efforts over the course of 10 years and 8 months.

This continuing achievement is testament to the Group's dedication to being an Eco-First Company as certified by the Ministry of the Environment.

\* "Complete zero emissions" is achieved when 0% of waste is disposed of in landfills.



The 3R Promotion Council's Award ceremony was held on October 26, 2010.

### Acquisition of Industry's First Globally Integrated ISO 14001 Environmental Management Certification

For the purpose of unifying the Group's environmental management system and implementing the Groupwide PDCA cycle in order to further contribute to sustainable social development, Sumitomo Rubber Industries promoted activities, including at overseas business sites, aimed at the acquisition of globally integrated certification throughout the Group. As part of such efforts, the Head Office and Tyre Technical Center acquired ISO 14001 certification in December 2007. The Group then began to include ISO 14001-certified factories and affiliated companies in the integrated certification, while assisting noncertified factories and affiliated companies in certification acquisition. As a result, the Group secured globally integrated certification encompassing 30 bases. This achievement was the industry's first acquisition of globally integrated ISO 14001 certification that includes overseas factories.



The industry's first globally integrated ISO 14001 certification, awarded to Sumitomo Rubber Industries.

### Stakeholder Dialogue with Regard to Environmental Issues

The Sumitomo Rubber Group solicits expert opinions on its CSR activities and has engaged in an ongoing series of dialogues with stakeholders since 2009. The fourth such dialogue considered opinions and reviews offered by Professor Atsuo Mukoyama of the Graduate School of Business, Osaka City University, on the Group's Eco-First Commitment and environmental activities related to "Green," "Ecology" and "Next" as set out in the CSR Guidelines. On this occasion, a number of opinions were submitted, including with regard to improving the setting of specific goals for its environmental activities. The Sumitomo Rubber Group will make greater efforts to reflect such feedback and opinions in its future environmental preservation activities.



The Group received valuable opinions from Professor Mukoyama (pictured, right).

For details on the Group's CSR activities, please read the Sumitomo Rubber Group CSR Report. It is also available on the Group website.

<http://www.srigrup.co.jp/english/csr/index.html>

### First CSR Fund Granted

In July 2009, Sumitomo Rubber Industries established the Sumitomo Rubber CSR Fund to support various activities aimed at addressing such socially important issues as the global environment. As part of such initiatives, Sumitomo Rubber Industries introduced a matching-gift program in which the Company deducts ¥200 each month from the salaries of participating employees as a donation to the fund, matching these contributions with an equivalent donation.

The scope of organizations that the fund helps subsidize includes: environmental preservation activities, including biodiversity promotion; disaster relief; traffic safety; and finding solutions to social issues besetting the communities around individual Group business sites. In line with this, the first subsidies were bestowed on eight organizations in June 2010 in sum of ¥2,327,000 provided jointly with intermediary NPOs in Kobe City, Osaka Prefecture, and Shirakawa City, Fukushima Prefecture. In fiscal 2011, Sumitomo Rubber Industries plans to expand the geographical area of subsidies and select candidates for support in Aichi Prefecture, Tokyo and Miyazaki Prefecture jointly with local intermediary NPOs, while commencing the offering of subsidies to organizations engaged in assisting reconstruction in the aftermath of the Great East Japan Earthquake.



Activities of Subsidized Organizations in Fiscal 2010

### Shirakawa Factory and Miyazaki Factory Selected for Japan's "Top 100 Corporate Greenspaces Helping to Preserve Biodiversity" List

In May and October 2010, respectively, Sumitomo Rubber Industries' Shirakawa Factory and Miyazaki Factory were selected for the list of Japan's "100 Corporate Greenspaces Helping to Preserve Biodiversity" compiled by the Urban Green Space Development Foundation.

With the theme of "a factory nestling in forest," the Shirakawa Factory developed biotope and green areas with an eye toward creating an ecological network in keeping with the local ecosystem. To this end, the factory developed the GENKI no Mori, a forest within the factory premises that it has opened to local people. Since 2005, the Miyazaki Factory has focused on nurturing and preserving on its premises the globe thistle (*Echinops setifer*), which is classified as an endangered species (1-B). Today, the Miyazaki Factory transplants grown seedlings into their wild habitat.



Biotope in the Shirakawa Factory



Globe thistles thriving at the Miyazaki Factory

### Meeting of the Company and Consumers

On November 15, 2010, the Shirakawa Factory invited five members of the Society for the Promotion of Public Disclosure from the Keizai Koho Center (Japan Institute for Social and Economic Affairs) to a "meeting of the Company and consumers." After touring a tire factory, a safety evaluation facility and the Shirakawa Manufacturing Training Center, the two parties engaged in a question-and-answer session and exchanged opinions. Although enjoying a solid reputation with regard to its execution of Groupwide environmental preservation activities and maintenance of a harmonious relationship with the local community, the Shirakawa Factory did receive requests to increase the number of female employees and to develop barrier-free facilities. The Shirakawa Factory was grateful to hear these opinions and will reflect them in its future operations. The meeting turned out to be a valuable opportunity not only to tell consumers about Sumitomo Rubber Industries' business activities but for the solicitation of comments and opinions.



A lively discussion took place at the meeting with consumers.

