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Community Involvement and Development

Stance

Our business activities impact the local communities where we are active in various ways. It is extremely important to communicate with local communities to ensure that their expectations are met in order to ensure sustainable business activities. In addition, we recognize that we have shared interests with the community as a stakeholder in the region, and for this reason we would like to work towards community development.

This stance is declared in the Stakeholder Policy, and the actions that should be taken by employees are stipulated in the Yokohama Rubber Group Action Guidelines.

Policy

Local communities

As a globally active business, 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 offices.

Yokohama Rubber Group Action Guidelines

We shall aspire to harmony and prosperity with local communities.

<Basic stance of the Yokohama Rubber Group>

1. We shall never forget that we are members of society, and shall endeavor to exist harmoniously and prosper together with society as well as to build ties of trust with stakeholders.
2. We shall support the social contribution activities of our employees and breed a corporate culture oriented toward active participation by them in such activities.
3. We shall practice proper provision of information on business activities involving the community.

<To put our basic stance into practice – our action>

Our activities of social contribution shall not be confined to those through our business activities; we shall also take a proactive part in volunteer programs and social activities rooted in the local community.

Message from a manager

We recognize that aiming for harmony with local communities where we conduct business is of the utmost importance, in order to achieve both social trust and business management, and to provide sustainable value as a global company.

In fiscal 2018, each plant continued to carry out dialogue with local communities through meetings with residents. All plants in Japan have implemented traffic safety manners seminars at local elementary schools. In addition, joint emergency drills were conducted with the adjacent Hiratsuka School for the Blind at Hiratsuka Factory.

In response to the heavy rains in western Japan in July, we provided relief supplies including water, food supplies, and sundries that were collected at the Onomichi Plant located in the affected region to local residents.

The Yokohama Magokoro Fund is a social contribution program by employees. It made disaster relief donations for six organizations and four projects related to fields such as environmental conservation and social welfare.

Furthermore, through participation by employees in volunteer activities such as disaster area support and environmental conservation efforts, we aim to promote initiatives to grasp issues for local communities and social problems and think out solutions of them together with the people from the local community.

We aim to be a company and business location that will achieve our CSR Slogan “Caring for the Future”.

Vision for FY 2020

- Building a trusted identity together with local communities
To achieve this, we will use various forms of engagement and focus on issues and development in the local communities.
- A worldwide system is in place to apply what stake holders have to say.
- We have planted and supplied a total of 1.3 million trees and seedlings worldwide.

Main action items to be addressed first

The following items have been established as the main action items that the Yokohama Rubber Group will address first, taking into account the level of impact of business activities and the level of social interest.

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