






FUNDAMENTAL PHILOSOPHY OF THE SUMITOMO RUBBER GROUP'S CSR ACTIVITIES

CSR PHILOSOPHY	<p>The Sumitomo Rubber Group carries out its GENKI Activities, which proactively contribute to the environment and communities, in order to become a trusted corporate citizen and part of a sustainable society.</p>			
CSR GUIDELINE	G	reen	 <p>GREEN INITIATIVE</p>	<ol style="list-style-type: none"> 1. Help curb global warming by planting trees 2. Establish better relationships with communities by planting trees
	E	cology	 <p>ECOLOGICAL PROCESS</p>	<ol style="list-style-type: none"> 3. Reduce CO₂ emissions 4. Implement worldwide environmental management
	N	ext	 <p>NEXT-GENERATION PRODUCT DEVELOPMENT</p>	<ol style="list-style-type: none"> 5. Develop environmentally friendly products 6. Pursue safety and comfort, economy, and quality
	K	indness	 <p>KINDNESS TO EMPLOYEES</p>	<ol style="list-style-type: none"> 7. Foster human resource development and make jobs rewarding 8. Create a safe, employee-friendly workplace 9. Achieve a work-life balance
	I	ntegrity	 <p>INTEGRITY FOR STAKEHOLDERS</p>	<ol style="list-style-type: none"> 10. Ensure thorough corporate governance 11. Ensure thorough compliance 12. Promote dialog with stakeholders 13. Keep social contribution in constant motion

The Sumitomo Rubber Group proactively 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.

100%

of our domestic factories have switched from heavy oil to cleaner natural gas as boiler fuel

0%

of the Group's production facility waste is disposed of in landfills

1,000,000

trees have been planted since 2009

CSR Topics

The Sumitomo Rubber Group Will Finish Planting One Million Trees

To commemorate its 100th anniversary in 2009, the Sumitomo Rubber Group commenced the "One Million Trees Project for Local Forests," aiming to plant one million trees over the next 20 years at its production bases and in their neighboring areas in Japan and overseas. As part of this effort, the Group launched the Team ENASAVE Campaign, in which customers can participate in the Group's planting mangrove trees by purchasing a set of ENASAVE tires. This campaign was so favorably received that the Group fulfilled its goal of selling enough tires to plant one million trees in 2011, just three years after the project launch (the last tree will be planted by the end of 2012). Because this achievement came so much sooner than initially planned, the Group is setting a new target. The Sumitomo Rubber Group continues to promote greening activities around the world.



Promoting Biodiversity

The Sumitomo Rubber Group pursues biodiversity promotion activities at its business bases nationwide. For example, at Dunlop Sport's Ichijima Factory in Hyogo Prefecture, employees are nurturing Japan's national butterfly *Sasakia charonda*, commonly known as the Japanese emperor or the great purple emperor, and have begun to plant and grow Japanese hackberries to feed its larvae. This butterfly is on the IUCN* Red List of Near Threatened Species. In 2011, the fourth year since the project's launch, the Ichijima Factory was rewarded with the successful emergence of adult *Sasakia charonda*. In recognition of this and other greening activities, the Ichijima Factory received the 2011 Director-General's Award for Excellence in Greening Activities from the Kansai Bureau of Economy, Trade and Industry. Elsewhere, employees at the Kobe Head Office and Nagoya Factory voluntarily built biotopes to propagate other rare species. With help of its employees, the Sumitomo Rubber Group will continue to promote biodiversity conservation.



* The International Union for Conservation of Nature

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 the year under review, the Group expanded both the number and the geographical distribution of subsidy recipients. Specifically, in this second round of subsidies, the number of recipients grew from eight organizations in three locations to 17 organizations in six locations in Fukushima Prefecture, Tokyo, Aichi Prefecture, Osaka Prefecture, Hyogo Prefecture and Miyazaki Prefecture.



Providing Restoration Assistance in Areas Devastated by the Great East Japan Earthquake

To support restoration work following the Great East Japan Earthquake, the Sumitomo Rubber Group donated a total of ¥100 million to Fukushima, Miyagi and Iwate prefectures as well as ¥10,450 thousand in contributions from Group employees to the Japan Red Cross. In addition, the Group contributed approximately ¥100 million worth of gas hose for temporary housing, work gloves and other goods, while subsidizing seven NPOs that support disaster victims and restoration activities. Also, volunteer employees visited disaster areas four times to help clear debris and clean houses.



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

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