

Community

The business activities of the Yokohama Rubber Group impact various aspects of the local communities in which we operate. To continue our business activities, it is of the utmost importance that we meet the expectations of local communities by communicating with them, and recognizing the issues they face and how the Yokohama Group impacts them. We recognize that the Yokohama Group itself is a stakeholder in these regions in which it operates and has a shared interest with those local communities. We therefore want to make every effort to solve issues in these local communities and contribute to their development.

Basic Approach

In the Yokohama Rubber Group Action Guidelines, the Yokohama Group declares that we “shall aspire to harmony and prosperity with local communities.” Our basic stance is to always remember that we are a member of society, strive to achieve harmony and prosperity with society, build relationships of trust with stakeholders, support the social contribution efforts of employees and

foster a corporate culture in which employees are willing to actively participate in social contribution activities.

As an entity that operates globally, the Yokohama Group endeavors to build good relationships with local communities in terms of the environment, laws, culture, customs and the economy.

YOKOHAMA Magokoro Fund

• Giving shape to the sincerity (Magokoro) of employees

The YOKOHAMA Magokoro Fund, which was established by employees in 2016, collects reserve funds from employees (members) who support the purpose of the fund (arbitrary amounts starting from 100 yen per month), and makes donations to support groups tackling social issues or as relief funds in the wake of disasters. Yokohama has also introduced a system to match any donations made by the fund yen-for-yen.

As of December 31, 2021, around 44% of employees are enrolled as members of the fund.

• Support provided in fiscal 2021

In 2021, support provided by the fund totaled 4,898,000 yen (including disaster relief funds).

The main recipients of support were as follows.

- Japan Hair Donation & Charity Nonprofit Organization
- Public interest incorporated association Chance for Children
- 2021 Izusan Landslide (Atami-shi, Shizuoka Prefecture)



Set of medical wigs provided by the Japan Hair Donation & Charity

Initiatives at Domestic Sites

• Medical assistance in response to the COVID-19 pandemic

In March 2021, the Hiratsuka Factory donated 100 passenger vehicle tires to Kanagawa Prefecture. The donated tires were fitted to the dedicated vehicles used to transport COVID-19 patients used at 21 health department facilities throughout the prefecture. The YOKOHAMA Magokoro Fund also provided support in the amount of 100,000 yen to cover some of the costs of changing tires.

In June 2021, the Mie Plant donated 40 passenger vehicle tires to Mie Prefecture. The donated tires were fitted to government vehicles used to transport COVID-19 vaccines procured by Mie Prefecture to vaccination sites such as hospitals and public health centers.



Work to fit tires to dedicated COVID-19 patient transportation vehicles in Kanagawa Prefecture

Initiatives at Overseas Sites

•Support for the Laojunshan Project (China)

Yokohama Rubber (China) Co., Ltd. (Y-CH), the controlling subsidiary of Yokohama in China, has been supporting the Laojunshan Project since 2011. The project aims to preserve biodiversity in the Laojun Mountain Nature Reserve located in Lijiang, Yunnan Province.

Laojun Mountain is a mountainous area surrounded by lush nature that was registered as a World Natural Heritage Site in 2003. The Laojunshan Project is a unique effort that aims to preserve the ecosystem by transforming a village located in the nature reserve that previously could only make a living through deforestation into an agricultural and livestock production-based economy.

Y-CH supports the project in coordination with the Lijiang Health and Environment Research Center, and has established a “Village Bank” to provide the loans necessary to convert to agricultural and livestock production, donated equipment, launched a sales organization and established mechanisms enabling village residents to turn their produce into revenue, including support for youth

education. There is also a focus on passing on the folk culture of the Lisu people, an ethnic minority living in the Laojun Mountain area. The project provides tools for making traditional textiles and musical instruments, conducts workshops and donates ethnic musical instruments.

The Yokohama Group will continue to support the Laojunshan Project and efforts to pass on the culture of ethnic groups while facilitating efforts to establish a good cycle of the environment, economy and culture.



Village Bank

•Educational support for schools (India)

The Tirunelveli Plant of ATC Tires Pvt. Ltd. (ATG-TN), an India-based tire manufacturing subsidiary, is providing support for infrastructure development and digital education at multiple schools.



Educational support for elementary schools in India

•Disaster relief (Thailand)

Y.T. Rubber Co., Ltd. (YTRC), a Thailand-based natural rubber processing subsidiary, has been supporting the residents of nearby villages who were affected by flooding in 2021 by providing rice and fresh water.



Distribution of relief supplies to regions affected by flooding in Thailand

TOPIC

Completion of tree planting for forest tide embankment

Utilizing the expertise in tree planting gained from YOKOHAMA The Forever Forest Activities, in April 2022 the development of forest tide embankments along the Kozuchi River in Otsuchi, Iwate Prefecture, which started in 2012, was completed as part of relief activities in the wake of the Great East Japan Earthquake.

Tree planting activities have been held nine times, between interruptions due to the COVID-19 pandemic, attracting local residents of Otsuchi, students of Otsuchi Gakuen and employees of Yokohama as volunteers. Seedlings grown and planted from seedlings collected from the local Otsuchi area and Tohoku region numbered 25,000 in total along a stretch roughly 300 meters long, and seedlings planted in 2012 when the last children to take part in the tree planting efforts were born have grown to a height of five meters, rising to a height that provides thick shade from the sun.

The forest tide embankment, given the name “Heisei Forest,” features trees that are approximately five meters high and around 15 meters in width, with rubble from the earthquake spread out as a foundation and covered with soil. In addition to the interest of biodiversity preservation, growing the trees to large sizes is expected to sap the energy of tsunami waves.



Yokohama will continue to work with local volunteers to conduct weeding and improve the environment.