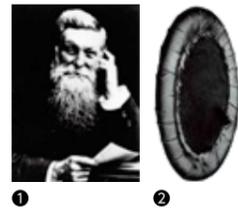


# The Growth Track

Over the more than 110 years since our founding, we have leveraged our proprietary rubber technology as a tire maker to expand our field of business into sports and industrial products, thereby helping to achieve a sustainable society.

## Founding Period 1963–1986

- 1888 John Boyd Dunlop ❶ commercialized the world's first pneumatic tire ❷
- 1909 Commenced operation of the Kobe Factory U.K.-based Dunlop Rubber Company established and began operating Japan's first modern rubber factory



In 1963, Sumitomo assumed management of the Company and changed its name to Sumitomo Rubber Industries, Ltd. In 1981, the Company entered into a full business tie-up with The Ohtsu Tire & Rubber Co., Ltd. ❸, a precursor of the FALKEN brand. (The Company merged with The Ohtsu Tire & Rubber Co., Ltd. in 2003 ❹.) In 1983, the Company acquired a European tire business from U.K.-based Dunlop Rubber Company and, in 1984, acquired six plants in the U.K., Germany and France as well as Dunlop Tire Technical Division in the U.K. ❺ In 1986, the Company acquired Dunlop Tire Corporation in the U.S.A., becoming the global owner of the Dunlop brand.



### Sales Revenue / Net Sales

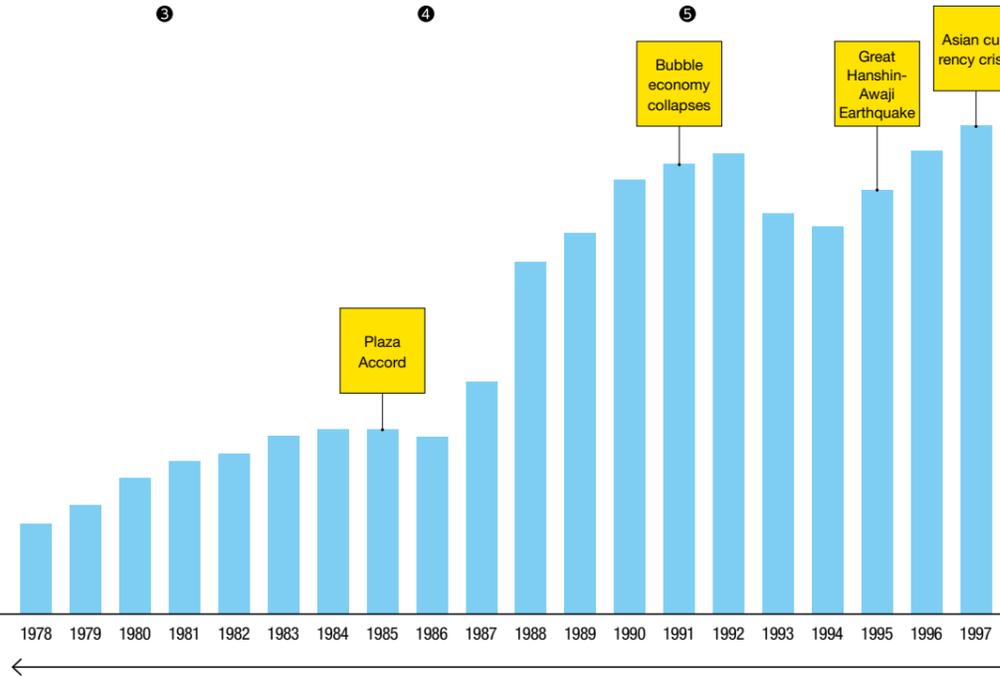
Legend: JGAAP (light blue), IFRS (dark blue)

**1978**

**Net Sales**  
¥114.0 Billion

**Operating Income**  
¥7.2 Billion

Established 1909



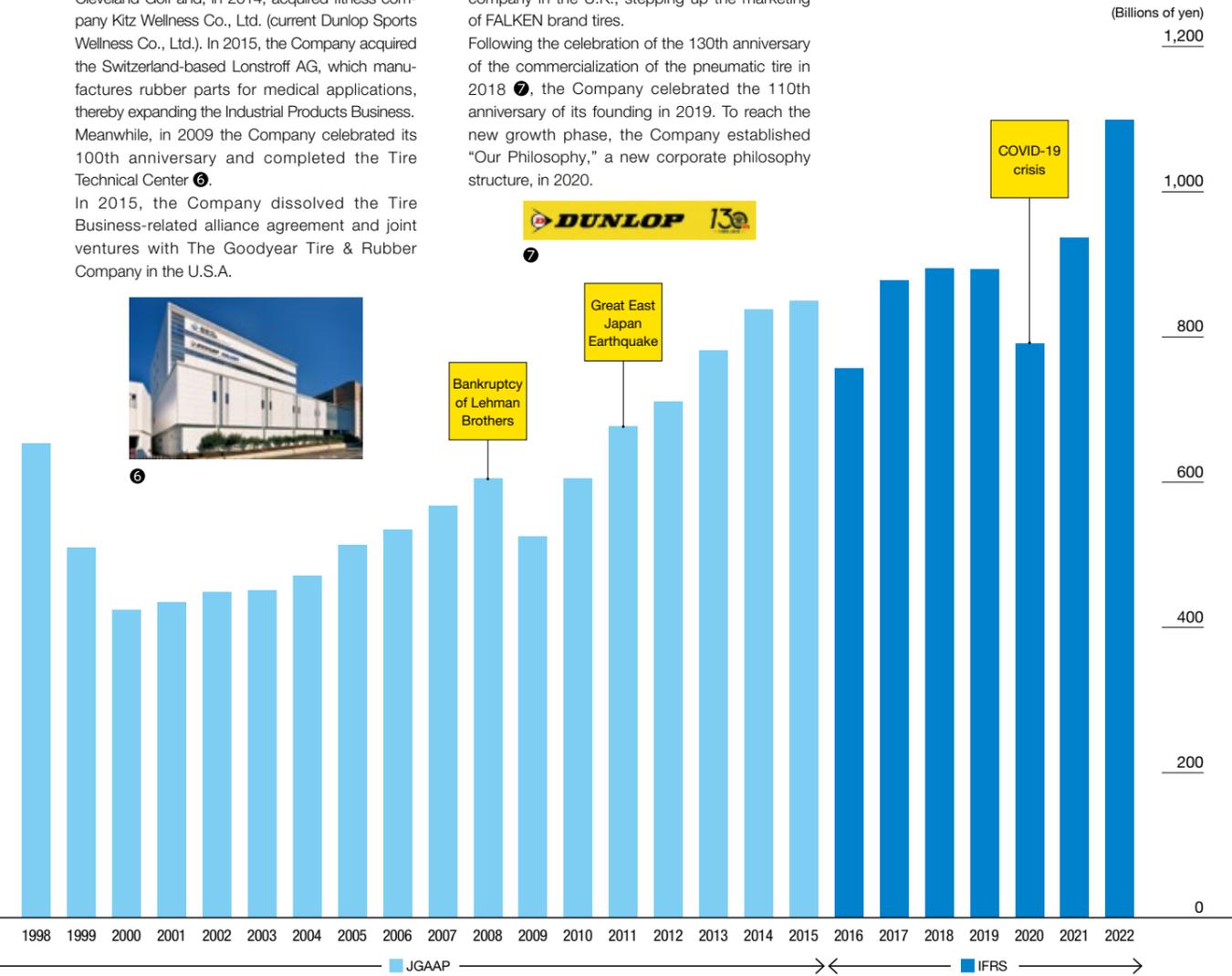
## 1999–2015

In 1999, the Company formed an alliance in the Tire Business with The Goodyear Tire & Rubber Company in the U.S.A. This alliance led to the creation of a joint venture structure under which the manufacture and sale of Dunlop brand tires was assumed by the Company in Japan and Asia and by Goodyear in North America and Europe. In 2003, the Company spun off the Sports Business. In 2007, the Company acquired Cleveland Golf and, in 2014, acquired fitness company Kitz Wellness Co., Ltd. (current Dunlop Sports Wellness Co., Ltd.). In 2015, the Company acquired the Switzerland-based Lonstroff AG, which manufactures rubber parts for medical applications, thereby expanding the Industrial Products Business. Meanwhile, in 2009 the Company celebrated its 100th anniversary and completed the Tire Technical Center ❸. In 2015, the Company dissolved the Tire Business-related alliance agreement and joint ventures with The Goodyear Tire & Rubber Company in the U.S.A.



## 2017–Present

In 2017, the Company acquired trademark rights to the Dunlop brand in countries overseas as well as Dunlop brand sports equipment and licensing businesses from Sports Direct International plc in the U.K. In 2018, the Company consolidated the Sumitomo Rubber Group's Sports Business-related operations. In the Tire Business, in 2017, the Company acquired Micheldever Group, a major tire sales company in the U.K., stepping up the marketing of FALKEN brand tires. Following the celebration of the 130th anniversary of the commercialization of the pneumatic tire in 2018 ❷, the Company celebrated the 110th anniversary of its founding in 2019. To reach the new growth phase, the Company established "Our Philosophy," a new corporate philosophy structure, in 2020.



**Fiscal 2022**

**Sales Revenue**  
¥1,098.7 Billion

**Business Profit\***  
¥22.0 Billion

\* Business profit = Sales revenue - (Cost of sales + Selling, general and administrative expenses)

### Major Technological Accomplishments and Products Released

- 1913 Started tire manufacturing, producing the first Japanese-made tire ❸
- 1930 Started production of Japan's first golf and tennis balls ❹
- 1954 Developed Japan's first tubeless tire
- 1964 Started production of golf clubs



- 1966 Started mass-production of Japan's first radial tire "SP3" ❺
- 2000 Released first-generation "XXIO" golf clubs and golf balls ❻
- 2012 Released "MIRAIE" Vibration Control Units for Detached Housing ❼



- 2013 Released "ENASAVE 100," the world's first\* 100% fossil resource-free tire ❽
- 2014 Released "ENASAVE NEXT" tires boasting 50% less rolling resistance and the coveted "AAA-a" ranking—the highest possible—under Japan's tire labeling system



- 2015 Completed the New Materials Development Technology "ADVANCED 4D NANO DESIGN"
- 2017 Announced the "SMART TYRE CONCEPT" for tire technology development
- 2018 Signed an official sponsorship agreement with the Australian Open, one of the four major tennis tournaments ❻
- 2019 Released "ENASAVE NEXT III," the Company's flagship fuel-efficient tires made using Performance Sustaining Technology based on SMART TYRE CONCEPT ❽
- 2020 Released "VEURO VE304," premium tires boasting the highest levels of passenger cabin comfort thanks to superior quietness as well as long-lasting wet grip performance ❽
- 2022 Released "e. SPORT MAXX," Sumitomo Rubber Industries' first replacement EV tires, in China, where the automobile market is rapidly shifting toward EVs. This product boasts the highest level of energy efficiency in the Company's history.