

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 VISION 2020 long-term vision.

### FUNDAMENTAL PHILOSOPHY OF THE SUMITOMO RUBBER GROUP'S CSR ACTIVITIES

CSR PHILOSOPHY	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.		
CSR GUIDELINE	<b>G</b> reen	GREEN INITIATIVE	<ol style="list-style-type: none"> <li>1. Helping to curb global warming by planting trees</li> <li>2. Fostering better relationships with local communities through tree planting</li> <li>3. Protecting biodiversity</li> </ol>
	<b>E</b> cology	ECOLOGICAL PROCESS	<ol style="list-style-type: none"> <li>4. Creating a low-carbon society</li> <li>5. Building a recycling-oriented society</li> <li>6. Managing environmental pollutants</li> <li>7. Implementing worldwide environmental management</li> </ol>
	<b>N</b> ext	NEXT-GENERATION PRODUCT DEVELOPMENT	<ol style="list-style-type: none"> <li>8. Developing environmentally friendly products</li> <li>9. Pursuing safety and comfort, economy, and quality</li> </ol>
	<b>K</b> indness	KINDNESS TO EMPLOYEES	<ol style="list-style-type: none"> <li>10. Fostering human resource development and making jobs rewarding</li> <li>11. Creating a safe, employee-friendly workplace</li> <li>12. Achieving a work-life balance</li> <li>13. Promoting diversity</li> <li>14. Respect for human rights</li> </ol>
	<b>I</b> ntegrity	INTEGRITY FOR STAKEHOLDERS	<ol style="list-style-type: none"> <li>15. Ensuring thorough corporate governance</li> <li>16. Ensuring thorough compliance</li> <li>17. Promoting dialog with stakeholders</li> <li>18. Keeping social contribution in constant motion</li> <li>19. Supply chain management</li> </ol>

Number of trees planted since 2009

1,660,000

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

100%

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

0%

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/>

## CSR Topics

### CSR Activities Connected with Our Business Activities

Committed to fulfilling its social responsibilities, Sumitomo Rubber Industries utilizes its business resources to promote Groupwide CSR activities. For example, the “MIRAI Project” aimed at helping preserve traditional culture and the natural environment as well as a “GREEN Project” mangrove tree planting initiative, have been funded by a portion of the Company’s sales of ENASAVE fuel-efficient tires. Moreover, the Company conducts tire safety inspection campaigns in regions all across Japan while allocating part of proceeds from its rubber glove sales to the “1 Pair for 1 Love” tree planting initiative under way on the island of Borneo, Malaysia.



The Dunlop tire safety inspection campaign



The “MIRAI Project” aimed at restoring traditional stepped rice paddies (Mimasaka-cho, Okayama Prefecture)

### Striving to Preserve the Environment

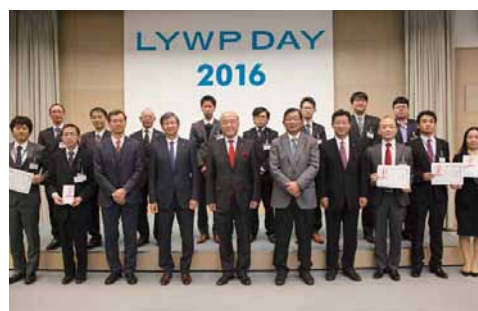
To commemorate its 100th anniversary in 2009, the Group commenced the “One Million Trees for Local Forests Project,” aiming to plant one million trees over the next 20 years at its production bases and in their neighboring areas in Japan and overseas. Under this project, Group employees gather seeds, raise them into seedlings and plant them in nearby mountain areas with the aim of preserving biodiversity. As part of the project, local residents are invited to interact and work hand in hand with employees in forest development activities. The One Million Trees for Local Forests Project thus encompasses a variety of initiatives, and employees from domestic and overseas business sites have proven enthusiastic participants. As of the end of 2016, the number of trees planted reached 1,660,000. Furthermore, in fiscal 2016 six domestic business sites participated in the Group’s ongoing initiatives to nurture and protect endangered species.



A “Genki no Mori” forest development activity (Sasayama City, Hyogo Prefecture)

### Closely Engaged with Community Issues

In July 2009, Sumitomo Rubber Industries established the Sumitomo Rubber CSR Fund. As part of initiatives supported by the fund, 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 activities 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 seventh round of subsidies granted in April 2016, the number of recipients totaled 32 organizations, including one recipient overseas. Also, the Sumitomo Rubber Group maintains an in-house CSR commendation system to recognize activities deemed to be of particular excellence every fiscal year-end. In 2016, there were 42 candidates from business units throughout the Group, 34 of whom received awards.



Fiscal 2016 CSR commendation award ceremony

### Stakeholder Dialogs

To better address needs of communities and tackle issues they are now facing, the Sumitomo Rubber Group holds periodic stakeholder dialogs to which it invites neighboring residents, government officials, volunteer groups and educational institutions. In 2016, one such dialog was held at our factory in Malaysia. Furthermore, the Group has compiled Procurement Guidelines encompassing the CSR Code of Conduct, wherein the Company calls for its suppliers to perform CSR activities or cooperate with it in its pursuit of these activities. In addition, the Company sends out questionnaires to each supplier in order to assess their CSR efforts while hosting training sessions aimed at addressing relevant matters and exchanging opinions with participants.



Participants in the stakeholder dialog held at our factory in Malaysia