

# 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.

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## CSR Slogan



## Yokohama Rubber and the SDGs



The Yokohama Rubber Group is implementing CSR-aware ESG management that involves the integrated promotion of business expansion and CSR, based on a medium- and long-term perspective that aims to realize a sustainable society.

By linking the Group's CSR vision – “Caring for the Future” – with the U.N. Sustainable Development Goals (SDGs), Yokohama Rubber is making clear its goal of addressing social issues through its business activities, and the significance of this goal. All of us in the Yokohama Rubber Group attach great importance to our family members and our work colleagues, and we strive to realize environmental and social harmony and fairness in our daily business activities. With this in mind, we are collaborating with all of our stakeholders to strive to realize an enhancement of the company's social value and corporate value through the SDGs.

\* Adopted at the United Nations Sustainable Development Summit in September 2015, the Sustainable Development Goals (SDGs) comprise 17 sustainable development goals and 169 individual targets.

## Editorial Policy

With the aim of realizing our corporate vision – “to build a trusted identity as a contributing member of the global community” – the Yokohama Rubber Group has been rolling out a series of corporate activities that are deeply rooted in the individual regions where we operate throughout the world, under our new YX2023 medium-term management plan. To this end, we are working to address social issues on the basis of the five key themes that our CSR slogan – “Caring for the Future” – embodies.

This Report was created to share the Yokohama Rubber Group's policies, code of conduct and approach to CSR, orientation, specific measures, performance, and how they relate to the U.N. Sustainable Development Goals (SDGs) and other international accords, in a concise and clear manner.

**Period covered by the Report**

**January 1, 2020 to December 31, 2020**  
(Information includes some activities which were conducted in or after January 2021)

## Available Online Content

To help ensure that our stakeholders enjoy peace of mind, we disclose information about our high-quality monozukuri manufacturing operations and our environmental, social and corporate governance (ESG) measures on our CSR website (which follows the GRI standard for sustainability reporting) and in our financial results and annual report.

