

A Roadmap for Sustainability Management

With “Our Philosophy” as the basis for all of our decisions, we pursue our Purpose—“Through innovation we will create a future of joy and well-being for all”—which provides the impetus for all of our actions in the course of corporate activities.

Focused on fulfilling our Purpose, we will strive to practice our “GENKI” Sustainability Activity Guidelines, which together constitute our framework for addressing priority issues, in line with the Sustainability Activity Fundamental Philosophy. In these ways, we will contribute to the continuing prosperity of a sustainable society as envisioned by the international community.

Sustainability Activity Fundamental Philosophy

The Sumitomo Rubber Group will strive to help realize a sustainable society by contributing to the preservation of the global environment and the vitalization of communities so that we remain a corporate group deserving of society’s trust.

“GENKI” Sustainability Activity Guidelines

The “GENKI” Sustainability Activity Guidelines consist of “G: Governance (Corporate Governance),” “E: Ecology (Ecological Process),” “N: Next (Next-Generation Products & Solutions),” “K: Kindness (A Kind Culture Where Everyone Can Prosper)” and “I: Integrity (Integrity for Society).”

Note: To upgrade our group’s approach to ESG management, in 2022, “G” as a component of “GENKI” was redefined from “Green (Green initiatives)” to “Governance (Corporate Governance).” In step with this redefinition, we also modified other items, reorganizing the content of the themes and priority issues.



Long-Term Sustainability Policy

“Driving Our Future Challenge 2050”

Environment
Protecting the Global Environment & Safety

Social
Harmonious Coexistence with Society

Governance
Reinforcing the Foundations of Our Business

Sustainable Social Development

Midterm Plan

Target Indices		Target Vision for 2025 Performance	Value Drivers	
Growth Potential	Sales Revenue	At Least ¥1 Trillion	Developing & Promoting Sales of Advanced Products	
Profitability	Business Profit*	At Least ¥100 Billion	Creating New Value	
Profitability of Invested Capital	ROE	At Least 10%	Promoting ESG Management	
Fiscal Health	D/E Ratio	Within 0.5 x		

*Sales revenue – (Cost of sales + Selling, general and administrative expenses)

“Be the Change” — A Groupwide Project to Reinforce the Foundations of Our Business

Taking Full Advantage of Our Global Business Framework

SMART TYRE CONCEPT

Tire Business

Sports Business

Industrial Products Business

We produce tires for diverse applications, including for passenger cars, industrial vehicles, trucks, buses and motorcycles. With Dunlop and Falken as mainstay brands, we take advantage of industry-leading technologies in tire production while engaging in domestic and overseas marketing.

We deliver golf clubs, tennis rackets and other sports equipment that are user-friendly and boast superior functions and also operate golf schools, tennis schools and fitness clubs. Through these operations, we support our customers’ daily pursuit of mental and physical health.

We manufacture a variety of products ranging from daily life supplies, such as rubber gloves and products used in care-giving, to industrial materials, including artificial turf for sporting facilities, rubber parts for medical applications and vibration control dampers.