

# Quality Policy

## Create a Future of Joy & Well-Being for All

Uniting our diverse strengths, growing together, driving and thriving on change with action and quality that always puts the customer first.

We hereby enact and shall henceforth put into practice the following Quality Policies based on our Corporate Philosophy, which espouses the ideals of contributing broadly to society by providing products and services that fulfill the needs of markets and customers while abiding by all applicable laws and regulations.

- 1) Provide products and services that earn the continued trust of customers while responding to the changing times through consistent practice of the “5-Gen Principle.”

\*5-Gen: *Genchi* (Actual Site), *Genbutsu* (Actual Objects), *Genjitsu* (Facts), *Genri* (Principles), *Gensoku* (Rules)

- 2) Create appealing products through innovation to pioneer the future backed by strong connections throughout our group.
- 3) With full participation, engage in proactive activities to preempt and prevent problems through continuous education, as well as thoroughgoing standardization and compliance.

All employees of the Sumitomo Rubber Group shall understand and practice these Quality Policies while striving to ensure the full implementation and operation of our Quality Management System.

Enacted: September 10, 1999

Revised: March 28, 2022

Satoru Yamamoto

President & Representative Director

Sumitomo Rubber Industries, Ltd.

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