

# Corporate Philosophy



The Founding Spirit	
1. Production business is a social service. Its purpose is to make people's lives more convenient and enjoyable. Its aim should be to offer good, useful products at moderate prices.	
2. There must be a basic commitment to delivering quality products unrivaled by those of competitors.	
3. Management should adhere to the principles of fairness and consideration. The mission of a fair, honest management is to ensure capital, share the fruits of endeavor with its workers, and fulfill its responsibilities to consumers to act, in other words, rationally.	
4. A company should have as few employees as possible and make the best use of the productivity of machines. This is the great secret for improving efficiency.	
5. The success or failure of a business depends on how much one is willing to study, and with how much determination, to mutually improve and grow. Accordingly, one must make a great effort.	

## CONTENTS

<b>Corporate Philosophy / Contents</b>	<b>01</b>	<b>Corporate Governance</b>	<b>09</b>
<b>CSR Slogan / Yokohama Rubber and the SDGs / Editorial Policy / Available Online Content</b>	<b>02</b>	<b>Products</b>	<b>11</b>
<b>Business and Main Products of Yokohama Rubber</b>	<b>03</b>	<b>The Earth</b>	<b>13</b>
<b>Message from the President</b>	<b>05</b>	<b>People</b>	<b>15</b>
<b>Risks and Opportunities Presented by Yokohama Rubber's Sustainability-focused Management</b>	<b>07</b>	<b>Community</b>	<b>17</b>
		<b>Topics / Third-party Opinion</b>	<b>19</b>
		<b>Primary Initiative Progress Report / Yokohama Rubber Group at a Glance</b>	<b>21</b>