

# Corporate Philosophy

## Basic Philosophy

To enrich people's lives and contribute to their greater happiness and well-being by devoting our wholehearted energies and advanced technology to the creation of beneficial products.

## Management Policies

- ◆ Take on the challenge of new technologies to produce new value.
- ◆ Develop proprietary business fields to expand the scope of business.
- ◆ Create a workplace that values, improves and energizes people.
- ◆ Deal fairly with society and value harmony with the environment.

## Action Guidelines

- ◆ Develop ourselves so that we may give our personal best.
- ◆ Trust, challenge and improve one another.
- ◆ Nurture a welcoming, open spirit.

## Corporate Slogan

Excellence by nature

## 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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<b>Reporting scope</b>	The Yokohama Rubber Co., Ltd. and Consolidated Subsidiaries
<b>Reporting period</b>	January 1, 2023 to December 31, 2023 * Information includes some activities which were conducted in or after January 2024
<b>Month of issue</b>	October 2024

### Cautionary Note Regarding Forward-Looking Statements

This report contains statements on the Yokohama Rubber Group's projections, targets, plans, strategies and other matters related to the future. These statements are based on determinations made from available information at the time this report was published. Be aware that the actual performance and other metrics may differ from these forward-looking statements due to a variety of factors.