

CSR Management Aimed at Realizing a Sustainable Society

The Company is engaged in CSR management that promotes business expansion and CSR in an integrated manner in addition to a medium to long-term perspective for achieving a sustainable society. In addition, by linking the CSR Slogan “Caring for the Future” and the SDGs, we will clarify the purpose and significance of contributing to society through our business and work to increase social value and corporate value.

Pillars of the GD2020 medium-term management plan

Growth strategy

Consumer tires

Expand our presence in the premium tire market

Commercial tires

Make commercial tires a pillar of revenue driven by OHT*

* OHT: Off-highway tires (tires for agricultural and forestry machinery, industrial and construction vehicles)

MB* operations

Allocate resources on a priority basis to business fields of strength (automotive parts, offshore business, etc.)

* MB: Multiple Business

Fortify our business foundation

Revitalize our corporate culture

Revitalization of organization through human resources measures

Corporate governance

Risk management

Financial strategy

Cash flow creation
Effective use of group funds

Caring for the future and the SDGs

Products

Deliver products and services that help people enjoy fulfilling lives with peace of mind.



The Earth

Address environmental concerns through our operations and help leave a sound natural environment to future generations.



People

Nurture values accommodating diversity in the workplace and in the community at large.



Community

Earn the confidence of neighbors through robust community engagement.



Corporate Governance

Lay a solid foundation for supporting sustainable business activity in accordance with international norms. Conduct activities that contribute to governance, compliance, and business continuity.



Initiatives through related businesses	Economic value	FY2020 target
<ul style="list-style-type: none"> ● Tires with high safety, quality, and environmental performance ● Tires for agriculture and forestry machinery that contributes to sustainable production in the agriculture and forestry industry ● Tires for industrial and construction vehicles that support social infrastructure ● MB products that contribute to greenhouse gas reductions 	<p>Sales target</p> <p>Consumer tires Commercial tires MB operations and other</p> <p>We set targets for each operating division and aim to achieve sales targets.</p>	<p>Sales revenue: 700 billion yen</p> <p>Operating income: 70 billion yen</p> <p>Operating margin: 10%</p> <p>D/E ratio: 0.6 times</p> <p>ROE: 10%</p> <p>Operating cash flow: 200 billion yen</p> <p>*3-year cumulative</p>
<ul style="list-style-type: none"> ● Business activities that reduce our environmental impact and conserve biodiversity ● Sustainable natural rubber procurement ● Yokohama Forever Forest activities 		
<ul style="list-style-type: none"> ● Occupational health and safety and disaster prevention activities ● Improvements in human resources development and productivity ● Respect for diversity, promotion of active participation of women ● Respect for human rights at suppliers 	<p>Conserving resources and improving high-efficiency productivity</p> <p>Employing, securing, and using outstanding human resources for the provision of reassuring and comfortable products and services</p> <p>Improvement in reputation in Japan and overseas</p>	
<ul style="list-style-type: none"> ● Support for healthcare, education, etc. in local communities ● Support during disasters ● Creation of employment in regions where our business is developed 		
<ul style="list-style-type: none"> ● Strengthening corporate governance ● Organizational management and minimization of risks ● Compliance 	<p>Improvement in the appeal of investment (Dividends, stock price, ESG investment)</p>	