

The Sumitomo Rubber Group Today

The Sumitomo Rubber Group is comprised of Sumitomo Rubber Industries, Ltd., which embraces the Group's Tire business and is the core of its operations; SRI Sports Ltd., which is the main company of the Group's Sports business; SRI Hybrid Ltd., which entails the Industrial and Other Products business; and affiliated companies.

Tire Business

- Sumitomo Rubber Industries engages in the manufacture and sale of tires primarily consisting of the Dunlop, Falken and Goodyear brands.
- Forming a global tire business alliance with The Goodyear Tire & Rubber Company in 1999, Sumitomo Rubber Industries has established joint ventures with them for production and sales activities in Europe and North America, as well as for sales in Japan, while also promoting tire technology exchange and jointly procuring raw materials and manufacturing equipment.

Composition of net sale **82.8 %**



Sports Business

- Servicing the golf equipment market, SRI Sports manufactures and markets such items as clubs and balls. In its tennis equipment activities, the company offers several products including rackets and balls.
- In December 2007, SRI Sports acquired the leading U.S. golf club maker Roger Cleveland Golf Company, Inc. and its five group companies ("Cleveland") and added the Cleveland brand to its mainstay XXIO and SRIXON golf brands to expand its product lineup.
- SRI Sports was listed on the first section of the Tokyo Stock Exchange in 2006.

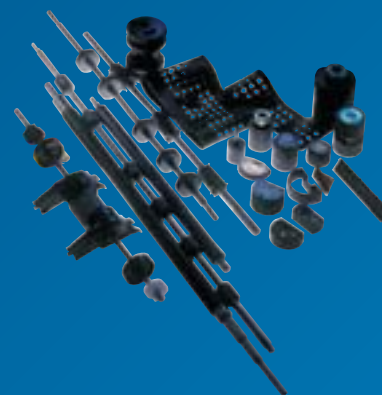
Composition of net sales **12.3 %**



Industrial and Other Products Business

- SRI Hybrid offers a wide variety of products encompassing precision rubber parts for printers and photocopiers, high damping rubber, artificial turf for sporting use, flooring materials, rubber gloves, rubber gas tubes, blankets for offset printing presses, civil engineering and marine products, and medical rubber parts, covering diverse needs that range from daily life use to industrial applications.

Composition of net sales **4.9 %**



The Sumitomo Rubber Group's Long-Term Vision —Go for Value—

In its Long-Term Vision, the Sumitomo Rubber Group aims to become a corporate group that consistently generates superior corporate value in various business sectors by 2015. It will accomplish this aim through its proprietary driving forces, namely: front-line operational skills, leading development capabilities and technological expertise, in addition to having the industry's top earnings power.

In pursuit of achieving the goals of its Long-Term Vision, the Group will make maximum use of rubber's potential as a material in its three business segments of Tire, Sports and Industrial and Other Products. The Sumitomo Rubber Group will continue to take on the challenge of creating new benefits in an effort to enhance stakeholder value.

In its mainstay Tire business, Sumitomo Rubber Industries is striving to increase its overseas tire production ratio from 25% to 60% compared with performance in 2005, while aiming to double sales in the overseas replacement market by 2015. By doing so, the Company will gain a competitive position in the global tire market.

Long-Term Vision

Aiming to become a corporate group that consistently generates superior corporate value in various business sectors

Action Image for Long-Term Vision

Go for Value

Striving to generate value for all stakeholders

The Driving Force to Create Value

World-class front-line operational skills, development capabilities and technological expertise

Industry-leading earnings power

The Sumitomo Rubber Group's Three Major Pillars

- The Sumitomo Business Philosophy
- Pioneering Spirit
- The Free and Vigorous Exchange of Ideas