

# Sumitomo Rubber Group Snapshot

## Composition of Net Sales by Business Segment (Fiscal 2013)

### Tire business

87%



### Sports business

9%



### Industrial and Other Products business

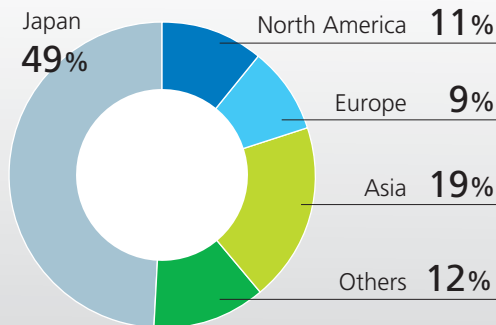
4%



## Composition of Net Sales by Region (Fiscal 2013)

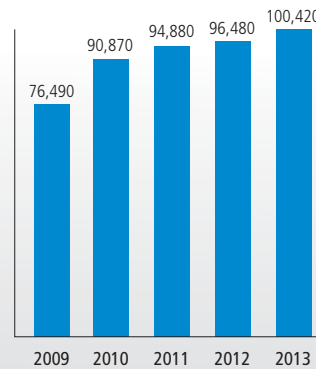
### Overseas sales ratio

51%



## Tire Sales Volume

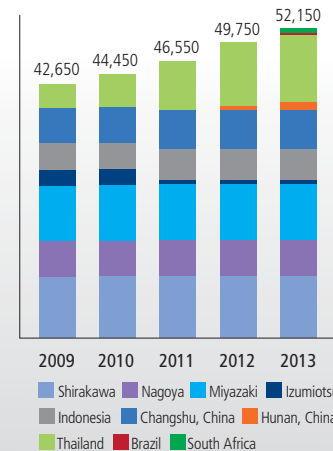
100,420 thousand tires



During fiscal 2013, tire sales grew in the domestic replacement market as well as in the overseas original equipment and replacement markets. As a result, the Tire business's total sales volume rose 3,940 thousand units year on year, surpassing 100 million units per year for the first time in the Group's history.

## Tire Production Capacity

52,150 tons/month



In fiscal 2013, the Sumitomo Rubber Group initiated operations at its new factory in Brazil, the Group's first production base in Latin America, while bringing its South African factory on line. As a result, the Group's tire production capacity increased 5% year on year and its overseas production ratio rose to 49%.

## History

1909	1913	1954	1963	1966	1984	1986
Dunlop U.K. established Japan's first modern rubber factory. Began production of bicycle tires and tubes, and solid rickshaw tires	Produced Japan's first automobile tire	Developed Japan's first tubeless tire	Sumitomo assumed management of company. Changed name to Sumitomo Rubber Industries, Ltd.	Started mass-production of Japan's first radial tire "SP3"	Acquired six tire plants in the U.K., Germany and France as well as Dunlop Tyre Technical Division in the U.K.	Acquired Dunlop Tire Corporation in the U.S.

The Sumitomo Rubber Group's operations cover three business segments: Tire, Sports and Industrial and Other Products.

In the Tire business, the Group boasts a high share of the domestic fuel-efficient tire market and is proactively expanding its market presence overseas, particularly in emerging countries where demand is expected to grow. In the Sports business, the Group develops premium golf goods and tennis equipment under brands tailored to specific regional needs. In the Industrial and Other Products business, the Group is striving to expand sales of vibration control dampers and medical rubber parts, areas of great growth potential.

Under the slogan "Go for NEXT" set forth in "VISION 2020," a long-term vision that sets targets for fiscal 2020, the Group will push forward initiatives designed to achieve these targets, thereby becoming the corporate group that provides the world's best value.



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### Cautionary Statements with Respect to Forward-Looking Statements

Statements made in this annual report with respect to Sumitomo Rubber Industries, Ltd.'s current plans, estimates, strategies and beliefs, and other statements that are not historical facts, are forward-looking statements about the future performance of Sumitomo Rubber. These statements are based on the Company's and the Group's assumptions and beliefs in light of the information currently available to them. Sumitomo Rubber cautions that a number of potential risks and uncertainties could cause actual results to differ materially from those discussed in the forward-looking statements and advises readers not to place undue reliance on them.

1999

Formed alliance in tire business with The Goodyear Tire & Rubber Company of the U.S.

2003

Merged with The Ohtsu Tire & Rubber Co., Ltd.

2006

Introduced the Sumitomo Rubber Group Long-Term Vision

2009

Celebrated the Company's 100th anniversary

2012

Announced "VISION 2020," our long-term vision

2013

Released ENASAVE 100, the world's first mass-produced 100% fossil resource-free tire