



Community Involvement and Development

Issue

7

Stakeholder policy

With referred to such materials as the 10 principles from the UN Global Compact, the GRI Guidelines, ISO26000, and Nippon Keidanren's Charter of Corporate Code, we appointed our stakeholders as listed below.

• Customers

We will enrich people's lives and contribute to their greater happiness and well-being by devoting our wholehearted energies and advanced technologies; this basic philosophy is our declaration to put our customers first. We seek to develop a corporate culture where the customer's interests are the top priority.

• Employees

We believe that being considerate to the rights and safety of the workers and providing an environment to maximize their potential are the greatest driving forces for a corporation with sustainable growth. This is clearly stated in our management policies that reads, "create a workplace that values, improves, and energizes people".

• Business Partners

We are expanding our businesses by working together with a variety of suppliers and partners who provide us raw materials, parts, equipment, etc. By practicing fair and free trade with business partners, we will continue to build relationships of mutual sustainment and being beneficial to each other.

• Shareholders and Investors

By taking on any challenges to develop innovative technologies to generate new value, we will realize our sustainable growth and return of reasonable profits. Also, we will be happy to provide any information in an appropriate manner to meet the expectations of all of our stakeholders and investors.

• Local Society

As a globally active business member, we relate to local communities in a number of domains – the natural environment, law, culture, customs and the economy. We will strive to build a healthy relationship for various local communities together with our both domestic and overseas business locations.

Message from the General Manager, CSR and Environmental Affairs Department

We are expected to identify and deal with our challenges through communication with our stakeholders in order to balance our social responsibilities and business, and to create sustainable values as a global company. To meet these expectations, we will continue to work with local communities while establishing cooperative relationships with the local communities where we have business and with our stakeholders. We have been working to make social contributions through our core businesses including not only reconstruction support from disasters but also donations for local communities, educational support, enhancement of communication with local communities, utilization of plant tour opportunities, and promotion of planting and biodiversity conservation activities. We are striving to become a company with well-established trust from the local communities through these activities.

Mitsuo Sakurai, General Manager, CSR & Environmental Affairs Department Corporate Social Responsibility Division



Otsuchi Town Planting event

Tohoku Sales and Marketing Division, Yokohama Tire Japan

Tohoku Sales and Marketing Division, which was certified as an environmentally-responsible business in Sendai in 2008, has been conducting business and supporting activities with a strong awareness of the "importance of resources" resulting from the experience that the majority of their employees were affected by the Great East Japan Earthquake in March 2011, and that it was difficult for them to obtain daily necessities including gasoline.

We were impressed by the passion toward the reconstruction of Otsuchi town, a devastated town on the Pacific coast, and many of our staff participated in the "Heisei no mori*" planting event organized by Yokohama Rubber. In 2012, 33 staff members participated, and 55 staff members participated in 2013. 42 staff members joined the third event, held on April 19, 2014. The planting in Otsuchi town uses an eco-friendly method of planting seedlings on a bank made with recycled earthquake debris. We will continue to have an active involvement in such volunteer activities.

*Heisei: the Japanese name of the Current era, Mori: Forest



Provision of relief supplies and volunteer activities in flood damaged area

YOKOHAMA TYRE VIETNAM INC.

As a result of the October 2013 Typhoon Nari, a devastating flood occurred in Central Vietnam in November. We provided relief supplies including rice, oil, and sugar to flood victims, and cleaned affected towns in the area. 11 volunteer staff members brought aid to more than 180 households and delivered the supplies to their homes.

