



Our Way to Serve

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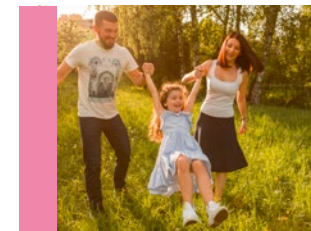
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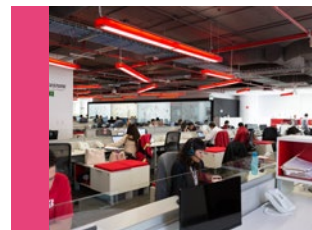
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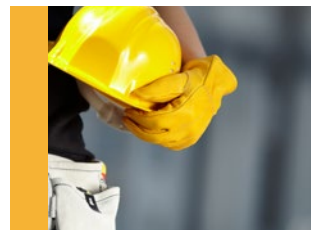
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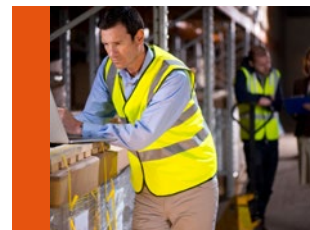
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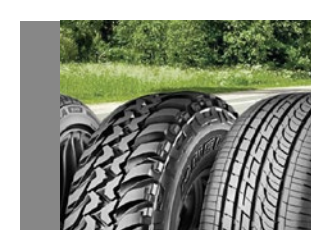


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Letter from the President

Bridgestone is a global company that since its founding has had a clear mission, Serving Society with Superior Quality. The Bridgestone Latin America North region, with less than four years of being constituted, seeks to consolidate itself as a leader in a broad market that, geographically, extends through Mexico, Central America, the Caribbean, Colombia and Ecuador.

The company celebrated several milestones in 2017, including 50 years of operations in Costa Rica with a tire manufacturing facility in Belén, while the Bandag brand celebrated its 60th anniversary with the launch of a new image.

Today, our priority is to keep moving in the strengthening of efficiencies and synergies in processes and in sale, while applying our solid corporate culture to standardizing the competitive advantage and knowledge acquired in each of the markets and countries in which we operate.

We have applied different management approaches to our stakeholder relations by market type and segment, in an effort to provide integrated solutions that improve mobility, support people and communities, and promote environmental stewardship through an optimized service cycle that adapts to our consumers' changing needs.

Bridgestone's social responsibility commitment, Our Way to Serve, provides a framework for the way we do business, develop products and interact with communities and customers. This commitment is based on three Priority Areas: Mobility, People and Environment; and in six Management Fundamentals that comprehensively favor the fulfillment of our mission.

At Bridgestone, we innovate in both product development and internal mechanisms to optimize our operation, as we focus on caring for the environment and providing unparalleled customer service experiences. Examples of this are the products developed with differentiating technologies such as the Run-Flat tire and ECOPIA EP422 PLUS that today position us at the forefront of tire manufacturing due to the quality, comfort, safety and environmental care that characterize our products.

We also serve the community that welcomes us in each of the countries where we operate through our volunteer programs. During 2017, we benefited 124,556 people, thanks to initiatives that were



We celebrate the **60th** anniversary of **Bandag** by launching a brand **new image**.

developed with the aim of building a society with greater knowledge of road safety, as well as promoting a more inclusive education and healthier communities.

It is essential in our actions to support development and equity among our employees, as an integral part of our sustainability. According to the 2016 Great Place to Work® study, 91% of our employees in Mexico are proud to work at Bridgestone, while in Costa Rica they placed us in the third position among the best companies to work for, in the category of 100 to 1,000 workers.

We value the trust that each collaborator gives us and we are convinced that training is the best mechanism to guarantee their integral development. Therefore, in 2017 we invested 963,318 USD in regional training with an average of 81 hours of training per employee.

Protecting the environment is part of our Priority Areas; that is why the water consumption in the plants of Cuernavaca, Mexico and Belén, Costa Rica, was reduced by 5.6% and 0.5%, respectively. In addition, we seek to make our operation more efficient, we greatly value resources and operate in harmony with nature. So in 2017, we planted 3,600 trees and collected 198 tonnes of waste tires for its correct final disposal.



124,556

people were benefitted in 2017
through our volunteering programs.



In 2017

3,600

trees were planted and 198 tonnes
of waste tires collected for proper
disposal.

At Bridgestone we anticipate, prevent and mitigate the risks. In 2016, a renovated Corporate Program for Business Continuity and Crisis Management was launched, which was implemented in 2017 after the earthquakes in Mexico and the passage of Nate hurricane in Costa Rica. Both natural disasters were managed under the protocols established to guarantee the protection of people, property and business continuity.

There are challenges in alignment with the sustainable development of each country, which the new governments of Mexico, Colombia and the Central American countries must work on. At Bridgestone, we will continue to act as a responsible corporate citizen to contribute to the development of our markets, through active participation in associations in our sector.

Every year, this report supports our commitment to build a more inclusive, sustainable and resilient society, in absolute congruence with the Sustainable Development Goals of the United Nations.

I invite you to learn more about Bridgestone's sustainable performance and principles, as well as our contributions to enhancing Mobility, People and Environment.

Alfonso Zendejas

President

Bridgestone Latin America North, BS-LAN





Bridgestone is a Japanese company dedicated to the production and marketing of tires, committed to **Serving Society with Superior Quality**, through its operations, corporate activities, internal policies and attention to stakeholders. These aspects are aligned with The Bridgestone Essence, the philosophy stipulated at the corporate level.

Corporate Profile

The Bridgestone Essence

Mission

Serving Society with Superior Quality

Foundation

Seijitsu-Kyocho
[Integrity and Teamwork]

Shinshu-Dokuso
[Creative Pioneering]

Genbutsu-Genba
[Decision-Making Based on Verified, On-Site Observations]

Jukuryo-Danko
[Decisive Action after Thorough Planning]

BRIDGESTONE

Seijitsu-Kyocho

Adhere ourselves to the good faith principles regarding work performance, the way we treat others and how we commit with society.

Shinshu-Dokuso

Adhere ourselves to the good faith principles regarding work performance, the way we treat others and how we commit with society.

Genbutsu-Genba

Take the time necessary to verify personally in-terrain and use our empirical observations to make decisions.

Jukuryo-Danko

Research of all options and possibilities, paying special attention how to execute decided actions.

Main products and services

Tires	The company offers a wide range of tires for automobiles, trucks, buses, aircraft, construction and mining vehicles, motorcycles, etcetera.
Diversified products	Chemical and Industrial products: Acoustic and anti-vibration insulation materials, polyurethane foam products, electro-materials, industrial rubber products, construction materials, belts, hoses and others.
	Diversified products: A business under the umbrella of Bridgestone Americas Inc. that supplies commercial roofing materials and other products.
	Sporting Goods: Golf balls, golf clubs, golf apparel, tennis goods and other products.
	Bicycles: Bicycles and articles for bicycles.
	Others: Financing services and other products.
Business solutions	Bridgestone leverages the potential for more inclusive elements in the company's portfolio, and it works on new solutions, combining maintenance services, IT/ sensor technology, tires and diversified products, to meet the needs of its customers.

Bridgestone in Global Figures

Capital:
JPY **¥ 126.3** billion.

Sales:
JPY **¥ 3,643** billion.



Locations:

1 corporate office in Japan and **regional headquarters in:**

- America
- Europe, Middle East, Russia, and Africa
- China, Asia, and Oceania

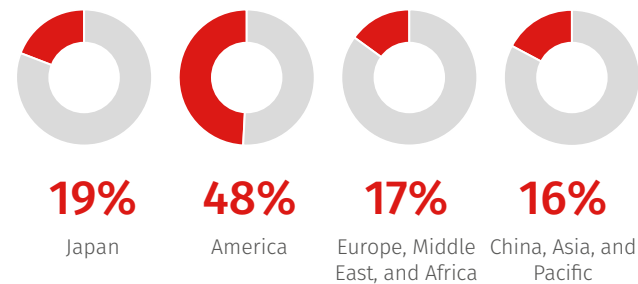


Employees:

• Direct: **142,669**
• Indirect: **13,706**

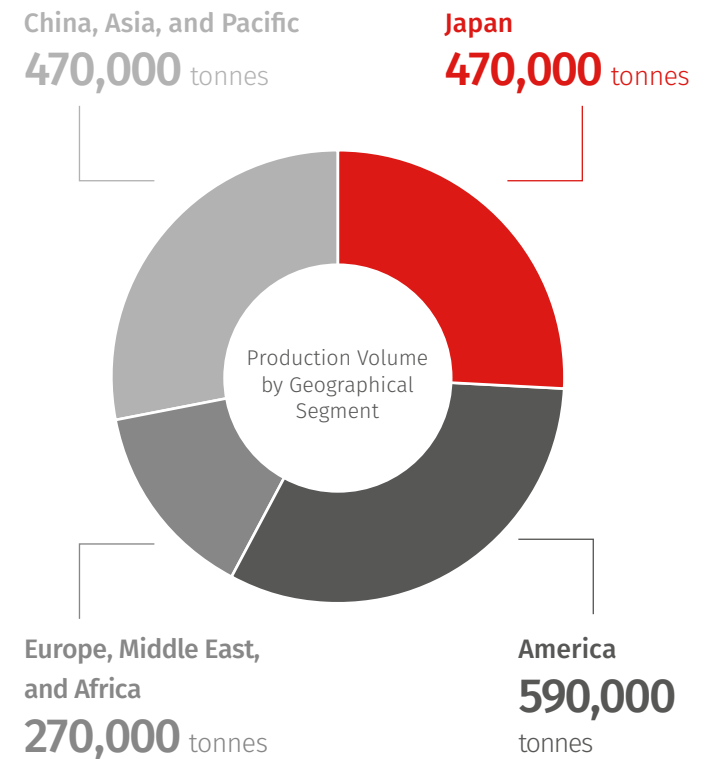
Sales by business segment and market:

- **17%** diversified products.
- **83%** tires.



Tire production (tonnes):

1.8 million



Regional figures for Bridgestone Latin America North, (BS-LAN)



Corporate Offices
Mexico City, Mexico



Plants

2 tire manufacturing facilities

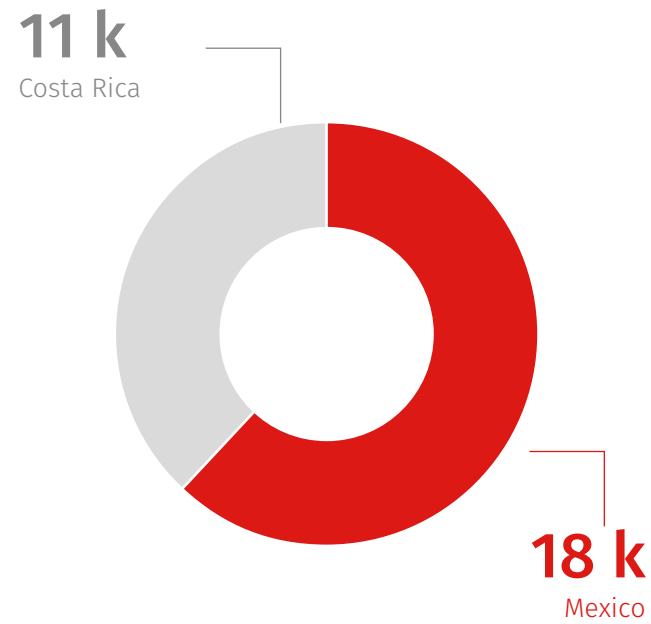
- Cuernavaca, Morelos, Mexico.
- Belen, Heredia, Costa Rica.

1 tire-retread manufacturing facility

- Leon, Guanajuato, Mexico.

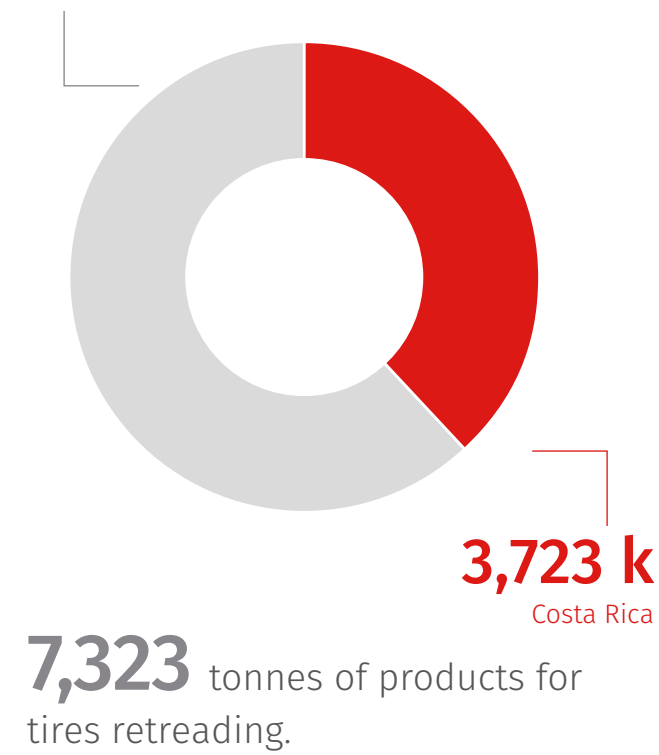


Daily Production
29 k tires.

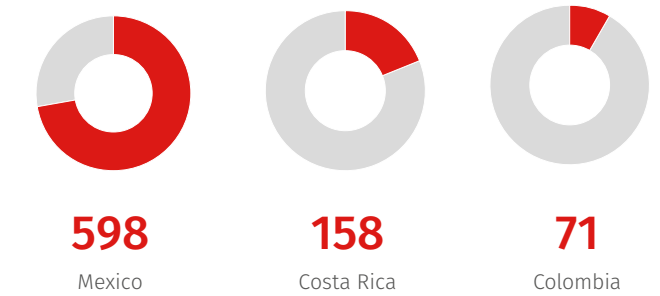


Total production
9,719 k tires.

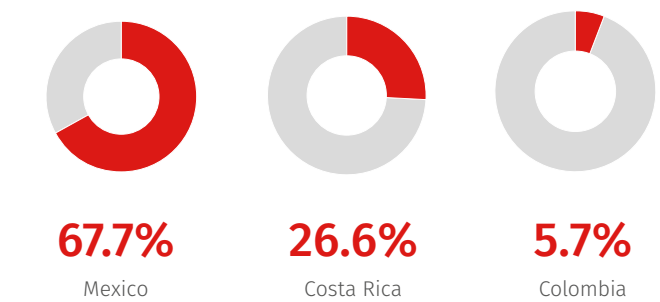
5,996 k
Mexico



Points of sale
827

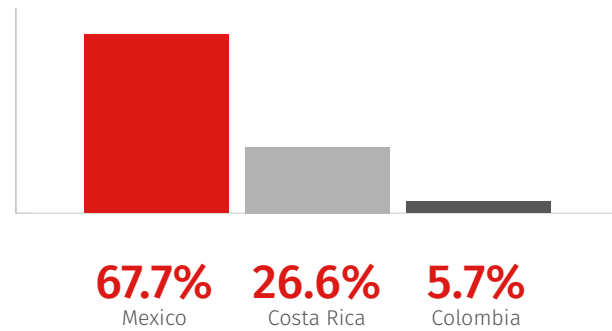


Total sales per country

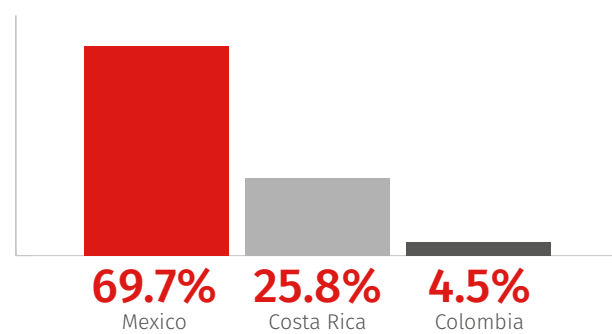




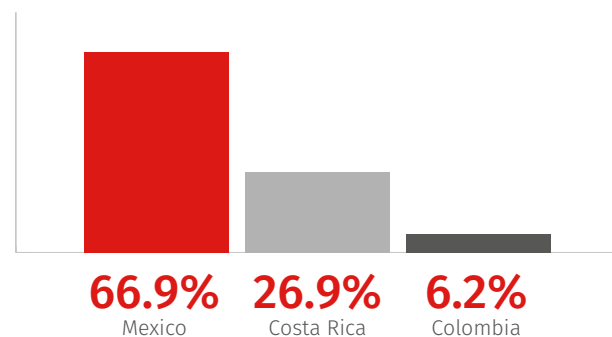
Economic value generated



Economic value distributed



Economic value retain



Total employees

2,522



93%
Men



7%
Female



Corporate volunteering

- 3,691 hours.
- 1,271 volunteers.
- 124,556 people benefited.



Training

- 191,855 hours.
- 963,318 training investment (USD).
- 81 average training hours.

Business model

Bridgestone seeks to ensure that its operation generates value for all its stakeholders, the company and society in general. Its business model is based on innovation to select and operate with the best human, material and financial resources, in order to ensure that its operation, distribution, sale and use of its products generate a positive impact on People, Mobility and Environment, promoting the reduction of emissions throughout the production cycle.



1. Development and innovation

- Guarantee tire quality and safety.
- Respond to OEMs needs on time and comply with their technical specifications.
- Manufacture ecological tires: Ecopia.
- Duplicate the useful lives of tires through renewal.



2. Raw Materials

- Establish purchasing processes based on Global Sustainable Procurement Policy.
- Make suppliers aware of ethical, environmental and human rights, as well as employment practices, among others.
- Develop local suppliers.



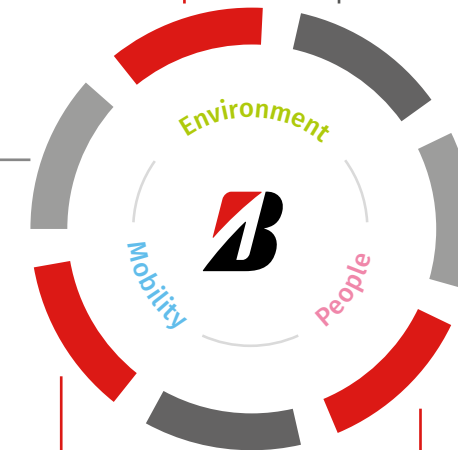
3. Manufacturing

- Maintain employees' health and safety.
- Reduce energy consumption by using less polluting fuels.
- Reduce water consumption.
- Recycle and, where possible, reuse 100% of consumed materials.



4. Distribution and logistics

- Logistics efficiencies, and customer service values.



7. Final Management

- Recovery of used tires.
- Generate alliances to contribute with solutions for a correct tire-disposal practice.



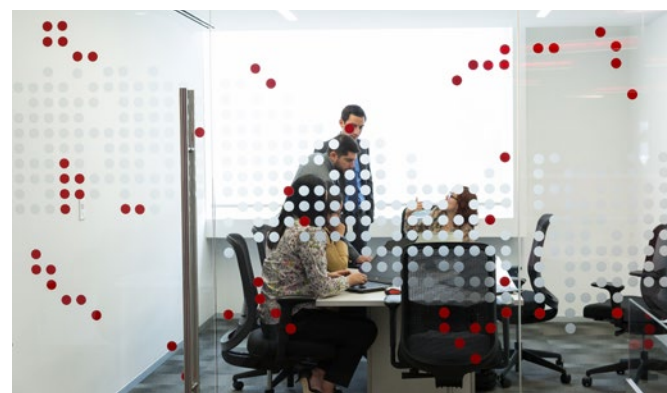
6. Use

- Create awareness among the population through diverse programs:
 - » Road Safety campaigns.
 - » Corporate volunteering.



5. Sales

- Promote high quality and safer products and services.
- Maintain effective communication channels to encourage feedback about the products and services.
- Establish commercial and fair competition practices.

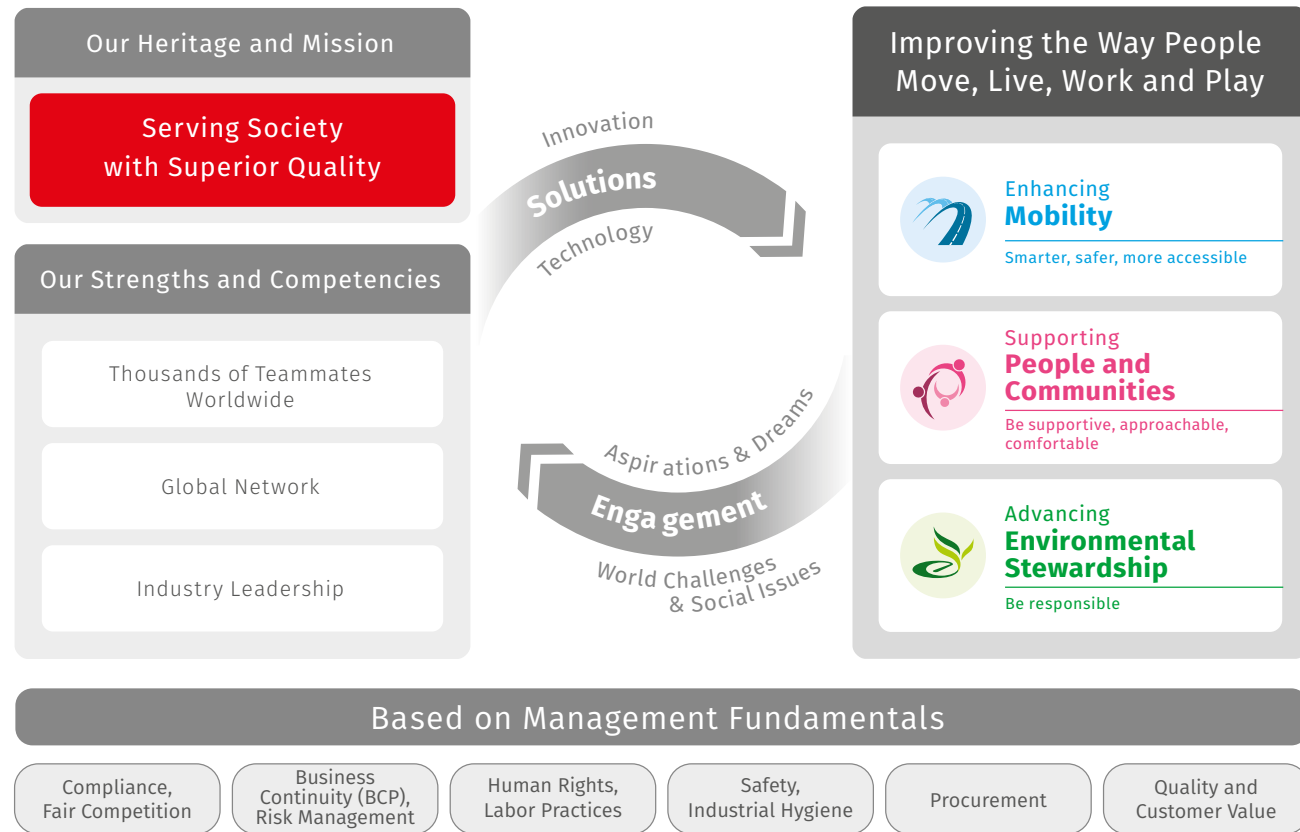


Our Way to Serve

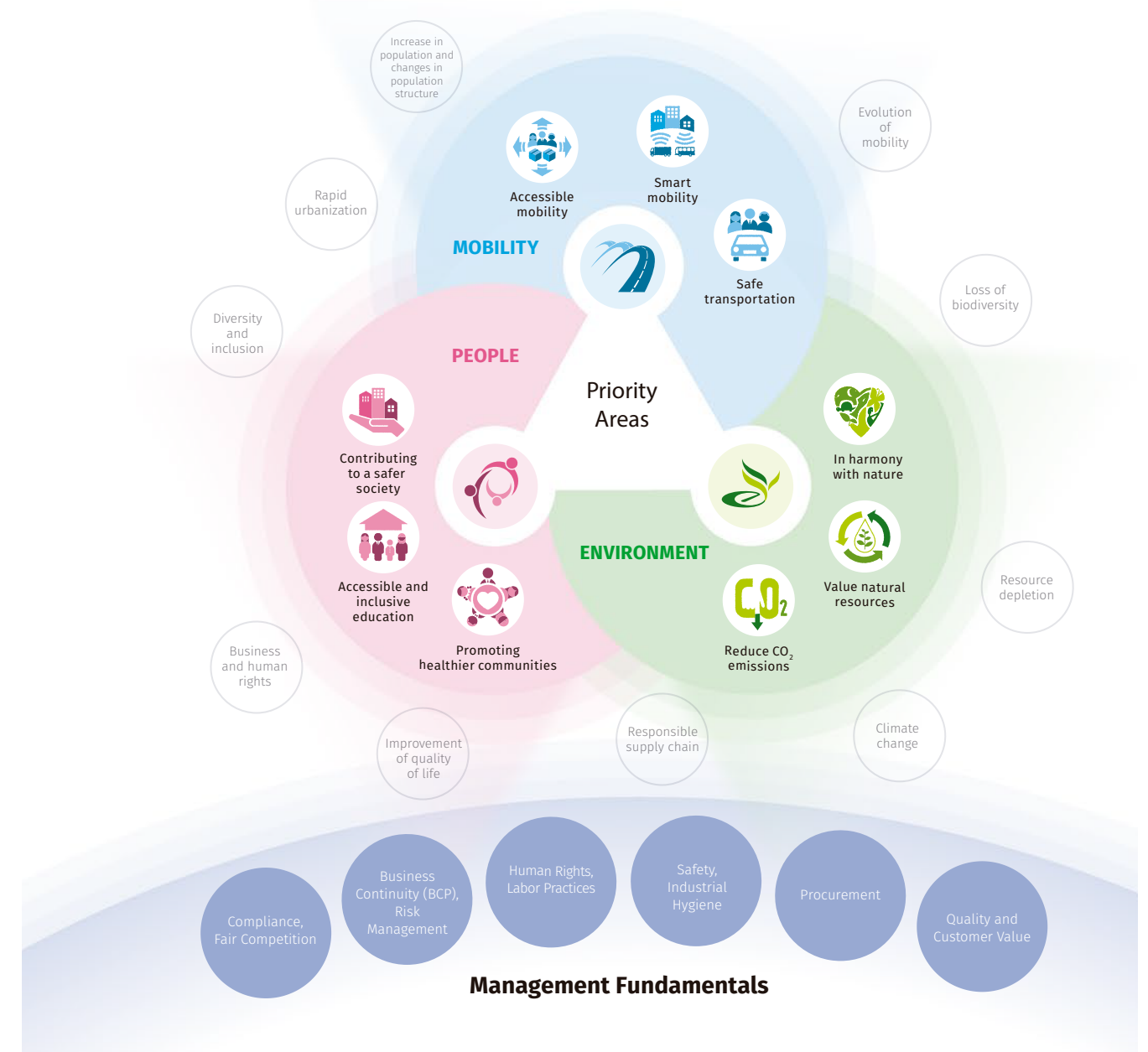
VISION

“Understanding that Serving Society with Superior Quality is our heritage and our mission, and embracing our responsibility to future generations as a global leader in our industries, Bridgestone and its teammates around the world employ innovation and technology to improve the way people move, live, work and play.”

Our Way to Serve

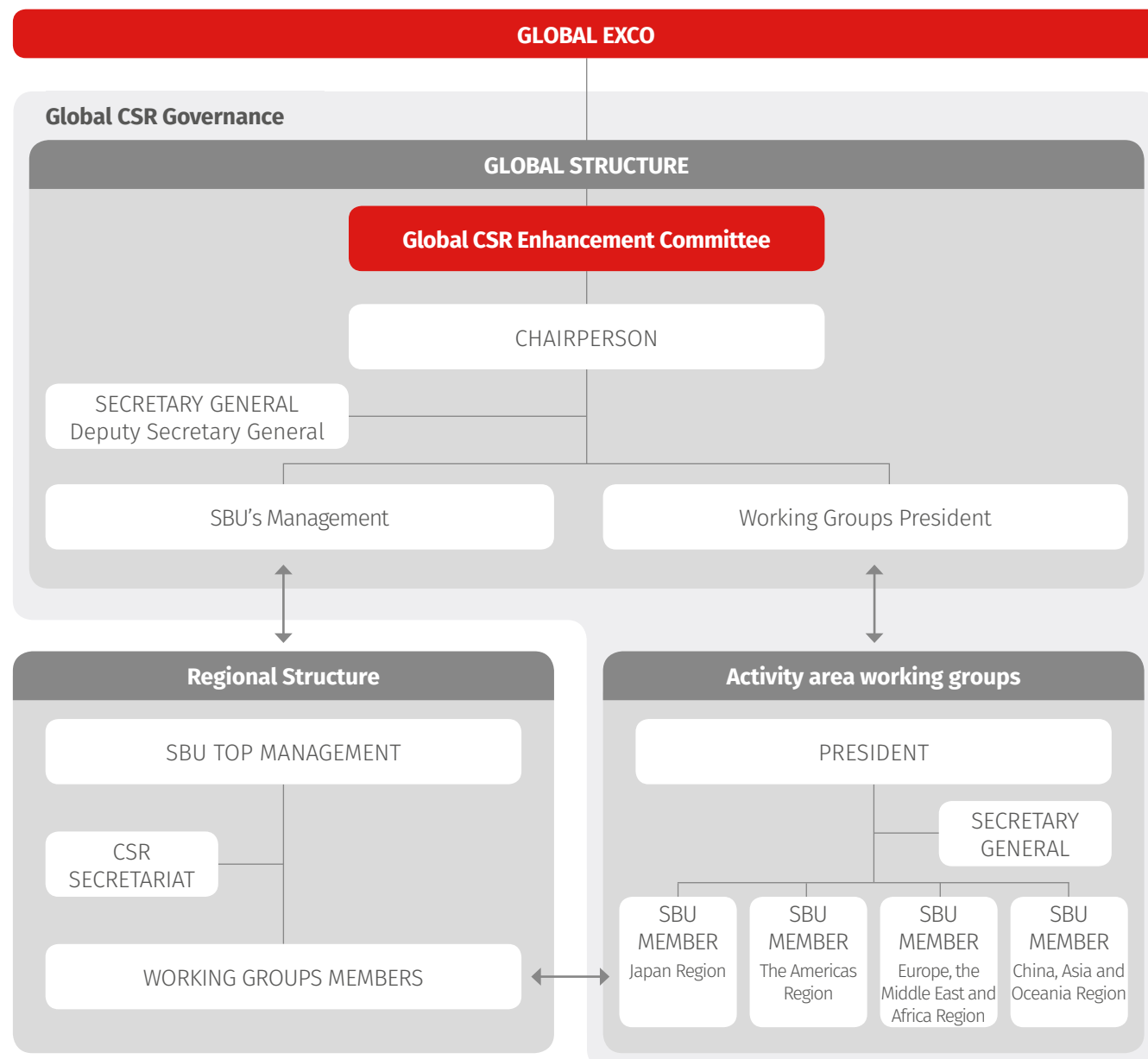


Priority Areas and Management Fundamentals of Our Way to Serve



Bridgestone has consolidated a global sustainability management which is led by a Global Executive Committee. Its function is to review and approve the strategies that the Global CSR Enhancement Committee (Sustainability) must develop and implement.

The Global Committee is made up of members of the Strategic Business Units (SBU) and several working groups whose collective purpose is to manage and monitor global and regional issues in the sustainability plans established for each country and region.



Corporate governance

Bridgestone's global organizational structure is divided into four regions. One of them is Bridgestone Americas Inc., to which the Bridgestone Latin America North business unit belongs, consolidated in 2015 and formed in 2015 and which integrates operations of Mexico, Costa Rica, Central America, the Caribbean, Colombia and Ecuador. Its Executive Committee serves as the main governing body for the company's decision-making and management of its social, environmental, economic, and ethics issues. This committee is headed by the President of Bridgestone Latin America North.

This governing body is comprised of executive and managerial positions who are responsible for controlling and promoting the organization's sustainable performance in line with the vision established by Bridgestone Americas and Bridgestone Japan.



24%

of the **Executive Committee** members are **women**.

Executive Committee	Men	Average age	Women	Average age
Mexico				
President	1	46		
Vice-Presidents	3	50.3	1	32
Directors, managers, or area representatives	38	41.5	4	43.9
Colombia				
Deputy Director	1	39		
Directors, managers, or area representatives	3	44.6	1	40
Costa Rica				
Deputy Director	4	47		
Directors, managers, or area representatives	26	45.9	1	33
TOTAL	76		7	

Material Issues

During 2017, Bridgestone Latin America North (BS-LAN) conducted a materiality study, with the following objectives:

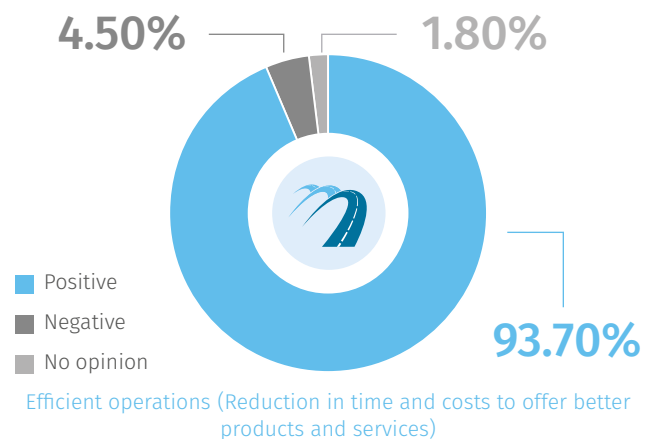
- To identify stakeholder perceptions about the company's sustainable performance, in alignment with Our Way to Serve, the three Priority Areas and the six Management Fundamentals.
- To prioritize stakeholder needs and/or expectations through an indirect dialogue conducted through a survey, in order to establish the issues comprising the company's social responsibility strategy reported herein.

The materiality study was conducted in compliance with GRI Guidelines and INTE G:35 Standard of the Technical Standards Institute of Costa Rica (INTECO), which is unique to that country. The materiality study initially focused on an approach involving a range of internal and external stakeholders, in an effort to identify their expectations and perceptions regarding sustainability at Bridgestone. Thus, the process served to identify issues that are relevant to ensure the continued development of the company's regional sustainability plan, seeking to connect the Priority Areas with the stakeholders' interests and with the company's business objectives.

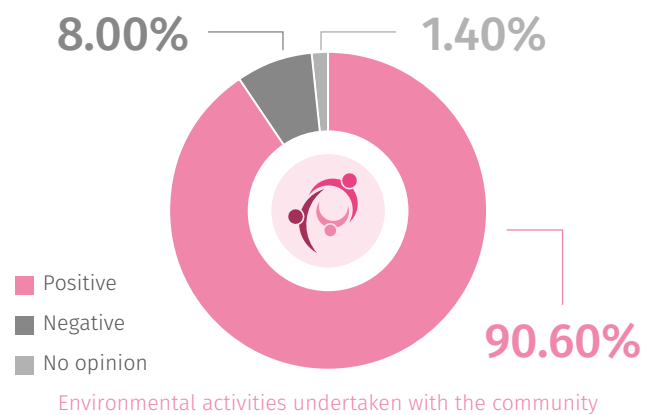
According to the stakeholders consulted on the performance and key issues to be reported by each Priority Area and Management Fundamentals, it was concluded that in Mexico there is a positive perception of the company's sustainability above 96% on average.

Main results are as follows:

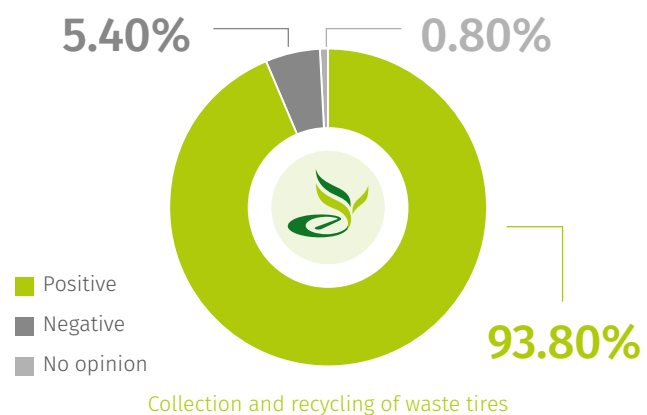
Mobility



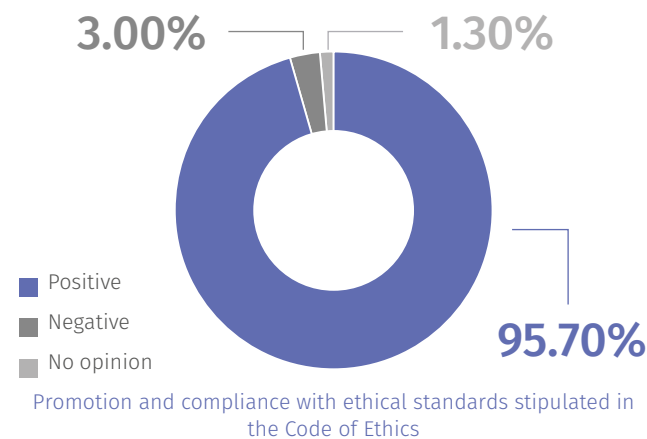
People



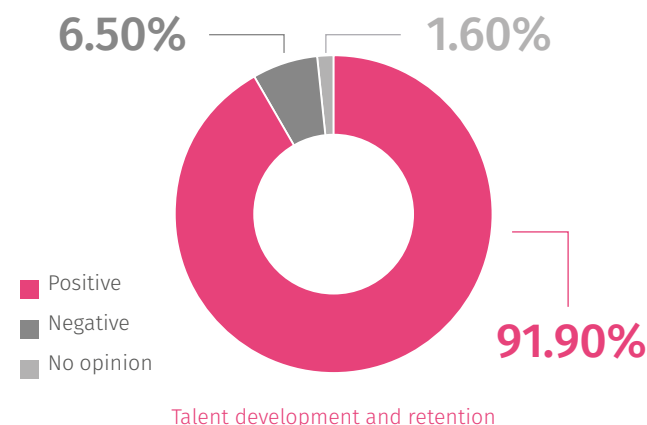
Environment



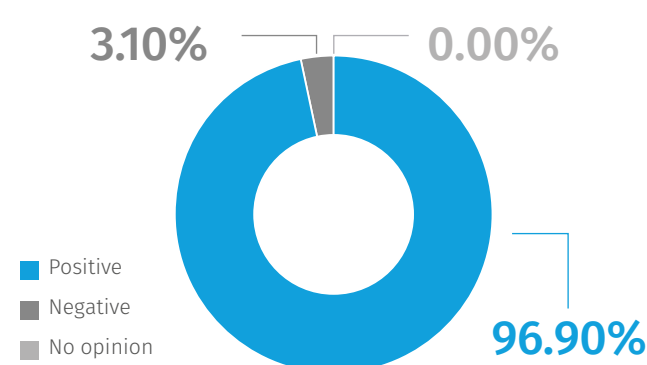
Compliance and fair competition



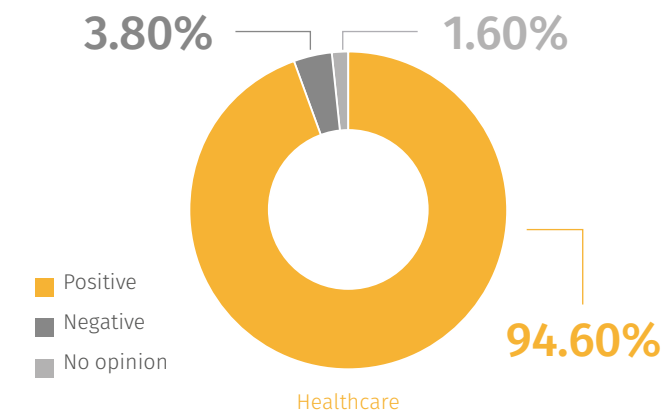
Human Rights and labor practices



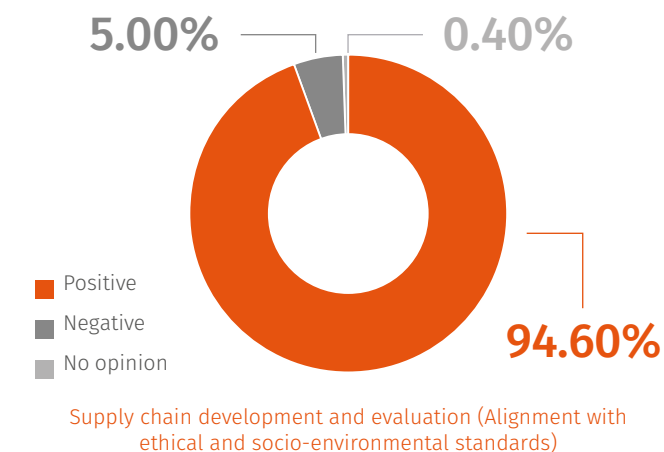
Business continuity (BCP) and risk management



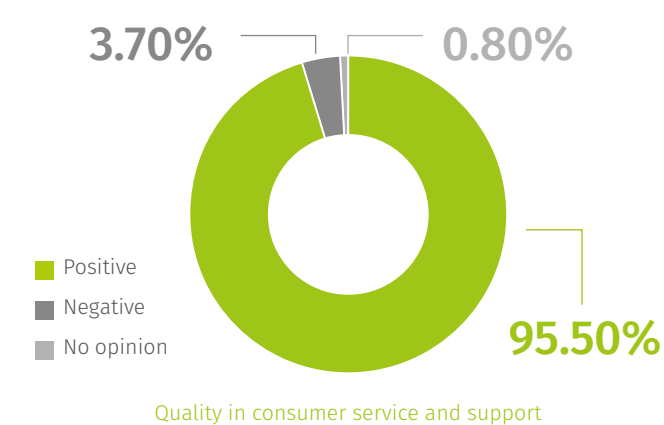
Industrial hygiene and safety



Procurement



Quality and customer value

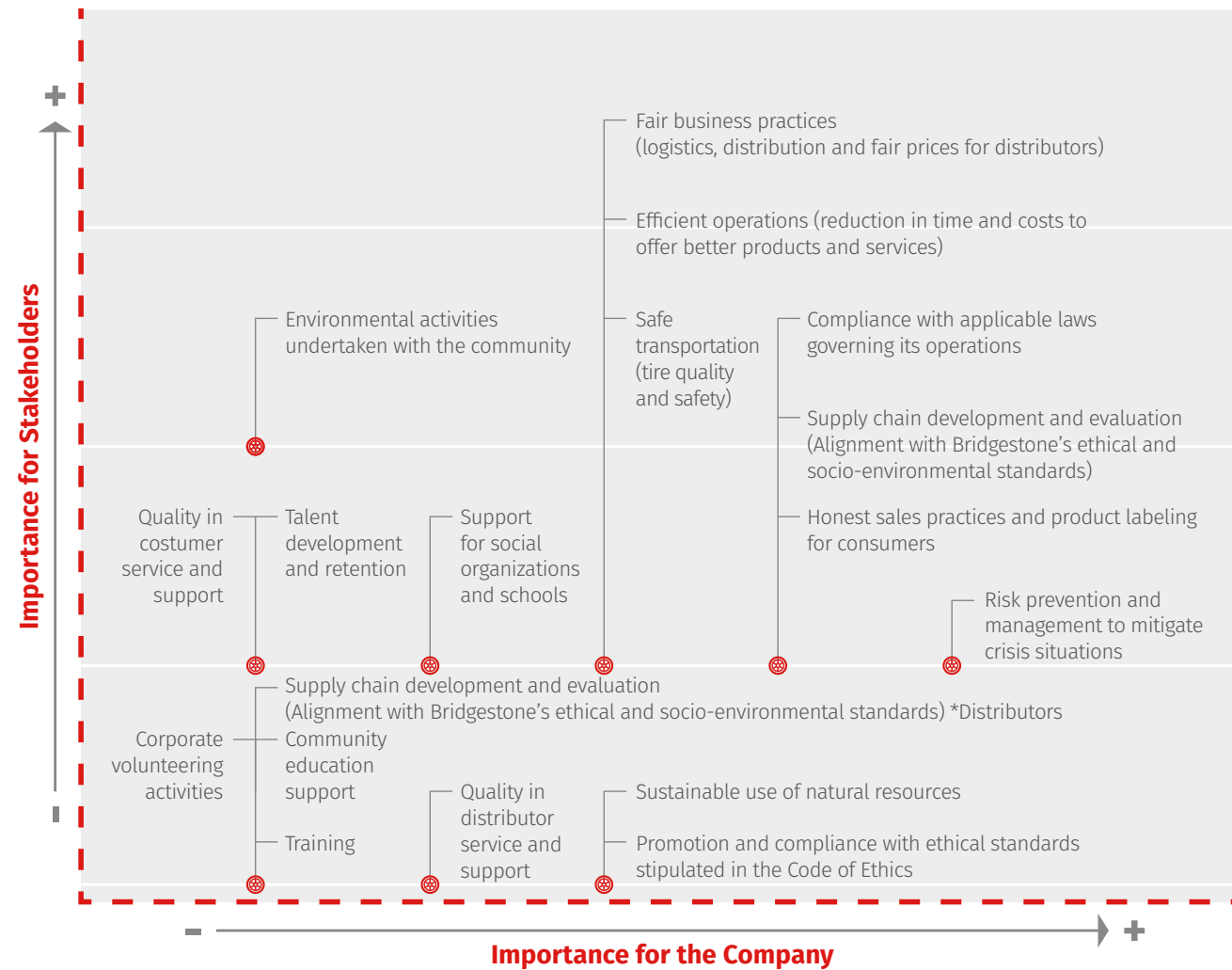


Mexico

In addition to taking into account the priorities of the stakeholders (results of the survey); the issues determined at the internal level were weighted by the importance that each area granted to the management of the organization, its impact in matters according to the focus on social responsibility according to ISO 26000, and the relevance of content that was reported in the media (news monitoring) during 2017.

In addition, a benchmark and comparative analysis of the best sustainability practices of Bridgestone Mexico's competitors was conducted.

The results are described in following Materiality Matrix:






















Stakeholders

Bridgestone Mexico believes that the success of the business and its permanence depend on working together with its stakeholders, so it seeks to maintain constant communication, meet their expectations and establish partnerships that allow collaboration on topics of mutual interest.

The company has established several communication channels with its stakeholders, in order to respond to the relevant issues. These channels include meetings, opinion studies, surveys, alliances and initiatives of the sector, among others, and are led by the different directions or areas of the organization related to each stakeholder group.

Continuos 

Stakeholder	Description	Communication Channels	Frequency of contact	
 Employees	These are all Bridgestone staff members, whose rights are respected while promoting the development of their skills and abilities. The company respects diversity and encourages communication between employees and managers.	<ul style="list-style-type: none"> • Meetings • Activities • Internal communications 	<ul style="list-style-type: none"> • Training • Courses and assessments • Audits 	
 Suppliers	These vendors supply the necessary raw material for the company's daily production and operational activities. Bridgestone conducts fair and impartial transactions with them and promotes their sustainability policies.	<ul style="list-style-type: none"> • Supplier meetings and assessments • Training 	<ul style="list-style-type: none"> • Email • Telephone 	
 Associations and Institutions	These groups represent the interests of the sector to which Bridgestone belongs. They can be of a social or economic nature.	<ul style="list-style-type: none"> • Meetings • Email 	<ul style="list-style-type: none"> • Plant tours to learn about the company's quality systems, among others 	
 OEMs (Original equipment)	Automotive assembly plants, dealers, and end users represent these. Bridgestone strives to ensure that it is Serving with Superior Quality by offering attractive products and services that respond to their needs, along with information to help them make better decisions.	<ul style="list-style-type: none"> • Meetings • Audits • R&D 	<ul style="list-style-type: none"> • Email • Direct communications 	
 Clients		 Business Partners (Dealers)	<ul style="list-style-type: none"> • Meetings • Training 	<ul style="list-style-type: none"> • Encounters • Direct and permanent communications with the sales and marketing teams 
 End Consumer			<ul style="list-style-type: none"> • Website • Toll-free Customer Service Center phone number: 01 800 713746 	<ul style="list-style-type: none"> • Market Research • Social Media • Email 
 Community	It refers to the people to whom the company's operations generate an impact or benefit. Bridgestone works to contribute to the development of the community, preserve natural resources and carry out activities for the benefit of social causes.	<ul style="list-style-type: none"> • Communication campaigns for employees and the community • Direct communications with social organizations 	<ul style="list-style-type: none"> • Campaigns on social networks • Website • Sponsorships 	
 Authorities	These national and international external organizations and government bodies regulate and audit industry processes and operations.	<ul style="list-style-type: none"> • Meetings and participation in sector associations and initiatives • Email 	<ul style="list-style-type: none"> • Telephone • Meetings 	
 Media	It refers to the media for dissemination and creation of informative content, private or public, which have a direct impact on Bridgestone and its environment.	<ul style="list-style-type: none"> • Email • Events 	<ul style="list-style-type: none"> • Telephone or in person • Press conferences 	



Bridgestone Mexico



Corporate Offices:
Mexico City, Mexico



Points of sale:
598

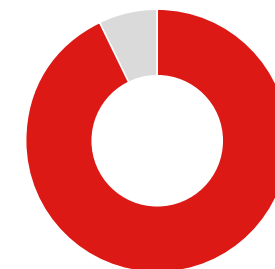


Economic value:

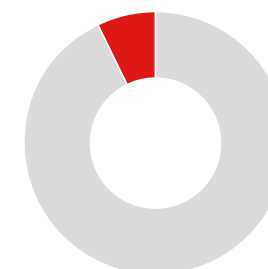
- Generated: 27%
- Distributed: 26%
- Retained: 27%



Total employees:
1,491



93%
Men



7%
Women



Corporate volunteering

- **1,496** hours.
- **561** volunteers.
- **1,822** people benefited.



Training

- **103,898** hours.
- **467,723** training investment (USD).
- **76** average training hours.



Environment

- **56,074** ton CO₂e total emissions.
- **199,352** m³ total water consumption.
- **286,362,720** MJ total electrical energy consumption.
- **99%** of waste recycled.

Products and Services

Bridgestone commercializes a great variety of tires for different means of transport with the names of Bridgestone, Firestone and other associated brands. The products provide security and fuel efficiency at a competitive price.

Tires

Bridgestone manufactures tires for automobiles, SUVs, trucks, buses, construction and mining vehicles, industrial and agricultural machinery, motorcycles, scooters, tire-retread materials and services, and automobile maintenance and repair.

Tire Retread

Bridgestone plays a major role in the high-mileage tire retreading industry, offering technology, consultancy and support to the truck and bus market through its Bandag brand. The tire retreading system increases the lifespan of tires, which is why it plays a fundamental role in protecting the environment, preventing hundreds of tires from being dumped in rivers or landfill sites. It also has an economic impact for consumers as it significantly reduces costs.

Golf Products

Bridgestone México sells a wide range of golf balls and clubs, in addition to sportswear and accessories. It has also sponsored several elite Mexican athletes and has been involved in various prestigious tournaments in the country, such as the Mexican Open, the Bridgestone America's Golf Cup and the World Golf Championships - México Championship, among others.

Motorcycle Tires

Bridgestone sells tires for various types of motorcycles, offering high grip, balance and maneuverability on the slopes, roads, city and other terrains.

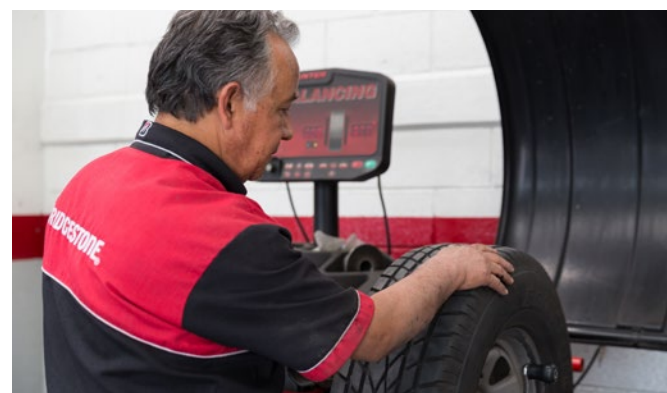
Market

Bridgestone Mexico distributes its products in Mexico and other countries. Within its divisions are the automobile, SUVs, truck, agricultural and industrial sectors, diversified products and golf; the company also has its own service centers and franchises.

There are different types of customers divided into direct and affiliated dealers, corporate accounts, original equipment, national accounts, and end users.

Recognitions and Certifications

Recognition	Granted by
Masters of Quality Supplier Award	Daimler Buses México
Supplier Quality Excellence Award	Mazda Motors Vehicles Operations (MMVO)
Corporate Social Responsibility	Awarded by CEMEFI (11 years in a row for Bridgestone México and four years in a row for Bandag)
Corporate Sustainable Footprint (Bandag)	Guanajuato State Government
Corporate Family Responsibility (headquarters)	Secretariat of Labor and Social Security (STPS)
Corporate Family Responsibility (Cuernavaca Plant)	Secretariat of Labor and Social Security (STPS)





Priority Areas



Mobility

30



People

34



Environment

44





Mobility

Accelerate innovation in sustainable mobility through advanced technologies and solutions.

Offer easier, safer, accessible and seamless mobility through our innovative technology.



Accessible Mobility

Making smooth and seamless mobility available.



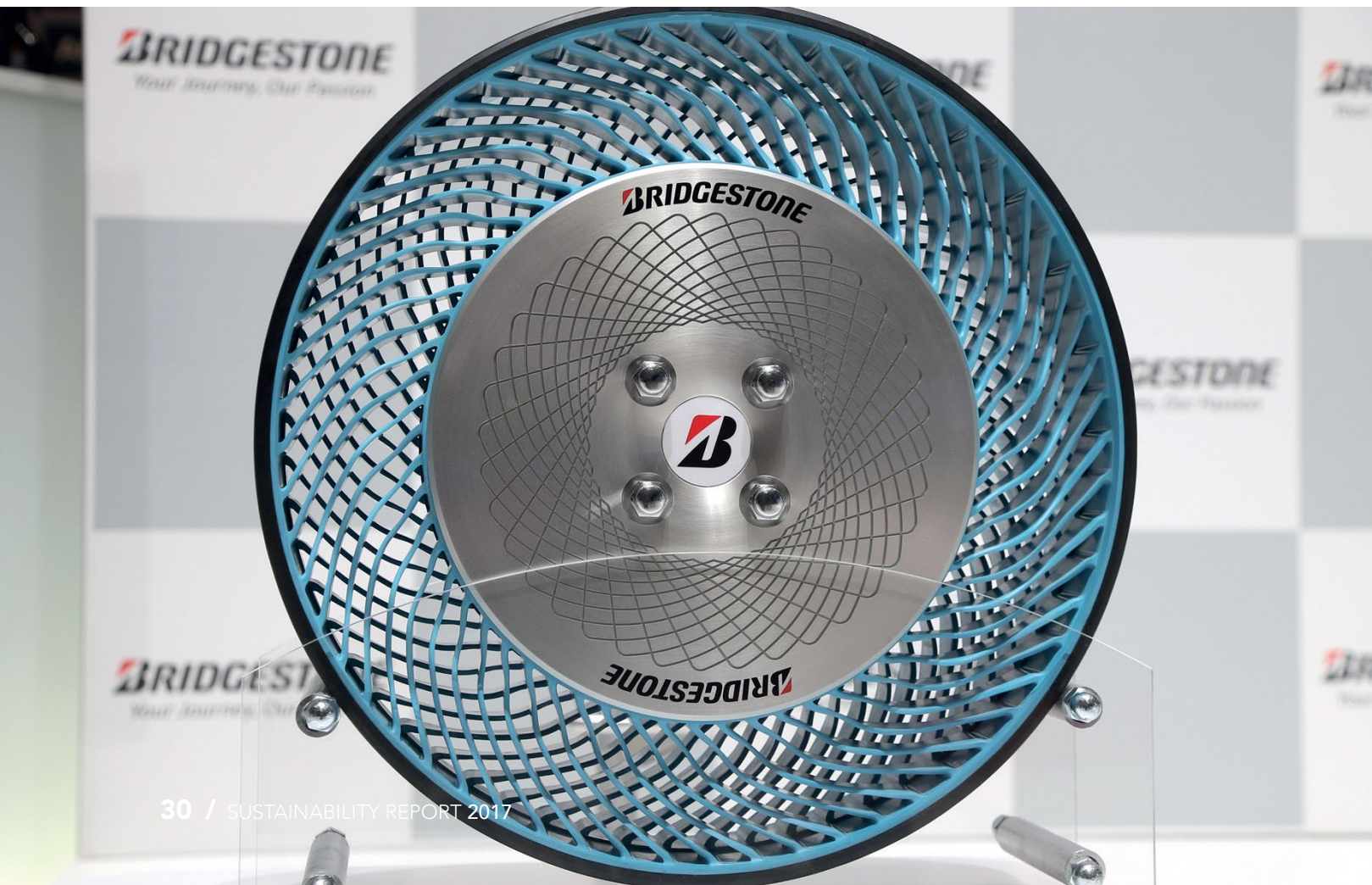
Smart Mobility

Utilizing unique technologies to improve the way people and goods move.



Safe Transportation

Utilizing unique technologies to enhance safe mobility.





Bridgestone Mexico, through innovation in its products and services, contributes to the achievement of SDG 11, Target 11.2: From now until 2030, provide access to safe, affordable, accessible and sustainable transport systems for all and improve road safety.

Bridgestone creates value for the customer and society by promoting safe mobility with its products through innovation, which not only optimizes the costs associated with the operation, but also shields the safety and quality of its tires. This is how Bridgestone Mexico supports accessible, intelligent and safe mobility in the community.



Bandag renewed its image in its **60th** anniversary by launching **“Built for Better”**.

Internal efficiencies

In 2017, the Big Idea platform was launched, designed to collect, evaluate and recognize the ideas proposed by teammates, integrated in multidisciplinary work teams with specific projects and objectives, to make the operation more efficient. The criteria under which ideas are evaluated is as follows:

- **Ideas for continuous improvement** are those that improve our products, services or processes.
- **Ideas on innovation** are those solutions for new, yet to be articulated, needs of the client or market.
- **Ideas to build a Great Place to Work** are those that increase activities of CSR, team experience or work environment.

Some of the winning ideas in 2017 were:

- The video jets elimination project to optimize the High Point printing process on the tire treads.
- Local manufacture of paint for floor signs.

- Optimization of the rubber compound mixing procedure in the tire manufacturing process.
- The WEB System traceability module that tracks orders.

New Products

- **Ecopia EP422 Plus:** Engineered to be a more fuel-efficient tire getting up to 32 extra kilometers per tank, without neglecting durability, safety, and maneuverability on any type of pavement.
- **VersaBuilt-OTR Firestone:** features the first complete line of Firestone OTR radial tires, designed specifically for small and medium-sized construction companies looking for the best quality and performance at an affordable price. It provides strong traction for loaders, motor graders, and road trucks, guaranteeing that they are able to work at full capacity in a variety of conditions, ranging from muddy to rocky surfaces.

Bridgestone Mexico also announced the development of a next-generation tire prototype that was unveiled with the new Chrysler Portal, a vehicle made for family transportation focused on the millennial generation.

The tire prototype was designed to ensure a perfect integration with the Portal design by incorporating various elements on the tire sidewalls and treads.

Bridgestone Mexico also supports accessible and smart mobility by implementing initiatives such as:

- **Think Before You Drive:** Road safety activities aimed at children, youth, and adults.
- **Seguro Llegas (Get There Safely):** A road safety program aimed at carriers.
- **“Mom at the Wheel, Instant Knowledge” Workshop:** A workshop created to train women on safe driving practices to protect themselves and their family members.





People

Employ our strengths to support our communities and enhance the way people live, learn and work.

Contribute to address health, safety and education issues in our communities.



Contributing to a safer society

Building safer communities through services, products, and corporate and individual initiatives.



Accessible and inclusive education

Expanding education and training opportunities to develop job and life skills.



Promoting healthier communities

Promoting access to the resources people need to lead healthier lives.



Material Issues

- Development of volunteer activities.
- Support for the education of the communities.
- Support to social organizations and schools.
- Actions with the community in favor of the environment.

How are They Managed?

- Through the Communications and Corporate Social Responsibility (CSR) Department.
- Our Way to Serve.
- Donations Policy.
- Annual plan of Corporate Social Responsibility and Volunteering.

Evaluation and monitoring

- Satisfaction survey on CSR and volunteering.
- Impact on the community, estimating the number of people benefited with the amount of the donation.
- Sustainability Report.

2017 Achievements

- Increased volunteers and hours volunteered.
- Partnership with DIF in Morelos State to provide school supplies for underprivileged children.

2018 Challenges

- Establish an annual plan and key indicators based on the materiality study results.
- Encourage employees to participate in CSR and volunteering actions.
- Implement an internal communication campaign to raise awareness among employees about Our Way to Serve.

Sustainable Development Goals (SDG)

- 3 GOOD HEALTH AND WELL-BEING Target 3.6
- 4 QUALITY EDUCATION Target 4.1
- 15 LIFE ON LAND Target 15.2

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Bridgestone Mexico takes a deep commitment to the communities that surround it and therefore seeks to influence them positively through various strategies. Its social initiatives are focused on the three objectives of the Priority Area of People: contributing to a safer society, inclusive and accessible education, as well as promoting healthier communities.

One of the working methods that Bridgestone Mexico executes to concretize its social initiatives is volunteering, which allows the integration and direct participation of collaborators in solving problems to transcend their environment.

The corporate volunteer program at Bridgestone Latin America North is classified in four major areas:

- **Assistance volunteering (campaigns)**
Channel philanthropic aid to communities, generating resources and fundraising. At this level are the donations that provide support in emergency situations.
- **Volunteering at events**
This refers to groups of volunteers who produce a positive impact by implementing or maintaining infrastructure and securing additional donations.

- **Skill-based volunteering**
This includes projects executed by certain companies or non-governmental organizations (NGOs) that the company works with to engage volunteers in the transfer of skills and abilities to the people benefitted.
- **Entrepreneur volunteering**
This promotes leadership and entrepreneurship skills among employees as it seeks to engage them in the medium term, through the implementation of projects that the volunteers identify and execute as part of the volunteer program. It also promotes alignment with higher objectives through proposals that are then put into practice.

In 2017, the total number of volunteers stood at 561 with 1,496 volunteered hours, achieving a positive impact on 1,822 people benefitted. Regardless of their classification, the volunteer programs at Bridgestone México are aligned with the three Priority Areas: Mobility, People, and Environment.



Volunteering results

	2016	2017
Volunteers	251	561
Volunteer hours	1,013	1,496
People benefitted	763	1,822

Contributing to a Safer Society

In addition to the products it offers, Bridgestone Mexico strives every year to contribute to a safer society through different campaigns and projects. In 2017, the initiatives were focused on safe mobility and response to disaster situations, such as the September earthquakes that occurred in the country.

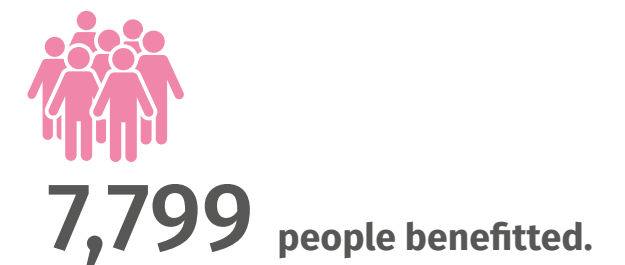


Bridgestone México, through its programs of road safety, contributes to the achievement of the SDG 3, Target 3.6: By 2020, halve the number of global deaths and injuries from road traffic accidents.

Think Before You Drive

This is one of the main social campaigns promoted by Bridgestone, implemented in Mexico over the last nine years. The campaign consists of free tire pressure checks and wear inspections at gas stations or car wash centers near the country's busiest roads, and at universities.

Some of the program modalities include Think Before You Drive University Students; Think Before You Drive Kids, and Think Before You Drive Vacations (during the Easter, mid-year, and year-end holidays). These three modalities produced a positive impact on 7,779 people in 2017.



The specific results per campaign were as follows:

Program	2016	2017
Think Before You Drive Vacations	<ul style="list-style-type: none"> • 920 tire checks • 5 days of work 	<ul style="list-style-type: none"> • 105 tire checks • 2 days of work
Think Before You Drive University Students	<ul style="list-style-type: none"> • 5,100 people benefitted • 132 tire pressure checks • 4 universities 	<ul style="list-style-type: none"> • 2,220 people benefitted • 5 universities
Think Before You Drive Kids	<ul style="list-style-type: none"> • 4,000 kids • 29 schools 	<ul style="list-style-type: none"> • 4,414 kids • 11 schools
Think Before You Drive Easter Break	N/A	<ul style="list-style-type: none"> • 265 tire checks • 985 people benefitted • 6 days of work, one at the Cuernavaca Plant
Mom at the Wheel, Instant Knowledge Workshop for blogger moms	N/A	<ul style="list-style-type: none"> • Attended by 10 moms who write for 10 different media • 100% of the attendees completed the technical and practical courses • 125,777 people reached



Seguro Llegas (Get There Safely)

Thousands of families and transportation companies drive across the roads and highways of Mexico every day. Heavy transport generates high risks, both for the driver and those around them. Therefore, in 2017, Bridgestone Mexico implemented the Seguro Llegas road safety campaign, which is unique in the industry and is aimed at transportation companies. The purpose of the campaign is to provide accident prevention information and safety recommendations in three key areas:

1. Preventing driver fatigue
2. Encouraging vehicle maintenance activities
3. Promoting tire checks and inspections

Mom at the Wheel, Instant Knowledge Workshop

This workshop was offered on the occasion of Mother's Day in 2017. The main objective was to connect with different media outlets and bloggers who write about women, lifestyle, and other sectors outside of the automotive industry. Through the training, Bridgestone Mexico shared with the attendees, safety suggestions when driving, for them and for the safety of their children, finalizing the workshop with a tire change practice. The workshop had the participation of 10 bloggers and journalists from different media outlets; who, in turn, shared information about this activity with their audiences.

Educación inclusiva y accesible



Bridgestone México, through its educational support contributes to the achievement of the SDG 4, Target: 4.1: By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and Goal-4 effective learning outcomes.



The campaign benefited

900 people and was implemented across **5 large truck fleets.**





Bridgestone Mexico recognizes the importance of education and of making this an inclusive and accessible opportunity. In 2017, the company supported the Prof. Tránsito Sánchez School in Cuernavaca, Morelos, with the donation of 3,580 sets of school supplies and 110 backpacks to benefit 217 underprivileged kids. The purpose of this project was to help kids by providing their back-to-school supplies so that they could continue their education in spite of the adversities they face. This support was given thanks to the company's institutional collaboration with the Morelos DIF (National System for Integral Family Development) branch in Cuernavaca.

The back-to-school donations were made possible with the support of 92 teammates, as well as 7 volunteers who donated 21 hours to delivering the supplies.

Promote Healthier Communities

Bridgestone Mexico believes that it is essential to contribute to ensure the necessary resources for the good health of communities and their environments. Emphasis has been placed on work to influence environmental health; therefore, the company added environmental programs in 2017, while also promoting physical health initiatives.

Bridgestone Christmas

Bridgestone Mexico supported the Eugenia Children's Home with recreational activities and the distribution of food baskets in 2017. A total of 26 Christmas gifts and 26 food baskets were collected and distributed by the company's volunteers.

The employees also donated a jumper intended to bring joy and happiness to the kids and nurture the time that they spend together at the Children's Home.



Program	2016	2017
Bridgestone Christmas	110 people benefitted	26 kids and 26 families

Llantaton Program

The purpose of this program is to promote the recovery and reuse of waste tires, avoid environmental pollution, raise awareness among the population on the subject matter, partner with the authorities to facilitate the collection of waste tires and eliminate the sources of infection that make people sick.

The program is divided into the following phases:

1. Implementation
2. Collection
3. Recycling and reuse
4. Co-processing, using waste as an alternative fuel
5. The proper disposal of tires

In 2017, this program was implemented in Cuernavaca in a joint effort with the Social Communication Department of the Secretariat of Sustainable Development of Morelos State to increase the visibility of the event through local media. A total of 128 tonnes of waste tires were collected, representing one ton more than in 2016.



Program	2016	2017
Llantatón at Cuernavaca Plant	127 tonnes of waste tires	128 tonnes of waste tires



Reforestation



Bridgestone México makes reforestation activities contributing to achieve the **SDG 15, Target 15.2:** By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally.

Trees are essential for the environmental health of communities. Bridgestone Mexico worked on this sustainability axis in coordination with the Morelos State environmental authorities to reforest the town of Tetlama in the municipality of Temixco. This reforestation benefited the community in planting plots temporary.

A total of 161 volunteers donated 1,058 hours to planting 2,450 trees.



2,450 trees planted in the community of **Tetlama in Morelos.**

Stakeholder Concerns

The materiality study carried out in 2017 included the participation of the most relevant stakeholders for the operation, who evaluated and prioritized the material issues described in this Sustainability Report. Thanks to their participation, 100% of the issues, projects and impacts of the company in the economic, social and environmental are being considered and evaluated in the process of external verification of this Report.





Help ensure a healthy environment for current and future generations.

Continually work toward a sustainable society.



In Harmony with Nature

Promote biodiversity by improving natural habitats and through education and research on the environment.



Value Natural Resources

Continually improving natural resource conservation through operational improvements and product design.



Reduce CO₂e Emissions

Continually reduce emissions of Greenhouse Gases, including CO₂, from our products' complete life cycle.



Environment



Material Issues

- Actions with the community to contribute to a better environment.
- Efficient operation.
- Sustainable use of natural resources.

How are they managed?

- Environmental Policy and Mission that monitors and supports the conservation of the environment.
- Processes for life cycle analysis of the products we offer.

Evaluation and monitoring

- Environmental Management System aligned with the ISO 14001 standard and a Clean Industry certificate for the tie-retread plant in Leon.
- Sustainability Report.

2017 achievements

- 128 tons of waste tires collected for proper disposal.
- At the Cuernavaca plant, water consumption was reduced by 5.6%.
- At the Leon plant, waste decreased by 14%.
- CO₂ emissions per ton of production decreased by 13% at the Leon plant.

2018 challenges

- New 2015 ISO 14001 certification.

Sustainable Development Goals (SDG)

- Target 6.4
- Target 12.2 and 12.5
- Target 13.2
- Target 15.2

Living in Harmony with Nature

Bridgestone encourages caring for the environment by protecting biodiversity and the natural habitats located near its operation. The company partners with the community to help ensure that the coming generations will enjoy a healthy environment while promoting the sustainability of the business in the long-term. In 2017, training and courses continued, as well as organizing environmental drawing contests and promoting voluntary initiatives, reforestation actions and waste tire collection days, in order to reaffirm the company's commitment to the conservation of natural resources.

Training and Awareness

Cuernavaca Plant in the State of Morelos

For the correct operation of the Cuernavaca plant, personnel and suppliers must be trained in different areas. During 2017, teammates participated in courses focused on the environmental management system and the protection of the environment, as well as safety issues, including the awareness of the dangers and risks derived from the handling of chemical substances.

Likewise, the suppliers were given training in environmental policy, waste management, global harmonized system, asbestos and crystalline silica management, emergency plan for spills and waste management

Environmental Mission Statement

To help ensure a healthy environment for current and future generations...

We, the Bridgestone group, are committed to continually working toward a sustainable society with integrity and in unity with our customers, partners, communities and the world around us.

Therefore, we are focused on three objectives.

- In harmony with nature**
To contribute to biodiversity through habitat enhancement, and through environmental education and research.
- Value natural resources**
To continually improve natural resource conservation through operational improvements and product design.
- Reduce CO₂ emissions**
To continually reduce emissions of Greenhouse Gases, including CO₂, from our products' complete life cycle.

The Bridgestone group's environmental mission covers all aspects of our business.

TEAMS
Operations, Environmental Communication, Community Activities, Products and Services

One Team, One Planet.

BRIDGESTONE

	Employees	Suppliers and contractors
Number of people trained	1,113	300
Number of hours of environmental training	2,271	150



In 2017

2,271 hours of training for employees and **150** hours for suppliers were delivered.



128 tonnes of waste tires were collected during the 2017 Llantaton.



2,450 trees were planted during the reforestation day in Tetlama.

In 2017, the Cuernavaca plant **did not receive a single economic penalty for non-compliance** with legislation or environmental regulations.

In addition to the trainings, in 2017 volunteering activities focused on caring for the environment were also carried out, such as the Llantaton program, which consists of the recovery and reuse of waste tires, thanks to which 128 tons of tires were collected. A reforestation day was also held in the town of Tetlama, Municipality of Temixco, in the State of Morelos. On that day, 2,450 trees were planted for the benefit of the community and its temporary planting plots.





Valuing Natural Resources



Bridgestone Mexico, through the actions of its environmental management system, contributes to the achievement of **SDG 6, Target 6.4**: By 2030, it will significantly increase the efficient use of water resources in all sectors and ensure the sustainability of extraction and the supply of fresh water to cope with water shortages and significantly reduce the number of people suffering from lack of water.



Bridgestone Mexico works to implement operational efficiencies and the correct disposal of its waste and waste, thus contributing to the achievement of **SDG 12, Target 12.5**: By 2030, significantly reduce the generation of waste through prevention, reduction, recycling and reuse activities, and **Target 12.2**: By 2030, achieve sustainable management and the efficient use of natural resources.

Bridgestone's commitment to contributing to the conservation of natural resources is reflected in its annual implementation of operational improvements that help reduce the consumption of valuable resources. This not only contributes to a more efficient operation but also helps reduce the company's impact on the environment and generate value for customers and society in general. The company reduced some of its consumption levels, compared to previous years, thanks to the actions and practices implemented in 2017.



Bridgestone supports the processes of **natural resources' optimization** with an **environment management system based on the ISO 14001:2015 standard**.



Bandag Tire-Retread Plant in Leon

Bandag believes that it is of the utmost importance to keep all employees and suppliers trained on environmental issues. During 2017, the employees received training on environmental awareness, risk management and knowledge standards, while suppliers were also trained on environmental awareness issues.

In addition, as part of the awareness program, a children's drawing competition was organized with the participation of eight children, and there were shared lectures on environmental awareness at several universities.

In this sense, Bandag received a Corporate Sustainable Footprint Award from the Guanajuato State Government during an event organized with the state authorities, the University of Guanajuato and the United Nations Educational, Scientific and Cultural Organization (UNESCO), within the framework of World Environment Day.



Employees received 637.5 hours of training on environmental issues in 2017.

No complaints or legal breaches were recorded in relation to damages caused to natural resources in 2017.



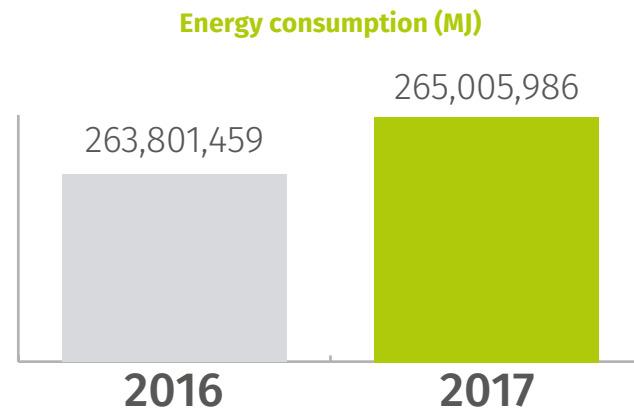
Company expects to execute its **reforestation campaigns in Leon City in 2018**.

	Employees	Suppliers and contractors
Number of people trained	45	9
Number of hours of environmental training	637.5	18

Cuernavaca Plant in Morelos State

Energy

In 2017, the Cuernavaca plant consumed 265,005,986 MJ of electricity. Although there was no decrease in electricity consumption, the increase was limited to only 0.5%.



The Cuernavaca plant also consumed 710,291 MJ for heating and 29,078,816 MJ for refrigeration. The company did not record any steam consumption or the sale of energy. Bridgestone México downloads its consumption and measurement readings from the official CFE (Federal Electricity Commission) website to ensure the reliability of the information reported.

Fuel

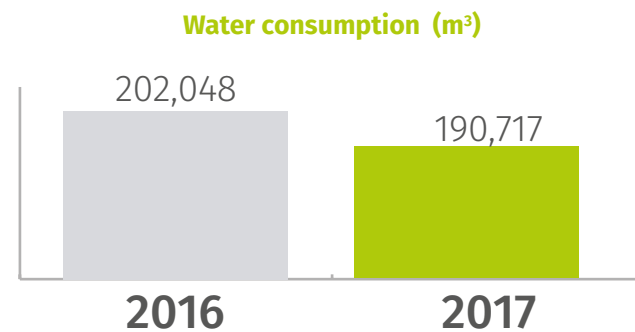
Regarding the company's energy consumption, fuel is considered a non-renewable source that is used in its daily operations, such as diesel, LP gas, and natural gas.

In 2017, the total consumption of these fuels was 321,322,921 MJ, with a 32.4% reduction in the use of diesel and a 2.6% increase in the use of natural gas compared to 2016.

Fuel Type (MJ)	2016	2017
Diesel	511,480	345,557
LP gas	11,294,640	10,334,695
Natural gas	302,834,007	310,642,668
Total	314,640,127	321,322,921

Water

All water used by the Cuernavaca plant comes from underground sources that include two wells. In 2017, the company extracted 190,717 m³ of water, representing a 5.6% reduction compared to 2016.



It also treated 82,592 m³ of water in 2017, which represents 43.3% of its total consumption, and disposed of 6,849 m³, representing 3.59% of total consumption.



The company ensures clarity by monitoring the water consumption of its processes every day and using calibrated flow meters to report consumption to the Mexican Water Commission (CONAGUA).



In 2017 the company **reduced total waste by 5.6%.**

Waste

In 2017, Bridgestone México produced 5,224,750 kg of waste, 5% corresponding to hazardous waste, and 95% to non-hazardous waste. It is important to note that the company reported a 1.5% decrease in total waste.



Waste is disposed in compliance with the **environmental guidelines** of each of the **countries in which Bridgestone operates.**



One of the environmental priorities of the Bridgestone Cuernavaca plant is to ensure proper waste management and disposal, as well as compliance with the applicable national legislation and the internal procedures established by the company's management system. Following are the disposal methods used during 2017 and the amount of waste disposed of through each:

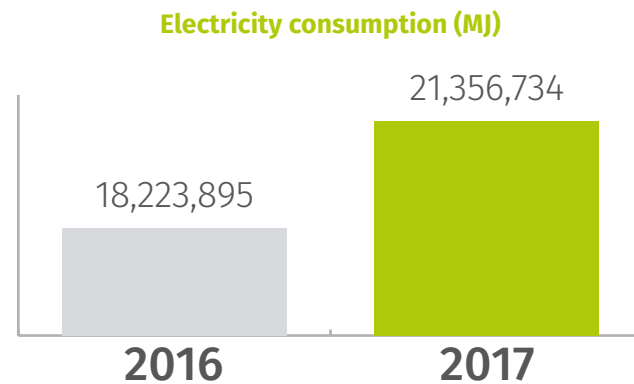
Elimination method	Hazardous waste (kg)	Non-hazardous waste (kg)	Total waste (kg)
Reuse	31,135	2,948,897	2,980,032
Composting	-	39,465	39,465
Recovery, including energy recovery	132,725	1,877,170	2,009,895
Landfill confinement	5,490	189,868	195,358
Total	169,350	5,055,400	5,224,750

The Cuernavaca plant eliminates its waste through the co-processing method by working together with Geocycle, a company that uses waste for fuel.

Bandag Tire-Retread plant in Leon

Energy

During 2017, the Bandag tire-retread plant in Leon consumed 21,356,734 MJ of electricity, representing a 17% increase year over year, based on the plant's 31% production increase.



Bridgestone improved its efficiency process power consumption ratio per ton of production.

In an effort to increasingly reduce the company's energy consumption, there were installed Skylights and LED lamps in the mixing area, while also replacing emergency lamps with low power consumption models.

Bandag plant did not record any heating, refrigeration, or steam consumption or the sale of energy in 2017.



Fuel

All energy consumed by the daily Bandag operations comes from non-renewable sources such as diesel, LP gas, and natural gas. In 2017, total consumption of these fuels stood at 9,639,302 MJ, representing a 1% decrease in total fuel consumption, thanks to the 9% reduction in diesel consumption and 1% reduction of natural gas consumption.



In 2017, tire-retread plant **reduced its fuel consumption by 1%.**

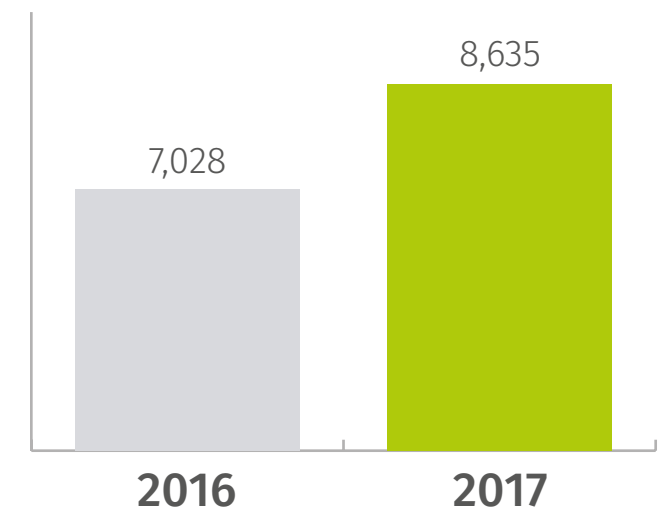
Fuel type (MJ)	2016	2017
Diesel	19,137	17,352
LP gas	554,860	617,343
Natural gas	9,163,127	9,004,607
Total	9,737,124	9,639,302

Water

All water used by the Bandag facility in Leon is extracted from municipal supplies. Total consumption in 2017 stood at 8,635 m³, representing a 23% growth year over year due to the plant's increased production.

Of the total water consumed, 100% was discharged through the municipal sewer system, meeting the parameters established by the Municipal Water Supply and Sewage System (SAPAL) and Official Mexican Standard NOM 002 issued by the Secretariat of Environment and Natural Resources (SEMARNAT). The company also utilizes a water consumption totalizer to ensure a clear understanding of consumption with the proper tracking activities.

Water Consumption (m³)



306-2



Waste

Bandag produced 169,610kg of waste in 2017, divided into 5% of hazardous waste, and 95% of non-hazardous waste.

Compared to 2016, the company reduced its total waste by 14% this year, thanks to the correct application of the Environmental Management System, the improvements implemented to ensure operational efficiencies, and the heightened awareness of all employees on the subject matter.



In 2017, the company invested **\$20,759 USD** in emissions and waste treatment and elimination programs, equipment, maintenance, materials and services, **environmental liability insurance, environmental education and training, cleaning costs, and external management system certifications.**



Consumption per ton of production **was reduced by 4%.**



The plant maintained its plan to recycle at least **99%** of the total waste generated.



In terms of the environment, Bandag prioritizes its proper waste management processes to comply with the applicable national legislation, the provisions related to the certifications obtained and the Environmental Management System’s internal procedures. Following are the disposal methods used in 2017 and the amount of waste disposed through each of these:

Elimination method	Hazardous waste (kg)	Non-hazardous waste (kg)	Total waste (kg)
Reuse	567	161,136	161,703
Recovery, including energy recovery	8,632	-	8,632
Incineration (mass burning)	0.65	-	0.65
Landfill	-	1,353	1,353
Storage on site	57.95	-	57.95
Total	9,258	162,490	171,748



Reduce CO₂e Emissions



Bridgestone Mexico through its environmental certifications contributes to the achievement of the SDG 13, Target 13.2: Integrate climate change measures into national policies, strategies and planning.*

In 2017, the company began its migration process to the 2015 **ISO 14001** version to align the company's **Environmental Management System.**

One of Bridgestone's main commitments is to reduce CO₂e emissions. That is why, consistently strives to encourage actions that contribute to reducing the impact that the manufacturing facilities produce on the environment.

Both, Cuernavaca and Leon plants perform all of these actions through the Environmental Management System, which is administrated by the Environment, Health and Safety (EHS) Department that is in charge of environmental care and prevention.

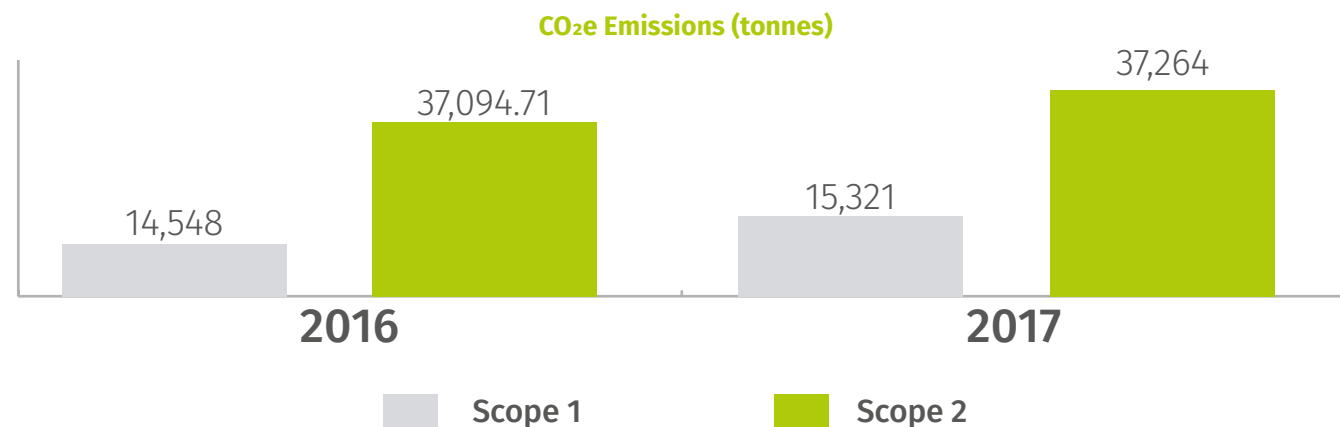
In 2017, collective emissions in Mexico totaled 64,452 tonnes of CO₂e, representing 18% increase over the 2016 emissions (54,547 ton CO₂e), in line with increased production.

*Bridgestone Mexico seeks to contribute to the globally agreed goal by the leaders of the G8 of reducing CO₂e emissions in a 50% by 2050.

Cuernavaca Plant in Morelos State

Greenhouse Gas (GHG) emissions in 2017 stood at 52,585tonnes of CO₂e. This corresponds to total gross of direct GHG emissions (Scope 1) equal to 15,231 tonnes of CO₂e, considering the company's fuel consumption, and total indirect emissions (Scope 2) equal to 37,264 tonnes of CO₂e, produced by electricity consumption.

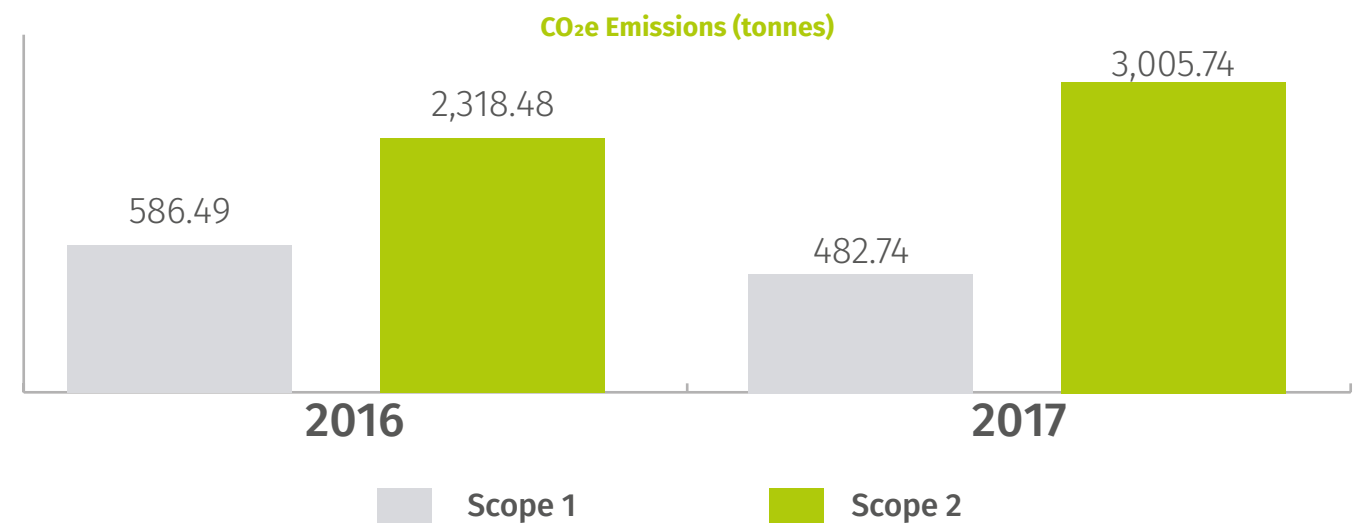
In 2017, Scope 1 emissions were up 5.3%, and Scope 2 emissions were up 0.5% due to increased electricity consumption.



Bandag Tire-Retread plant in Leon

Total Greenhouse Gas (GHG) emissions in 2017 stood at 3,488.48 tonnes of CO₂e. This corresponds to total gross of direct GHG emissions (Scope 1) equal to 482.74 tonnes of CO₂e, considering the company's fuel consumption, and total indirect emissions (Scope 2) equal to 3,005.74 tonnes of CO₂e, produced by electricity consumption.

18%
of the CO₂ emissions by fuel consumption were reduced with respect to 2016..



The company reported the following consumption of significant air emissions in 2017:

Gas	Quantity in Kg or its multiples in 2016	Quantity in kg or its multiples in 2017
NOx	0.46 tonnes	0.08 tonnes
SOx	0.00 tonnes	0.00 tonnes
Volatile organic compounds (VOC)	41.89 tonnes	45.05 tonnes
Particles (PM)	0.00 tonnes	0.03 tonnes



Management Fundamentals



Compliance and Fair Competition **60**

Business Continuity (BCP) and Risk Management **66**

Human Rights and Labor Practices **70**

Industrial Hygiene and Safety **82**

Procurement **92**

Quality and Customer Value **98**



Ensure excellence through compliance and integrity.

The company builds trust with all stakeholders by ensuring that ethical decision-making guides responsible business practices across its operations.

Compliance Fair Competition



Ethics

Bridgestone Mexico maintains high ethical standards to ensure compliance with applicable regulations at both the national and international levels. In the daily operation, the company encourages and reinforces best practices to ensure fair market competition.

Code of Conduct

The company nurtures an atmosphere of respect and tolerance in the workplace. The expected behaviors are specified in the Code of Conduct of the Bridgestone Americas Compliance Center (BACC). Thanks to it, the most important issues on the subject matter are prioritized with guidelines established to make sure that all Bridgestone Mexico employees can make sound ethical decisions.

Ethics Committee

Ensuring compliance with the Code of Conduct is a priority for Bridgestone Mexico and therefore there is an Ethics Committee made up of representative of all areas of the subsidiary. Ethics Committee's main function is to address the doubts and concerns that arise with respect to any breach or interpretation of the guidelines established in the company's internal policies or procedures. The committee had 12 members who met 16 times in 2017.

The company implemented several ethics related-actions in 2017, such as the delivery of information leaflets to all employees to support the culture of ethics and the standards established in the Code of Conduct. The Ethics Week is carried out every year. Its main objective is to reinforce knowledge and train all workers on key issues, such as the Code of Conduct and the complaints reporting mechanisms.



100% of **employees** were **trained** on issues described in the **Code of Conduct**.

Bridgestone Mexico has an **Ethics Committee** made up of **12 members** who met **16 times in 2017**, to address the company's **issues related to ethics**.

In 2017, the Ethics Week was held to build a **culture of ethics and compliance** across the company.

Training

Bridgestone Mexico maintains a firm commitment to training its team on matters related to the Code of Conduct. In 2017, 100% of the staff completed training on aspects related to rights and responsibilities in a work environment based on a culture of ethics that begins when employees join the company and receive basic training during their induction process, which is reinforced every day by the company.

Complaint Reporting Mechanisms

Bridgestone México recognizes the importance of opening accessible and transparent communication channels so employees can report problems or breaches of the Code of Conduct.

The established mechanisms are absolutely confidential and can be used to report and address cases and concerns about ethical dilemmas. These channels also allow employees to express their doubts and obtain answers to questions regarding the guidelines to ensure compliance with corporate policies.

They have access to the following complaints reporting mechanisms:

- Direct communication with the manager or with the Human Resources Department.
- Direct communication with the Legal Department.
- Communication with the Ethics Committee.
- The Ethics Line: 00 800 011 1100.
- Mailboxes.

In 2017, nine complaints were received through the ethics lines of Bridgestone Mexico. Each of them was given the necessary follow to resolve them.

Fight against Corruption

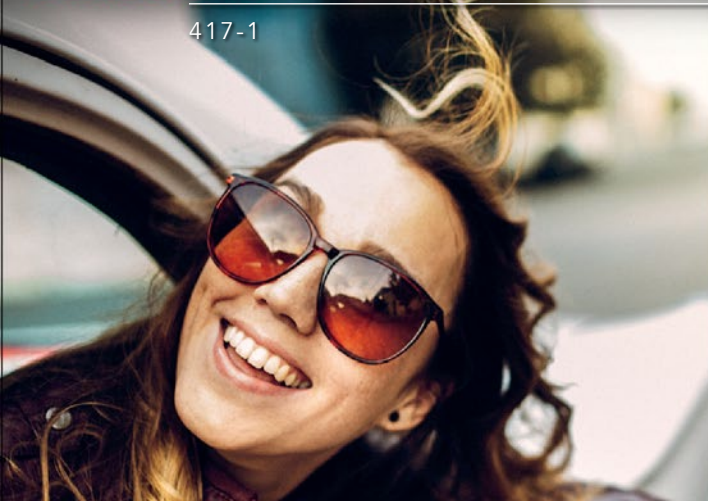


Through training in ethics and anticorruption, Bridgestone Mexico contributes to the achievement of the SDG 16, Target 16.5: Substantially reduce corruption and bribery in all its forms.

In addition to ethical compliance, Bridgestone Mexico makes efforts to avoid corruption and conflicts of interest at different levels. In 2017, training was given to key personnel, whose position implies risks of this type, for which 4.7% of the employees were more widely trained to make better decisions in this type of situation.

Because of the efforts in training and the ethical culture that seeks to remain in the company, in 2017, there was no confirmed case of corruption or any fine for noncompliance with national or international laws or regulations.





Con Bridgestone siempre ruedas protegido y tranquilo.

Con la nueva

GARANTÍA CONTRA GOLPES Y CORTES

Protege tu llanta con \$80+IVA o menos y si sufre un daño fortuito que la deje inservible o irreparable te damos una nueva.



Responsible Marketing

Bridgestone Mexico is responsible for its advertising materials, and as such, executes campaigns with the highest quality standards that adhere to the provisions established by the Federal Consumer Bureau (PROFECO).

The Legal and Marketing Divisions work together to assess and approve the company's advertising and promotional materials, to ensure the proper ethics approach from a marketing perspective and compliance with the guidelines established by the applicable legislation.

Bridgestone Mexico believes that it is important to assure customers that the advertising campaigns fully reflect the true quality and characteristics of the products marketed. The price of the goods is determined by the legal regulations applicable to the operation.

Advertising campaigns and promotional materials **comply with the applicable legislation** in each of the **countries where Bridgestone operates.**

Personal Data Protection

A relevant aspect in the framework of regulatory compliance for Bridgestone Mexico is the protection of personal data, both from employees of the company and from those who aspire to join it. All your information is protected through the corporate Privacy Notice, establishing the specifications and guidelines to ensure that personal data held by the company are properly treated.

Dialogue with Stakeholders

Communication is a key element in the relationship that Bridgestone Mexico maintains with its stakeholders. This connection is simpler if the available digital spaces are used to disseminate relevant information and facilitate dialogue and direct opinion exchanges.

Social networks are indispensable to this communication, as they allow Bridgestone Mexico to ask customers what they want and need, while also asking them about their perception of the brand. In 2017, Bridgestone's interaction with its customers in these platforms allowed it to establish contact with 157,200 fans on Facebook and 23,271 followers on Twitter.

Memberships



Through the formation of alliances and the collaboration with the industry, Bridgestone Mexico contributes to the scope of the SDG 17, target 17.17.

Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.

Bridgestone Mexico considers itself a driver of free competition and healthy development of the industry in the country. Consistent with its philosophy, it participates in events and initiatives that promote these objectives, joining alliances and collaborations that favor more efficient and accurate contributions.

Bridgestone relies on a **diversity of communication channels** to attend its stakeholders on a constant basis.



During 2017, the company partnered with:

- The National Chamber of the Rubber Industry (Cámara Nacional de la Industria Hulera, CNIH).
- The National Association of Tire Distributors and Tire Retreaders of Mexico (Asociación Nacional de Distribuidores de Llantas y Plantas Renovadoras de México, A.C., ANDELLAC).
- The Technical Secretariat of the National Council for the Prevention of Accidents (Secretariado Técnico del Consejo Nacional para la Prevención de Accidentes, CONAPRA).
- Habitat for Humanity (Fundación Hábitat para la Humanidad).

Bridgestone Mexico believes that it is essential to collaborate with these organizations and collaborate with them by joining their work committees, exchanging best practices, and engaging in open dialogue to stay abreast of the most relevant legislative changes that could affect the business.



In 2017, Bridgestone Mexico worked with **four organizations to boost fair trade and competition** in the industry nationwide.



Prevent and mitigate operational risks.

The company anticipates, prevents and mitigates risks, but when crises arise, it protects its people, property, and profits.

Business Continuity and Risk Management



Corporate Business Continuity and Crisis Management Program



Bridgestone Mexico through its crisis management program contributes to the achievement of the SDG 16, Target 16.6: Develop effective, accountable and transparent institutions at all levels.

At Bridgestone, risks are anticipated, prevented, and mitigated. **The people, the company, and its revenues are protected during a crisis situation.**



35 tonnes of food to those affected by the earthquakes in Mexico.



82,237 mxn to support the employees affected by the earthquakes.

Crisis management is key to ensuring business continuity; therefore, Bridgestone Japan divides potential risks into two categories: business strategy and operational risks. Bridgestone has prepared an emergency response plan for critical situations that affect operations in both cases. This plan was designed by Bridgestone Americas with the purpose of responding to situations that:

- Require actions by the national leaders of the country affected to resolve issues that may produce an impact on human health, safety, the environment, assets, and the operation's reputation.
- Require actions by organizations in the affected country with the support and leadership of Bridgestone Americas Tire Operations Latin America (BATO-LA) or other company businesses operating in the country, when necessary.



The emergency response plan is managed and evaluated by a Crisis Committee whose objective is to provide the necessary tools to the decision-makers, to ensure a quick, effective and structured response.

The committee is a vital element to ensure business continuity during critical times. Its particularity lies in the fact that there are issues that must be addressed by the corporate headquarters, and others for which the region assumes the authority and responsibility to take actions and report on these matters.

Both, Cuernavaca and Bandag Tre-Retread plants, have been certified by the U.S. Customs-Trade Partnership against Terrorism, (C-TPAT). They also have the Bridgestone certificate to serve as an Authorized Economic Operator in Mexico validated by the local Tax Administration Service.



Se donaron

usd 161,000 were donated for the rebuilding of **16 houses** in the State of Morelos. Morelos.

Actions in Response to Earthquakes

The company activated this program in 2017, to ensure the company's business continuity after earthquakes shook several states in Mexico. No structural damages were found at the plant in Cuernavaca; however, a nearby fence collapsed due to external factors and the Civil Protection Agency restricted the power supply as a precautionary measure. Once power was reestablished, the plant's operations went back to normal.

In addition, because of the major havoc suffered by its neighboring community, Bridgestone Mexico team collected and donated 100 kg of food, 300 raincoats for volunteers, and MXN 89,000 through the Red Cross. The company also took a needs' census among its employees in Morelos who suffered serious damage to their homes and provided aid with digital wallets.

Bridgestone México joined forces with Habitat for Humanity Foundation in México and donated USD 161,000 to rebuild 16 houses in the municipality of Tlaquiltenango, one of the towns that suffered the greatest damage in the State of Morelos.

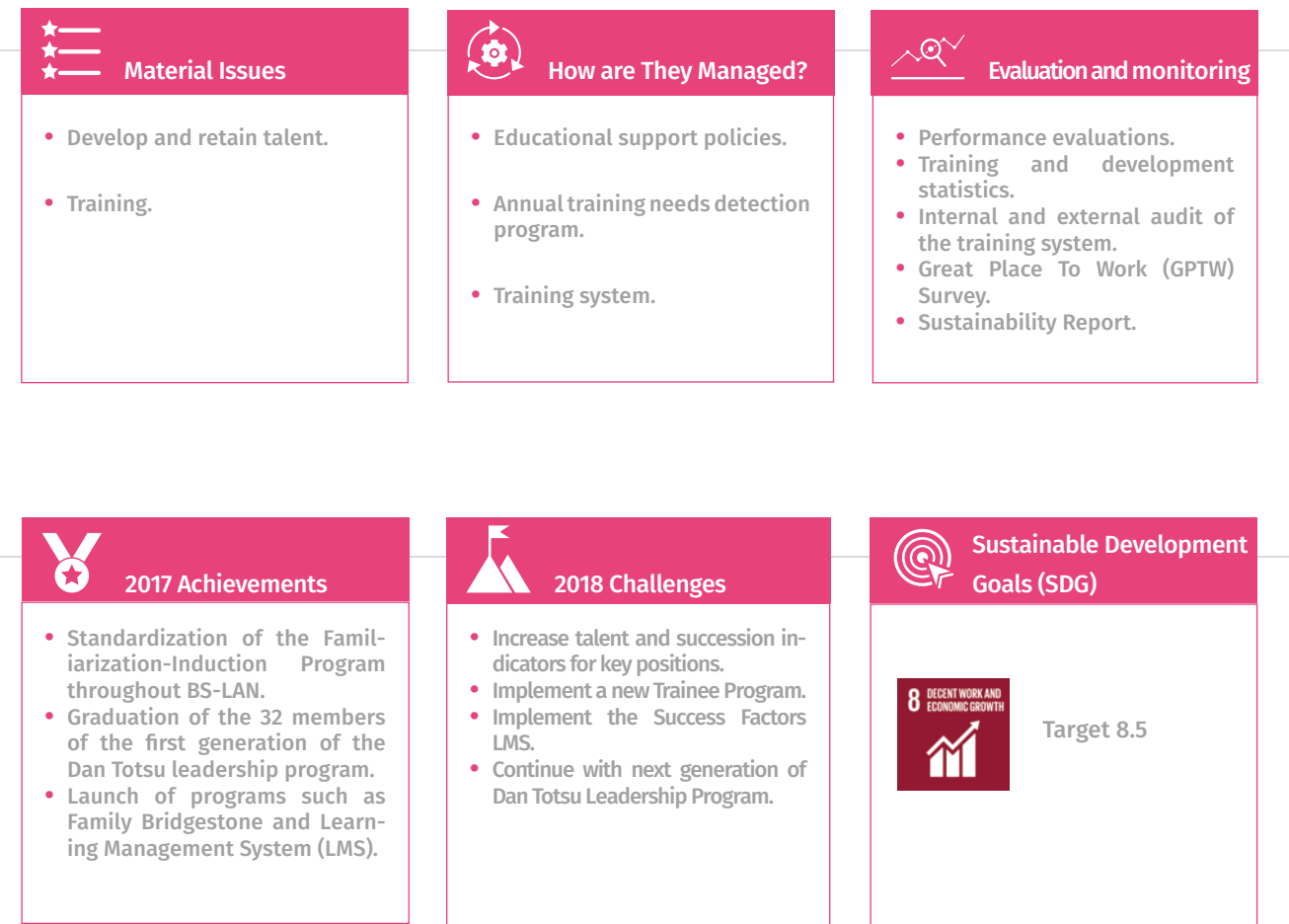
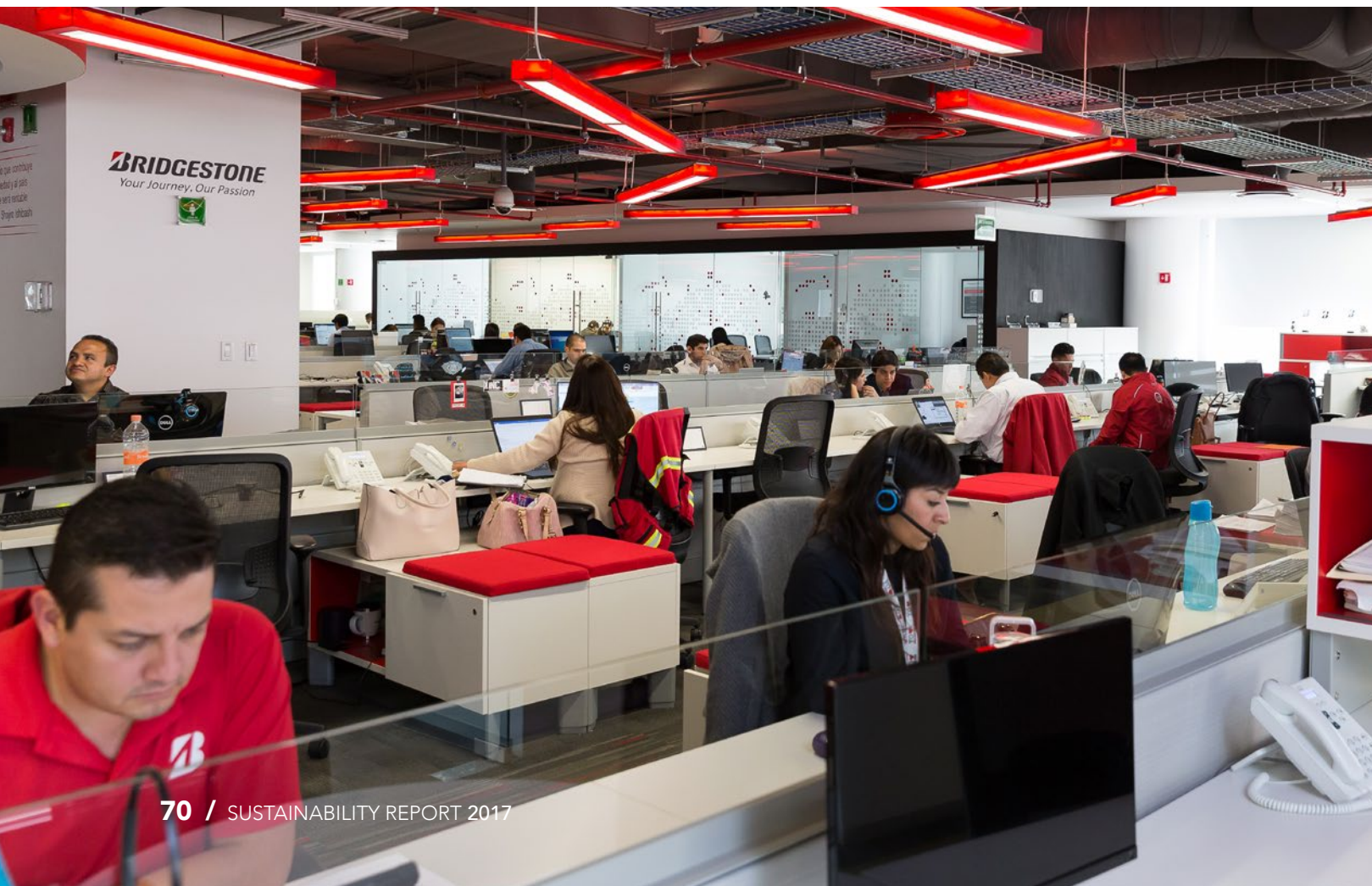




Promote respect for fundamental Human Rights and responsible labor practices.

The company fosters an inclusive culture in which all Bridgestone entities and locations adopt and apply ethical labor practices, build trust with teammates, and embody respect for diversity and for fundamental Human Rights.

Human Rights and Labor Practices



Human rights

Bridgestone Mexico respects Human Rights, as it believes that they represent a pillar to ensure harmonious relations with society and sustainable development. The company recognizes their importance, as Human Rights are a Management Fundamental of the business model, and the company consistently strives to find ways to design strategies that create a positive impact.



7% of the workforce is made up of **women.**



103,898 hours of training, with **76 hours per employee** on average.



151 new hires.

Bridgestone México cuenta con cuatro políticas corporativas que profundizan en los lineamientos para asegurar el cumplimiento de los Derechos Humanos en su cadena de valor:

1. General code of conduct

This code recognizes that the employees of the Bridgestone Americas team are the most valuable resource and the key to success.

The company believes that to achieve this, everyone should be treated with respect and dignity at all times and without exception. This information is included in the section on the Promotion of Respect and Dignity where, in addition, it is made clear that the company will not tolerate any behavior that encourages an intimidating, hostile or offensive work environment.

2. Harassment, discrimination, and retaliation prevention policy

Bridgestone Mexico firmly believes that diversity enriches teamwork. Therefore, there is a policy that promotes a workplace free from harassment, discrimination, and reprisals on the basis of any characteristic such as race, ethnicity, color, mental or physical disability, age, sexual orientation, sex (including pregnancy, childbirth, lactation, or related medical conditions), gender identity/ expression, marital status, citizenship status and any other characteristic protected by federal, state, and local laws.

3. Human rights policy

This policy focuses specifically on the issue of Human Rights, by explicitly prohibiting discrimination in any corporate activity carried out by Bridgestone México based on ethnicity, nationality, sex, age, language, religion, creed, social status, disability or any other related factor.

Our policy also prohibits harassment and establishes that no Bridgestone member will speak or act in a manner that denigrates the individual dignity of another person. Under this same philosophy, child labor is prohibited in all of the countries in which the company operates.

4. Sexual misconduct and harassment policy

The purpose of this policy is to encourage a workplace free of sexual harassment and misconduct by any employee, especially in their work relationships within the Bridgestone Latin America North business units. The policy also recognizes the importance of Bridgestone assuming its responsibility for the implementation of effective processes to prevent and punish bad behaviors, under the oversight of the Investigation or Ethics Committees.

Open door culture

In addition to specific policies, Bridgestone strives to build a culture of open communication and free expression in order to nurture an environment where the team respects each other. An Open Door Culture was created to encourage employees to feel comfortable sharing their suggestions and concerns. This type of work environment fosters relationships that address challenges directly, by creating a problem-solving culture and facilitating productivity.

In 2017, Bridgestone Mexico reinforced its Human Rights culture among all team members by training its staff on this issue during Ethics Week. The online training courses taught to all members of the team focused on the values of integrity, respect, ethics, and compliance.

Workplace inclusion and diversity

Bridgestone Mexico seeks to integrate diverse profiles in our work team. The company recognizes that labor inclusion is fundamental to human and economic development, both for the company and stakeholders alike.

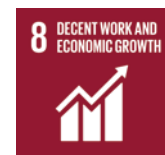
In 2017, the company continued to nurture gender equality in the workplace by hiring 15 women who joined the Bridgestone Mexico family.





102-8, 102-41, 401-1, 404-1, 404-3, 401-2, 404-2

Labor practices





Through its labor practices, Bridgestone Mexico contributes to the achievement of the SDG 8, Target 8.5: By 2030, achieve full and productive employment and decent work for all women and men, including for young people and people with disabilities, and equal pay for work of equal value.

Bridgestone México recognizes that its employees are the central force that drives the company and that serves as a pillar for its sustainability. The company's business profitability is built on the basis of the capabilities, motivation, security, and integral development of human capital, as well as the satisfaction and trust of all stakeholders.

Employees

In 2017, the Bridgestone Mexico team had 1,491 employees, 7% (101) of which are women and the remaining 93% (1,390) are men. The company hired 151 new employees over the course of the year, adding 15 women and 136 men to the workforce. A 65% of all Bridgestone Mexico staff members are part of a collective bargaining agreement. The employee turnover rate stood at 0.72% per month.

Gender	Category	Total number of employees
 Men	Under 30	291
	Ages 30-50	946
	Over 50	153
 Women	Under 30	32
	Ages 30-50	67
	Over 50	2
Total		1,491

The Bridgestone Mexico workforce information and statistics are obtained from the company's databases for December 31, 2016 through December 31, 2017. They consider only full-time collaborators.

	2016	2017
New hires	121	151
Turnover %	0,47%	0,72%
% of union workers	64%	65%

Training

Bridgestone Mexico seeks to nurture the development of its team members. The improvement of the skills and abilities of the team members is essential to building a work environment that provides challenges to ensure their professional development. Daily operations include efforts to provide complementary training to each employee, and these efforts are reflected in the positive contributions that each one makes by contributing their ideas and work on projects that nurture quality at work and creativity for innovation.

In 2017, a total of 1,359 employees were trained, including senior management, middle managers, assistants, and operators. This implies that 91% of Bridgestone Mexico staff members received some type of training over the course of the year.

The company imparted a total of 103,898 hours of training, for an average of 76 hours per employee. Bridgestone Mexico invested USD 467,723 in training in 2017, representing a 151% increase over 2016.

	2016	2017
Total number of employees trained	1,254	1,359
Total hours of training	39,507	103,898
Total number of employees trained	31.5	76
Total hours of training	USD 186,166	USD 467,723



91% of all employees received training courses in 2017.




67 hours of training for women on average.





Professional categories	Total number of employees (men)	Total hours of training	Average hours of training	Total number of employees (women)	Total hours of training	Average hours of training
President	1	16	16	0	0	0
Vice Presidents	4	153	43	1	49	49
Directors, managers, or area representatives	37	1,742	46	4	132	33
Middle management	143	6,551	46	17	1,479	87
Professionals	154	8,800	57	67	4,407	66
Assistants				3	89	30
Operators (plant)	923	80,280	87	0	0	0
Others	5	224	45	0	0	0
Total	1,267	97,742	77	92	6,156	67


USD
\$467,723 invested in employee training.

Performance Assessment

Bridgestone Mexico values the role of continuous feedback as a means that permits employees to discover opportunities to improve their talent.

All employees are subject to regular performance reviews both in the middle and at the end of each year. In 2017, 100% of all employees received a performance review.

In order to ensure an effective performance process, Bridgestone Mexico applies the Performance Management and Appraisal System (PMA) to set simple and clear metrics for each employee. The results indicated the solid performance of 78.5% of the employees, while 4.5% exceeded expectations.



'On Target' Performance Evaluation System

Another evaluation program is called On Target. It is a system that seeks to determine each employee's level of compliance with safety, productivity, quality, and behavior based on the requirements established for each position. In addition to measuring individual goals, the program permits the systematic, objective and comprehensive measurement of professional behavior and results; that is, what people are, do, and achieve.

The system consists of two parts: practice, assessing job knowledge and skills, and behavioral, which focuses on the attitude of the people; that is, in their competences. All the unionized employees, the supervisors, area managers, as well as the labor relations and training areas participate in it.

Union workers complete the general process every two years, which must also be applied to all new hires, when someone is moved into a new job, and for special requirements.

Talent Attraction, Retention, and Development

Bridgestone Mexico is a company that takes responsibility for its stakeholders. The company knows that in order to deliver the best quality of customer service, it must have the best talent, ensuring their well-being in the workplace. The organization engages in a variety of activities to achieve this goal, aimed at attracting, retaining, and developing its talent. Some of these activities are described as follows:

a) Professional Bridgestone Experience

This program seeks to generate a solid link with the university community. Through it, the talent of young university students is evaluated and retained. They want to strengthen their academic knowledge and gain professional experience with an internship and the possibility of being hired at the end of the same. In 2017, 50 interns participated in the program and 14% of them were hired to work full-time at Bridgestone Mexico



14% of the Bridgestone Professional Experience **trainees were hired** at the end of their internship.



Work-Life Balance

Bridgestone Mexico respects the work-life balance of each of its team members, which favors enhanced performance in all daily activities and seeks to ensure the overall well-being of each of its workers. Thus, the company strives to ensure that its work-life balance initiatives benefit them and their family members.



Bridgestone Mexico earned the Great Place to Work certificate for the 4th year in a row. Being ranked as a Great Place to Work is a **reflection of the commitment** and trust between the organization and its employees.

a) Family @ Bridgestone

Bridgestone Latin America North believes that it is essential to incorporate its employees' family members into the organization's culture and spaces. In 2017, it relaunched cultural initiatives that link families to work through the Family Bridgestone program. Four pillars support this program: Parents School, Kids at Bridgestone, Health, and Diversity.

The Family Bridgestone program seeks to strengthen family-work ties to create spaces that nurture the team's life balance and teamwork, as well as their inclusion and commitment to the organization.

The Parent School consists of carrying out three or four workshops per year and seeks to reach more than 2,000 parents in the region. The talks are aimed at employees and their families, with the aim of providing support and guidance to parents around the education and values of their children.

Kids at Bridgestone is a new initiative that was recently launched to focus on the employees' children ages 3 to 12. One hundred kids participated in the Bridgestone Mexico program in 2017, at both the Cuernavaca plant and Palmas head office. This new benefit was created to make it easier for parents to handle childcare when the kids get the last Friday of school off each month, because of the school administration activities. Thanks to this initiative, the team shares its learning space with the children through a variety of activities.

Bridgestone Mexico also developed the Bridgestone Olympics as part of the Wellbeing pillar of this program. The Olympics seek to nurture spaces that promote teamwork, the integration and interaction of employees from different departments and locations and a healthy lifestyle, through sporting activities.



b) Mentoring for Leaders

As part of the initiatives created to develop talent in Bridgestone Latin America North Region, the company implemented the Mentoring Program at a regional level in 2017, to allow the team to exchange experiences, develop competencies and receive guidance through their Mentor-Mentee relationships. The program, which focuses on workers with strong potential across the organization, began in September 2017 with 10 high potential team members, and is structured as follows:

1. Interest and learning areas
2. Build the mentor-mentee relationship / objectives
3. Maintaining the relationship
4. Measure of effectiveness

The program, which focuses on members of the team with strong potential across the organization, was started in September 2017 with 10 high potential members.

c) Dan-Totsu Leadership Program

It is a diploma coordinated with the ADEN International Business School that aims to train Bridgestone employees through a comprehensive platform that strengthens their business skills and develops leadership skills in them. The first generation of this program graduated in 2017 with 32 participants and 120 hours of training. The collaborators that have been part of this program - or will do so in the future - acquire a perspective and a vision that will allow them to continue guiding Bridgestone on their Transformation Journey.



32 employees graduated from the **Dan-Totsu** leadership program.

The team players benefitting from the implementation of this activity in the Cuernavaca plant and the Palmas head office in 2017, are as follows:

- 208 soccer players.
- 40 basketball players.
- 80 bowlers in Cuernavaca.
- 15 bowlers in Palmas.
- 35 ping pong players.
- 11 female soccer team players.

Bandag held soccer and bowling tournaments with the participation of 30 team members in each activity.

The company also held the 2017 Health Fair with a focus on nutrition and wellness mapping, reaching a total of 230 employees and 65 family members at the Cuernavaca plant. The 2017 Health Day at the Bandag Tire-Retread plant was based on the SOLVE Workshop benefiting 52 employees and 47 of their family members.

Benefits

Bridgestone Mexico seeks to create an atmosphere of certainty and stability so that each employee can make specific plans, have the means required to face situations of need, and enjoy a good quality of life. This increases the bonds of trust between the employees and the organization, guaranteeing peace of mind for all and creating a sense of internal cohesion.

Bridgestone provides benefits superior to those established by law for its non-union employees, with a complete compensation plan through its Key Flex platform that includes:

- Base salary
- Vacation days
- Grocery vouchers
- Year-end bonus
- Savings fund
- Vacation bonus
- Variable compensation
- Statutory profit sharing
- Performance bonus
- Cafeteria services
- Coverage by the Mexican Institute of Social Security (IMSS)

Bridgestone Mexico also offers its union workers benefits above those required by law, such as a production bonus, vacation bonus, uniforms, incentives for perfect attendance records, paternity leaves, and permissions to take days off for close family-member funerals, among others.

Recognitions

The recognition of the talent and the efforts made by the team is essential to reinforcing their ties to the company. Bridgestone Mexico understands this as a key factor in motivating the team and promoting desirable actions and behavior across the organization. Each year, the following awards are presented:

- Seniority Recognition (BSMX).
- Bridgestone President Awards (BS-LAN).
- Bridgestone Americas Awards (BSAM).
- Bridgestone Group Awards (BSJ).

Bridgestone Group launches an annual invitation to nominate a project, idea or activity that has produced a positive impact on one of the following categories:

- Achievements
- Mobility
- People
- Environment
- Management Fundamentals

This award recognizes the employees that contribute to the business with their initiatives and go the extra mile in their daily work activities as they reflect the Bridgestone Essence.

a) Bridgestone President Awards

This award is given to employees selected for their performance or for making high impact contributions to the business. In addition to the recognition itself, it is accompanied an incentive of 300 USD. In 2017 this award was granted to 56 collaborators who completed a total of 14 projects.

b) Employee seniority recognition

Each year, the company holds a special ceremony to honor those who have reached a certain level of seniority within the organization. The activity consists in a dinner attended by approximately 100 people, where the recognitions are awarded.

Retirement Program

Bridgestone Mexico is concerned about providing its staff members with a seamless and simple transition when they retire, so the company implemented the



56 employees received initiative **awards** in 2017.

Self-Placement Package in 2017, which it offers to employees before they retire.

The package contains personalized advice on the main procedures related to the retirement process. Its purpose is to provide comprehensive direction and guidance for the team members, based on their personal and business interests, and symbolically thank them for everything they did while working for the company. The package includes the following services:

- Self-placement consulting, which includes eight sessions with a consultant to identify knowledge, skills, achievements, and management of a contact network to create an occupational plan at both a personal and professional level.
- Advice on the IMSS Pension program, to determine the number of weeks on record, average salaries, and the amount that retirees can expect to receive through the IMSS Pension plan.
- Help with processing the retiree's pension plan, which includes discussing the IMSS Pension Procedure with a consultant including the AFORE retirement savings fund pre-application, submitting the application to the IMSS, the retirement system eligibility document, the pension resolution, registering the retiree, and applying for the corresponding refunds from the AFORE and the INFONAVIT Housing Savings Funds.





Safety always comes first.

At Bridgestone, we make safety a business value. Creating a safe working environment for all is everyone's responsibility.

Occupational Health and Safety



Occupational Safety

The Bridgestone Safety Mission seeks to promote the health and safety of all employees, complying with the law and with the bylaws established for each workplace.

The company has a variety of mechanisms that it utilizes to preserve and guarantee that the operation at each Bridgestone work center complies with the highest safety standards. These include different committees that support risk management and evaluation activities, as well as training, events, drills, and even initiatives that involve the employees' family members, thus nurturing a culture of safety at all levels, both inside and outside of the workplace.



Through medical assistance and the promotion of a healthy life style, Bridgestone Mexico contributes to the achievement of the SDG 3: Ensure healthy lives and promote well-being for all at all ages.



Health and Safety Committees

The existence of occupational health and safety committees is considered a key management mechanism for these issues that are fundamental to Bridgestone Mexico.

The following committees are present in each plant:

Plant	Committee	Members	Function
Bandag	Health and Safety Committee	8 members	Identify and prevent health and safety risks for workers at manufacturing facilities.
Cuernavaca	Health and Safety Committee	32 members	Perform ocular checks of employees to prevent accidents that could be caused by unsafe conditions and behaviors.
	Risk Analysis Committee	24 members	Analyze the activities performed with new or modified equipment, to reduce possible risks.
	Civil Protection Committee	7 members	Verify compliance with the conditions established by the Civil Protection Act.

Bridgestone Mexico has formal joint Health and Safety Committees that are responsible for following up the health and safety indicators on these topics. Employees of the organization compose such committees.

Cuernavaca plant reported 20 accidents in 2017, one less than in 2016. The rate of working lost days was 27.51 for men and 0 for women. Absenteeism was reported at 4%, which is 5% lower than the rate reported in 2016.





Three accidents were reported at the Bandag Tire-Retread plant, representing an increase over 2016, when the plant had one accident. The rate of working lost days was 187.19 for men and 0 for women. The registered absenteeism rate was 0.28%; that is, 97% lower than the rate reported in 2016.

Absenteeism rate		
Plant	2016	2017
Cuernavaca	4.19	4
Bandag	11	0.28

Awareness Programs

Bridgestone Mexico is aligned with internal and external rules and regulations in order to reinforce the principles of employee safety and protection. It also conducts relevant activities to raise awareness through initiatives that promote a safe work environment. In 2017, Bridgestone Mexico carried out the following activities:

Safety Campaigns

The company ran several campaigns to raise awareness about safety and security issues among all staff. Some of the campaign themes included: “The rule of three meters between pedestrians and industrial vehicles”, “the Frank Bird accident prevention pyramid”, and “The eight plant safety rules”, among others.

“Safety and the Bridgestone Family” videos

This strategy allows employees to focus on the value of making it home after work by showing pictures of their family members, stressing that safety starts with oneself and that it is everyone’s responsibility.

Talks, brochures, and news bulletins

The basic rules of fire prevention, rules of use and driving forklifts, work gymnastics and safety projects, were distributed among all team members through these simple and graphic means.

SOLVE Workshop

This workshop was carried out in a joint effort with the Secretariat of Labor and Social Security (STPS) and with the National Chamber of the Transformation Industry (CANACINTRA). It was based on the psychosocial risks found in the work environment, thus promoting a safety culture and compliance with the goals set on the subject matter.

Drills and brigades

In 2017, 64 drills were conducted in an effort to strengthen the capacity to react to different types of situations, both at the Cuernavaca and Bandag manufacturing facilities.

These actions are part of the Internal Civil Protection Program. The situations covered by these drills include:

- Evacuation due to earthquakes.
- Fire with the deployment of brigades and their equipment.
- Entrapment, rescue, and first aid.
- Emergencies with firefighters.
- Mill drills.
- Hot Mix Drill.

The drills and responses to these types of situations would not be possible without the work and preparation of the Bridgestone Mexico brigades. In 2017, the company formed and strengthened the following brigades:

- Evacuation brigade.
- Communication brigade.
- First Aid brigade.
- Firefighting brigade.
- Search and rescue brigade.

In order to consolidate this Internal Civil Protection Program and comply with the requirements stipulated by the corresponding authority—the State Civil Protection Coordination Office—Bridgestone Mexico provided the evidence requested to verify that it operates in accordance with the law and has the necessary prevention measures in place.

Some of the evidence included in this delivery featured the maintenance program, the directory of external aid organizations, the training calendar, and the drills program with a script and the scheduled chronology, among others.

Safety strategy

The safety strategy proposed by Bridgestone Mexico is based on a series of specific actions entitled my Safety Line 4+3=0 (four pillars + three solid bases equal to zero accidents). The tools comprising this strategy serve to observe people’s behavior and risks inside the plant, obtaining a diagnosis that strengthens the prevention base.

These coaching tools include:

- The Friend Helping a Friend Methodology (AAA) that is used to provide feedback on the behavior observed.
- PIT Coaching (industrial vehicles).
- PED Coaching (pedestrians).
- 3S Coaching (selection, order, and cleaning).
- LOTO Coaching (blocking of power sources).
- Safety warnings (unsafe conditions and/or behaviors).

In 2017, this strategy began with the management base and will be gradually rolled out by stages to all employees.





All union and non-union employees are entitled to the same rights and have the same duties in terms of health and safety in the workplace.



Bridgestone provided **5,790** hours of training on health and safety matters: **97% for employees and 3% for contractors.**

Formal Agreements with the Trade Union

Bridgestone Mexico includes occupational health and safety issues in its internal policies. In addition to this, the organization has also addressed certain issues on the subject matter through formal agreements with the union, in an effort to strengthen its commitment and the execution of said agreements.

These issues include compliance with the International Labor Organization (ILO) standards, personal protective equipment, joint health and safety committees for both management and employees, the participation of workers' representatives in inspections, audits and accident investigations related to health and safety, training and education, as well as the complaints reporting mechanism, and periodic inspections.

Information about accidents within the organization is key to ensuring compliance with the regulatory system in this regard. The company adheres to the current version of Official Mexican Standard 021 issued by the Secretariat of Labor and Social Security (STPS). In addition, and as an internal requirement, it adheres to the company's Injury/Illness Recordkeeping and Reporting rules.

Health and Safety Training

In 2017, a total of 898 employees received 5,592 hours of training on health and safety issues. All new hires received training through safety induction courses covering topics such as the Bridgestone integrated policy, core business safety activities, the Emergency Response Plan, evacuation routes, meeting points, and the methods utilized to issue warnings about emergency situations. Other general topics featured in these training courses included a balanced diet, tobacco addiction, defensive management, stress management, nutrition and how to play with children safely.

Health and safety training is provided for the entire Bridgestone Mexico value chain. The hours of training imparted serve to ensure that the suppliers and contractors receive the information required to prevent accidents and care for their health, aligned with plant's and its workers' security measures.

The topics taught to suppliers and contractors are those related to the safety mission, contractor regulations, and high-risk procedures and regulations, among others. The suppliers and contractors trained totaled 312 with 198 hours of training.

Health and safety training

	2016	2017
Total number of employees trained	223	898
Total hours of training for employees	40	5,592
Total contractors and suppliers trained	20	312
Total hours of training for contractors and suppliers	28	198

The training that Bridgestone Mexico provides for its employees is based on the training required by Mexican corporate laws through the Secretariat of Labor and Social Security (STPS), including:

- Hazard identification and risk assessment.
- Identification of risks with the Kiken Yochi (KY) methodology.
- Selection, order, and cleaning.
- Disaster prevention.



The Safety Training Center (CES)

This center is the basis for a safety training system designed under the 70-20-10 methodology (70% of learning comes from experience, 20% from feedback, and 10% from formal training). All staff receives training on the plant's main risks and hazards. This simulation training allows them to work with different work tools and equipment. In 2017, 897 employees received training at the Cuernavaca CES.

Occupational health

Monitoring and promoting the health care of employees allows the company to close the virtuous circle of safety within each work center. Therefore, the Occupational Health and Safety Departments work as a team that reviews and controls the related indicators to align efforts and complies with the rules established by local and corporate authorities. These activities guarantee a safe and efficient work environment, as an essential factor to the Bridgestone sustainability goals.

Bridgestone Mexico provides health care services and initiatives for all employees as follows.

Medical appointments

In order to meet the medical needs of its staff, the company offers free medical consultation services within the plant's facilities.

	Cuernavaca Plant	León Bandag Plant
Number of medical appointments for employees in 2017	705	689
Number of nutritional appointments for employees in 2017	254	61





Create value for society through sustainable procurement practices.

Bridgestone is committed to creating value and working continuously towards a sustainable society to ensure long-term environmental, social and economic benefits by incorporating the following into the entire supply chain:

1. Transparency
2. Compliance
3. Quality, Cost and Delivery (QCD), and Innovation
4. Sustainable procurement practices

Procurement



<p>Material issues</p> <ul style="list-style-type: none"> Development and evaluation of the supply chain. 	<p>How are they managed?</p> <ul style="list-style-type: none"> Bridgestone Sustainable Global Procurement Policy. 	<p>Evaluation and monitoring</p> <ul style="list-style-type: none"> The corporate procurement department operations are subject to external and internal audits. Supplier evaluation process following legal criteria, quality, and service guidelines. Sustainability Report.
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2017 Achievements

- 3,530 suppliers.
- 97% national and
- 3% foreign.

2018 Challenges

- Continue with supplier evaluation and development processes.

Bridgestone works with its suppliers on the creation of new opportunities to leave a positive footprint that not only raises the level of regulatory compliance, safety and quality, cost, and delivery, but also creates value for the entire supply chain through environmental best practices, respect for Human Rights, support for fair work practices, and transparency. With this, Bridgestone makes a positive contribution to the local communities touched by the supply chain.

Bridgestone recently launched its Global Sustainable Procurement Policy that supports the vision of creating value for society through the sustainable management of its supply processes.

Today there are four principles that guide this important aspect of the business:

1. Transparency

Bridgestone understands that transparency is crucial for business in general since it points directly to two key objectives: traceability and good governance.

2. Regulatory compliance

Bridgestone is committed to complying with all laws and regulations established by each country or region in which it operates and to working with suppliers on the promotion of relevant international standards and compliance with the same.

3. Quality, Cost, Delivery (QCD), and innovation

Bridgestone works with its suppliers on identifying the best way to ensure the delivery of quality services and materials on time and at a reasonable cost. In addition, the company consistently strives to improve its products by increasing durability, recycling and reusing materials, as well as offering tire renewal services.

4. Sustainable procurement practices

Bridgestone believes that sustainable procurement practices include responsibility for the environment, respect for human rights and land use, health, safety, disaster prevention, and resilience.

At Bridgestone Mexico, these principles are based on:

Transparency	Regulatory Compliance	Quality, Cost, Delivery (QCD), and Innovation	Sustainable procurement practices
The company uses bidding processes to select suppliers, supported by informational talks, and reinforcement of the procurement process with the suppliers.	Internal and external audits are conducted to provide certainty about compliance with the applicable regulations.	Suppliers are evaluated with the use of comparative tables, to improve internal customer satisfaction indices.	These principles and procedures are integrated and reinforced with the suppliers through different communication media and training processes.

Supply chain

In 2017, Bridgestone Mexico had 3,530 suppliers, divided into two large groups. The first group supplies raw material such as natural and synthetic rubber, carbon black, sulfur, pigments, and steel, among others, from Mexico, Brazil, Canada, China, Guatemala, Italy, Japan, and the United States.

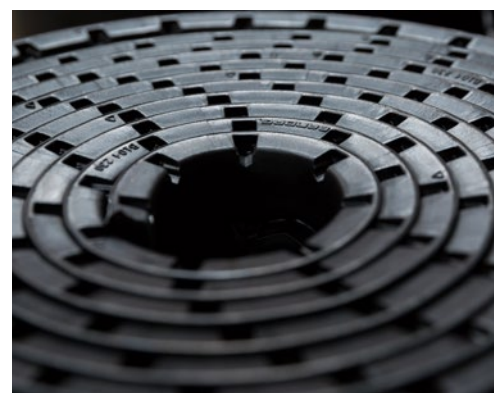
The second group includes service or general product providers for business management purposes, such as maintenance and general purchases. They are all Mexican.

In general, only 3% of the suppliers are foreigners, and the company spent 73% of its general procurement budget with them, while national suppliers represented the other 97% where the company spent the remaining 27% balance.

Supplier assessment and development

The evaluation processes carried out by Bridgestone México aim to provide a diagnosis of its suppliers' knowledge and practice of the sustainability principles, in an effort to align the practices of both parties to ensure a fair and transparent business relationship.


The company utilizes forms and an established internal procedure by which each person responsible for the service or product to be acquired must evaluate their supplier with help from the Purchasing Department. Once the evaluation is completed, a meeting is held to report the results and answer questions. The suppliers have a period of 30 days to send Bridgestone their action plan to correct the nonconformities detected, which is then verified in an audit conducted by the company.



Some of the criteria considered in the evaluation include:

- Respect for people
- Guidance services
- Accuracy and speed of the quotes requested
- Costs and negotiation capacities
- Sustainable commercial conditions and respect for these offers
- Reliable and reduced delivery deadlines
- Compliance with the delivery of everything required, including the identification of the products, packaging, and certificates
- Quality of the product or service
- Supply priorities or loyalty
- Capacity and interest in undertaking improvement commitments, proposals, and initiatives
- After-sales services and response to claims and warranties
- Implementation of corrective actions, if necessary
- Emergency response and flexibility during audits

In 2017, five new suppliers were evaluated and selected, along with 80 of the suppliers (representing 2% of the total) with whom the company has strong relations, seeking to guarantee compliance and opportunities for improvement.

 **To learn more about the Procurement Policy** click [here](#).

There were no risk factors or negative impacts found on the social and environmental aspects resulting from these evaluations, so the company was not forced to cancel its commercial relationship with any suppliers in 2017.

Training and development

By training and promoting the social, environmental and ethical fundamentals that govern Bridgestone, the company seeks to develop and encourage suppliers to align their policies and contribute to sustainable development, together with the company.

Bridgestone Mexico maintains daily and monthly contact with its main suppliers and contractors, respectively, to offer training and reinforce safety, environmental and ethical processes and policies, in order to make sure that the operation meets the highest standards in terms of caring for their employees and the business environment.



Total Quality, Environment, and Corporate Social Responsibility Departments have managed **meetings with suppliers** to share achievements, initiatives, and relevant processes.



Training tools	Participants	Hours of training and/or visits	Teaching methodology	Topics addressed
Monthly meeting	40 business leaders	Two hours per month (80 hours)	Classroom course	Safety and environmental policies and procedures
Daily meeting	1,000 direct employees	15 minutes a day (250 hours)		Occupational health and safety

Recognitions

In order to close the virtuous circle that the company has created to ensure the sustainable management of its purchases and supplies, Bridgestone Mexico once again delivered the “Supplier of Excellence Award” that honors suppliers for their strong performance and compliance levels in five categories.

The 2017 award edition included the assessment of spare parts suppliers and service pro

1. Universal Tire Mold / **Technical performance**
2. Himile Mechanical / **Cost**
3. Hardware Services / **Compliance**
4. Hardware Services / **Service**
5. Himile Mechanical / **Passion for excellence**

Countless improvements have been achieved with the benefit provided by the Bridgestone Mexico supply chain. Its performance and compliance make it possible for the company to continue Serving Society with Superior Quality. However, the benefits are not limited to Bridgestone alone as the suppliers improve their environmental and social criteria and processes, certifications, and approach to corporate social responsibility.

Bridgestone was recognized by **the Mexican Center for Philanthropy (CEMEFI)** as a **company that promotes social responsibility** in its value chain.





Create value for the client and promote a relationship of trust.

Bridgestone creates a global framework in collaboration with all related Bridgestone entities and stakeholders to proactively identify prioritize and address customer quality issues in keeping with the intentions of our founder to: “Serving Society with Superior Quality”.

Quality, Value, and Customer Satisfaction





Bridgestone Mexico has a total of **598** points of sale throughout Mexico.

Promotions

Bridgestone Mexico works to offer significant promotions to its customers and consumers to benefit both them and the company.

In 2017, the company created the 3x4 Easter Week promotion to offer drivers free tire pressure checks and tire inspections. The company also launched a mid-year special to help consumers enjoy trouble-free travel during their vacations and on the occasion of transportation company celebrations, it offered special deals to drivers, owners, and fleet operators in the transport and cargo sector in general.

These promotions allow customers to save money when traveling on vacation, which is when they usually spend more, by taking advantage of the

promotions offering Bridgestone products at a better price.

Logistics efficiencies

In 2017, Bridgestone Mexico achieved logistics and distribution efficiencies that have allowed it to provide enhanced customer services. It reduced lead times for the delivery of products from nine days in 2016 to seven days in 2017 and cut MXN 5 million from its logistics spending budget per year. The company also fulfilled 98% of the appointments made over the customer service phones lines through which it serves dealers, service centers, and automotive assembly plants.

In order to contribute to the operation's sustainability, Bridgestone Mexico increased the cubic capacity of the shipping units; it optimized its routes, promoted the use of transportation modes and re-engineered its customer service evaluations, while also developing logistics supplier processes.



Reduced delivery time of products from 9 to 7 days.

Customer service

Bridgestone Mexico has different types of customers, including automotive assembly plants, dealers, and final consumers. In order to maintain a good relationship with the car makers and ensure the quality of the services, constant communications are maintained with them via email, telephone calls, and periodic meetings.

In the case of dealers, Bridgestone Mexico interacts with them through various communication channels, including a Call Center, email, and personal visits by advisors, social networks, and the Bridgestone chat.

The Trade Marketing Department also works with Traders by constantly communicating with them via email, offering incentives and promotions, through face-to-face meetings, and video conferences.

In the event of a crisis or serious situation with a dealer, the matter is directly transferred from the Call Center to the communication team for redirection to those responsible for the matter, allowing for direct follow up with the BOSS.

In an effort to strengthen its customer relations, in 2017 Bridgestone Mexico sponsored the National Motocross Championship and offered a special price to the riders enrolled in the championship. It also implemented a commercial strategy in a joint effort with a golf dealer for the 2017 World Golf Championship-México, event that consisted

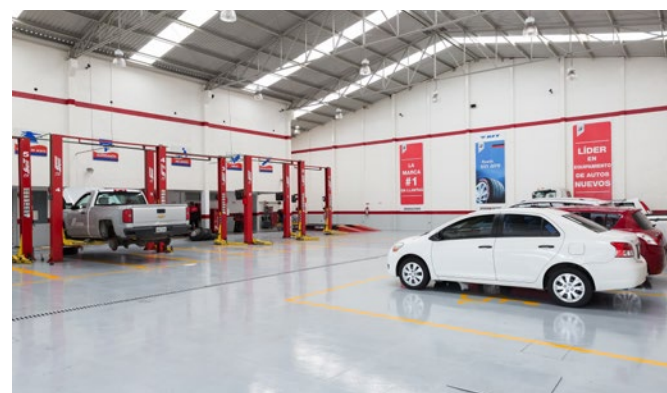
of giving general access tickets for this tournament to the sub-dealers who met their first quarter 2017 sales targets, and to the general public interested in the tournament, through the specialized Golf & Spa magazine.

The Bridgestone sales team also attended the following trade fairs and expositions to advertise the company's products and ensure a closer approach to customers:

- Agroexpo in Irapuato, Guanajuato.
- The Farmer Expo in Río Bravo, Tamaulipas.
- The Horticulture Expo in Puebla, Puebla.
- Livestock Day in Veracruz, Veracruz.
- Expo Agro Baja in Northern Baja California.
- Expo Agro in Sinaloa, Culiacán.
- The Mining Expo in Guadalajara, Jalisco.



Bridgestone Mexico **inaugurated a new Service Center in Cozumel**, as it continues to expand its operations across the country.





The following courses were taught in 2017:

Course name	Description	Total number of dealers trained	Total hours of training for dealers	Training methodology
Leaving mark	It identifies the key points that customers want them to perform at each point of sale to create a positive shopping experience.	354	200	Classroom course
Consumer products clinic	It identifies the tools that allow dealers to sell a product based on its benefits and compare it with those offered by the competition.	370	280	Classroom course
Operations standards manual	It identifies the bases and standards that guide dealers in their daily operations at the point of sale, as well as the guidelines that must be met during the Five-Tire certification process.	374	95	Classroom course
MR Adjusters	This course is held at the Bridgestone plant to teach the dealers' network members the basics of product adjustments by the Consumer Division and how to handle the different situations that come up when dealing with a product claim.	37	240	Classroom course
JR Adjusters	This course is held at different venues across the nation, to teach the dealers network members the basics of product adjustments, with the purpose of always providing a prompt and professional diagnosis of the claims presented by end users.	30	120	Classroom course



In 2017, Bridgestone Mexico launched an **online platform to manage its TBR product catalogs**, thus **eliminating the use of paper and providing updated information** as needed, thus **enhancing its internal user and customer services**.



In 2017, the **new Trucker Center was inaugurated in Silao city**, representing a great opportunity **to meet the needs of transportation companies** in the state of **Guanajuato**.



In 2017, **no customers were affected by production line shutdowns**, even during contingencies, such as the one following the **September earthquakes**.



Bridgestone Mexico was **selected to supply specialized tires for BMW vehicles in 2019**.

Development activities for dealers

For Bridgestone Mexico, it is important to improve the quality of its service and highlight why customers are important to the company. It consistently works on the innovation of new initiatives to live up to the Quality Mission Statement. Part of this is done through the training provided for dealers every year.



Course name	Description	Total number of dealers trained	Total hours of training for dealers	Training methodology
TBR/PCT product knowledge	This course provides information on the knowledge the dealer's staff requires with respect to the company's products and technologies.	115	332	Classroom course
Action sales methodology	This course provides a sales process for the dealer's staff members.	95	304	Classroom course
Fleet technician training	This course teaches technical personnel how to support fleets.	50	140	Classroom course
Adjuster training	This course teaches adjusters how to serve dealers.	40	200	Classroom course

Business School

In addition to the training courses provided, Bridgestone has a Business School that functions as a specialized training entity for dealers. It is aligned with the company's philosophy based on the pillars of quality, creativity, and innovation, to generate value and professional growth.

The program was designed to certify dealer managers and select business partners on key competencies for sales and customer service. Some of the topics addressed in 2017 included people management, retail management, and business skills.

To date, the Bridgestone Business School has taught more than 1,500 hours of its program courses to students throughout the Northern Latin America region, including 34 students from México.

Part of this program also includes nine students from the School of Scientific and Technological Studies of the State of Morelos (CECyTE) who joined the Mexican Dual Training Model (MMFD) with support from Bridgestone.



CECyTE Morelos is the first educational subsystem in the state that operates the MMFD. A model designed and promoted in Mexico by the Secretariat of Public Education (SEP) in light of the challenges faced by young graduates completing their Secondary Technology Education, who lack experience or find that careers are saturated in the market, which translates into high unemployment and underemployment rates. The programs offered as part of this dual model include Industrial Maintenance Technician, Administrative Processes Management Technician, and Programming Technician.

Bridgestone Mexico, through its **Business School**, is the first tire company in the country to **formally develop and implement innovative academic programs** and new learning experiences approved by the national education authorities. Such is the case of the Mexican Dual Training Model (MMFD) that will give the students participating in the education program a competitive advantage.

Retreaded tires

The Bandag plant in Leon, Guanajuato, retreads tires to offer customers a more affordable option. Total sales reported by Bridgestone México include 3.9% of retread products, consequently eliminating 92,266 tonnes of CO_{2e} emissions per year.

A retread tire costs close to 60% less than a new tire and, yields at least the same mileage as a new tire under equal road and maintenance conditions.

Furthermore, each retread tire casing represents one less tire that could end up in a dump or river.

Tire retreading activities prevent the proliferation of mosquitoes transmitting dengue or the zika virus and contribute to forming sustainable cities and societies aware of the importance of contributing to the reduction of CO₂ emissions.



The retreading of a truck tire casing **requires 30% less energy** and **57 fewer liters of oil** compared to a new tire manufacturing requirements.





Bridgestone Mexico presents the 6th edition of its annual Sustainability Report on the most important issues related to the company's sustainability while providing information to stakeholders on its main activities and commitments to sustainability.

Report Preparation **Process**

The materiality covered in this report is the same as was presented in the last report, with the exception of changes in indicators due to the adoption of the new version of the GRI Standards. It is considered that the materiality is valid for this report because it was conducted in the first half of 2017 and the organization has not changed its business model since then.



	Material issues	GRI indicator	Coverage	Stakeholders
Mobility	Safe transportation (Tire Quality and Safety)			
	Corporate volunteering activities	413-1		
People	Community education support Support for social organizations and schools			
	Environmental activities undertaken with the community			
Environment	Efficient operations (reduction in time and costs to offer better products and services)	302-1, 303-1, 306-1 y 306-2		Employees Dealers Suppliers Others [1]
	Sustainable use of natural resources	305-1, 305-2 y 305-7		
	Promotion and compliance with ethical standards	102-16, 102-17, 102-25	Internal/ External	
Compliance and fair competition	Honest sales practices and product labeling for consumers	417-1		
	Fair business practices	417-1		
	Compliance with applicable laws governing its operations	205-1 y 205-2		
Business Continuity and Risk Management	Risk prevention and management to mitigate crisis situations	102-11 y 102-15		
Human Rights and Labor Practices	Talent development and retention	102-8, 401-1 y 401-2		
	Training	404-1, 404-2 y 404-3		

	Material issues	GRI indicator	Coverage	Stakeholders
Industrial Hygiene and Safety	Industrial hygiene and safety	403-1, 403-2, 403-3 y 403-4		Employees Dealers Suppliers Others [1]
Procurement	Supply chain development and evaluation	102-9, 414-1 y 414-2	Interna/ Externa	
Quality and Customer Value	Quality in customer service and support			

¹ Other Stakeholders: Media, consumers, community, authorities, and associations. The company did not conduct an exclusive perception identification strategy; however, it did consider a representative sample for the materiality study.

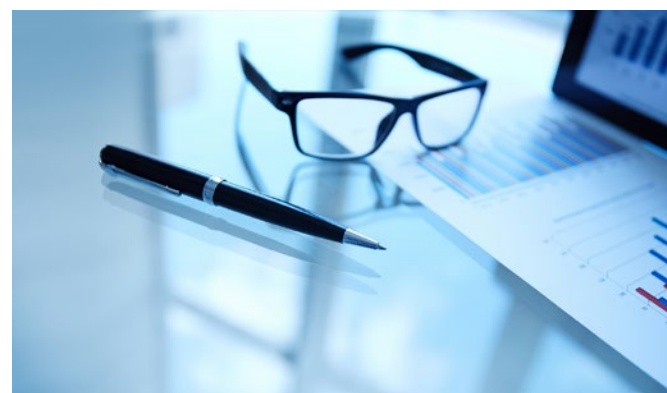
The scope of this report includes Bridgestone de México, S.A. de C.V, considering the manufacturing facilities in Cuernavaca, Morelos State; and Bandag, Leon, Guanajuato State.

This document was prepared by complying with the essential compliance option of the Global Reporting Initiative (GRI) for the preparation of sustainability reports in its Standards version, covering the period from January 1 through December 31, 2017. The 2016 report was published in September 2017. The company prepares and publishes this report once a year. For the third consecutive year, the report was verified by an external assurance consultant and the company plans to maintain this assurance methodology in the years to come.

In contrast to the information published in previous years, no reformulation of data was presented that would change the information published in the past. In addition, although the company publishes a Regional Report that consolidates the most relevant figures of the Bridgestone Latin America North Region, this report focused exclusively on México, so there are no significant changes in the scope and coverage compared to previous years.

Please send your requests for information or your comments about the content of this Sustainability Report to the Bridgestone Latin America North (BS-LAN) Corporate Communications and Social Responsibility Department via email addressed to BS_LAN_Prensa@la-bridgestone.com.

¹ Other Stakeholders: Media, consumers, community, authorities, and associations. The company did not conduct an exclusive perception identification strategy; however, it did consider a representative sample for the materiality study.



GRI content index

Content	Description	Page	Omission
Indicadores esenciales			
102-1	Name of the organization	25	
102-2	Activities, brands, products, and services	26	
102-3	Location of headquarters	10	
102-4	Location of operations	27	
102-5	Ownership and legal form	25	
102-6	Markets served	27	
102-7	Scale of the organization	25	
GRI 102: GENERAL DISCLOSURES 2016	102-8	Information on employees and other workers	74 All employees have permanent and full-time contracts. Only interns (50 interns were accepted to the program in 2017) have temporary contracts. The organization does not outsource its key activities.
	102-9	Supply chain	95
	102-10	Significant changes to the organization and its supply chain	There were no significant changes in the capital structure and supply chain.
	102-11	Precautionary Principle or approach	68 Operations in Mexico adhere to the 1992 Rio Declaration and follow the precautionary principle by complying with the applicable regulation.

Content	Description	Page	Omission
102-12	External initiatives	65	
102-13	Membership of associations	65	
102-14	Statement from senior decision-maker	3	
102-15	Main impacts, risks and opportunities	3	
102-16	Values, principles, standards, and norms of behavior	17 and 72	
102-18	Governance structure	17	
102-19	Delegation of authority	19 and 20	
GRI 102: GENERAL DISCLOSURES 2016	102-21	Consultation to stakeholders about economic, environmental, and social topics.	19 and 20
	102-40	List of stakeholder groups	22
	102-41	Collective bargaining agreements	74
	102-42	Identifying and selecting stakeholders	22
	102-43	Approach to stakeholder engagement	22
	102-44	Key topics and concerns raised	21
	102-45	Entities included in the consolidated financial statements	25
	102-46	Defining report content and topic Boundaries	14, 19-21, 22, 23, 31, 35, 37, 45, 61, 67, 71, 83, 93, 99

	Content	Description	Page	Omission
	102-47	List of material topics	21	
	102-48	Restatements of information	During 2017 there was no re-expression of information.	
	102-49	Changes in reporting	There were no significant changes presented in the development of the Report in 2017.	
GRI 102: GENERAL DISCLOSURES 2016	102-50	Reporting period	107 to 109	
	102-51	Date of most recent report	107 to 109	
	102-52	Reporting cycle	107 to 109	
	102-53	Contact point for questions regarding the report	107 to 109	
	102-54	Claims of reporting in accordance with the GRI Standards	107 to 109	
	102-55	GRI content index	110 to 118	
	102-56	External assurance	119 and 120	

Material Issues

Corporate Volunteering Activities

GRI 103: MANAGEMENT APPROACH 2016	103-1	Explanation of the material topic and its Boundary	35	
	103-2	The management approach and its components	35	
	103-3	Evaluation of the management approach	35	
GRI 413: LOCAL COMMUNITIES 2016	413-1	Operations with local community engagement, impact assessments, and development programs	36 100% of the countries where BS-LAN operates have social development programs.	

	Content	Description	Page	Omission
Efficient Operations				
GRI 103: MANAGEMENT APPROACH 2016	103-1	Explanation of the material topic and its Boundary	45	
	103-2	The management approach and its components	45	
	103-3	Evaluation of the management approach	45	
GRI 302: ENERGY 2016	302-1	Energy consumption within the organization	50	
GRI 303: WATER AND EFFLUENTS 2016	303-1	Water withdrawal by source	50 y 53	
GRI 306: EFFLUENTS AND WASTE 2016	306-1	Water discharge by quality and destination	51 y 54	
		Waste by type and disposal method	51 y 54	
Sustainable Use Of Natural Resources				
GRI 103: MANAGEMENT APPROACH 2016	103-1	Explanation of the material topic and its Boundary	45	
	103-2	The management approach and its components	45	
	103-3	Evaluation of the management approach	45	
GRI 305: EMISSIONS	305-1	Direct (Scope 1) GHG emissions	56	
	2016	Energy indirect (Scope 2) GHG emissions	56	
	305-7	Nitrogen oxides (NOX), sulfur oxides (SOX), and other	56	
Promotion and Compliance with Ethical Standards Stipulated in the Code of Ethics				
GRI 103: MANAGEMENT APPROACH 2016	103-1	Explanation of the material topic and its Boundary	61	
	103-2	The management approach and its components	61	
	103-3	Evaluation of the management approach	61	

	Content	Description	Page	Omission
GRI 102: GENERAL DISCLOSURES 2016	102-17	Mechanisms for advice and concerns about ethics	62	
	102-25	Conflicts of interest	63	
Prácticas de ventas honestas y etiquetado de producto para consumidores				
GRI 103: MANAGEMENT APPROACH 2016	103-1	Explanation of the material topic and its Boundary	61	
	103-2	The management approach and its components	61	
	103-3	Evaluation of the management approach	61	
GRI 417: MARKETING AND LABELING 2016	417-1	Requirements for product and service information and labeling		Bridgestone Mexico holds the IATF 16949 certification, which is the specific Quality Management System for the automotive sector through which a continuous improvement is given, preventing mistakes and reducing variation and waste in the automotive supply chain. http://www.lrqa.es/certificaciones/IATF-16949-norma-calidad/
Fair Business Practices				
GRI 103: MANAGEMENT APPROACH 2016	103-1	Explanation of the material topic and its Boundary	61	
	103-2	The management approach and its components	61	
	103-3	Evaluation of the management approach	61	

	Content	Description	Page	Omission
GRI 417: MARKETING AND LABELING 2016	417-1	Requirements for product and service information and labeling	64	
Compliance with Applicable Laws Governing its Operations				
GRI 103: MANAGEMENT APPROACH 2016	103-1	Explanation of the material topic and its Boundary	61	
	103-2	The management approach and its components	61	
	103-3	Evaluation of the management approach	61	
GRI 205: ANTI-CORRUPTION 2016	205-1	Operations assessed for risks related to corruption	63	
	205-2	Communication and training about anti-corruption policies	63	The classification of the employees is shown in page 74
Risk Prevention and Management to Mitigate Crisis Situations				
GRI 103: MANAGEMENT APPROACH 2016	103-1	Explanation of the material topic and its Boundary	67	
	103-2	The management approach and its components	67	
	103-3	Evaluation of the management approach	67	
GRI 102: GENERAL DISCLOSURES 2016	102-11	Precautionary principle or approach	68	
	102-15	Key impacts, risks, and opportunities	68	

	Content	Description	Page	Omission
Talent Development and Retention				
GRI 103: MANAGEMENT APPROACH 2016	103-1	Explanation of the material topic and its Boundary	71	
	103-2	The management approach and its components	71	
	103-3	Evaluation of the management approach	71	
GRI 102: GENERAL DISCLOSURES 2016	102-8	Information on employees and other workers	74	
GRI 401: EMPLOYMENT 2016	401-1	New employee hires and employee turnover	74	
	401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	74	
Training				
GRI 103: MANAGEMENT APPROACH 2016	103-1	Explanation of the material topic and its Boundary	71	
	103-2	The management approach and its components	71	
	103-3	Evaluation of the management approach	71	
GRI 404: TRAINING AND EDUCATION 2016	404-1	Average hours of training per year per employee	74	
	404-2	Programs for upgrading employee skills and transition assistance programs	74	
	404-3	Percentage of employees receiving regular performance and career development reviews	74	

	Content	Description	Page	Omission
Industrial Hygiene and Safety				
GRI 103: MANAGEMENT APPROACH 2016	103-1	Explanation of the material topic and its Boundary	83	
	103-2	The management approach and its components	83	
	103-3	Evaluation of the management approach	83	
GRI 403: OCCUPATIONAL HEALTH AND SAFETY 2016	403-1	Workers representation in formal joint management-worker health and safety committees	84	100% of representation
	403-2	Types of injury and rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities	84	
	403-3	Workers with high incidence or high risk of diseases related to their occupation	84	
	403-4	Health and safety topics covered in formal agreements with trade unions	84	
Supply Chain Development and Evaluation				
GRI 103: MANAGEMENT APPROACH 2016	103-1	Explanation of the material topic and its Boundary	95	
	103-2	The management approach and its components	95	
	103-3	Evaluation of the management approach	95	
GRI 414: SUPPLIER SOCIAL ASSESSMENT 2016	414-1	New suppliers that were screened using social criteria	95	
	414-2	Negative social impacts in the supply chain and actions taken	95	

Verification letter



Independent Verification Letter of 2017 Bridgestone Mexico Sustainability Report "Our Way to Serve"

To the Bridgestone Mexico stakeholders and report readers:

We would like to inform you that Redes Sociales has completed the independent and impartial verification of the 2017 Sustainability Report "Our Way to Serve" of Bridgestone Mexico.

Scope

The scope of our work consisted in an exhaustive review of Bridgestone's report preparation, collection and control processes. The integrity and quality of the published data were evaluated.

We have undertaken a limited verification of the content of this report, validating the methodological compliance of the material issues of the company, in accordance with the **essential option of GRI Standards**.

The veracity, traceability and reliability of the following indicators were corroborated:

102-8	302-1	305-7	403-1
102-17	303-1	306-1	404-1
102-25	305-1	401-1	404-2
205-1	305-2	401-2	404-3
			414-1

Responsibilities

Bridgestone Mexico is responsible for the drafting of this report and presentation of the report. Our commitment lies in issuing an objective opinion about the published content, using the following principles as a point of reference: the Ethical Principles of Independence contained in ISAE 3000; the GRI External Assurance of Sustainability Reporting.

Activities

Our verification process covered the following activities:

- Understanding of information management processes and visualization of control systems.
- Verification of qualitative and quantitative information through visual and documentary evidence of the aforementioned indicators.
- Analysis and comparison of reports from past years regarding the information presented.
- Electronic evidence query.



Conclusions

- The process of preparing the report did not present any inconsistency that leads us to consider that the presented data contain mistakes.
- There is no factor that leads us to conclude that the 2017 Sustainability Report, Bridgestone Mexico does not comply with the principles of traceability, precision, clarity and reliability.

Recommendations

We develop a report for the exclusive use of the client outlining the opportunities for improvement identified for future reports.

Redes Sociales Declaration of Independence and Competence

Redes Sociales' employees have the skills required to verify compliance with the standards used to prepare Sustainability Reports. As such, they are capable of expressing a professional opinion of non-financial reports, complying with the principles of independence, integrity, objectivity, professional competence and diligence, confidentiality, and professional behavior. Our letter of verification should not be deemed to be an audit report, therefore, Redes Sociales assumes no liability for any management processes and internal control systems that are used to compile the information contained in this report. This Letter of Verification has been issued on September, 6th two thousand and eighteen, and it is deemed to be valid if no substantial amendments have been made to the 2017 Bridgestone México Sustainability Report.

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MEXICO

SUSTAINABILITY REPORT
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