

Overview of “TOWANOWA,”

a Business Model Designed to Support a Circular Economy through the Tire Business

Encapsulating our hope to support the long-lasting development of a sustainable mobility society in the future, the word *TOWANOWA* brings together the two Japanese terms TOWA, meaning “Everlasting,” and WA, meaning “Ring.”

In line with the TOWANOWA concept, we aim to facilitate the circulation and effective utilization of limited resources while promoting the use of big data, comprising data gleaned by such technologies as SENSING CORE, an asset unique to the Sumitomo Rubber Group. Through these efforts, we will deliver new value to customers, contribute to the creation of the next-generation mobility society and otherwise help realize a sustainable future in which all people can enjoy safety, security and comfort. We will thus promote the TOWANOWA concept to realize a long-lasting tire business cycle as part of efforts to embody “Our Philosophy.” In the course of doing so, we will address issues associated with CASE* megatrends, help realize a sustainable world and contribute to the creation of a future of joy and well-being for all.

* “CASE” is regularly used to describe the four main strategic areas of focus for the industry—an abbreviation for Connected, Autonomous, Shared and Electrified.

