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## PRESS RELEASE

### **Bridgestone Vietnam honored as Top 10 Sustainable Businesses in Vietnam in Trade - Service sector for 3 consecutive years**

*Hanoi, November 22<sup>nd</sup>, 2018, Bridgestone Tire Sales Vietnam Ltd, Co. was awarded the Top 10 Sustainable Businesses in Vietnam in Trade - Service sector for 3 consecutive years. This is a prestigious annual event organized by the Vietnam Chamber of Commerce and Industry (VCCI) in cooperation with the Vietnam Business Council for Sustainable Development (VBCSD). The precious recognition will encourage Bridgestone Vietnam to continuously actualize the mission "Serving society with superior quality" from the founder to benefit Vietnam's people, community - society and environment.*

After several evaluation rounds within 500 enterprises during 3 months of Programme on Benchmarking and Ranking Sustainable Businesses 2018, Bridgestone Vietnam was listed as one of representatives' sustainable business community: Bridgestone Tire Sales Vietnam Ltd, Co. was ranked as Top 10 Sustainable Business in Trade - Services sector and Bridgestone Tire Manufacturing Vietnam LLC. was first honored in the Top 100 Sustainable Businesses. Meeting 131 indicators for enterprises to assess their economic, social and environmental aspects of CSI (Corporate Sustainability Index), Bridgestone Vietnam has proved its achievement and commitment to the overall sustainable development.

#### ***Commit to the overall sustainability***

Since the first day in Vietnam in 2010, Bridgestone Tire Sales Vietnam Ltd, Co. has pursued the mission and foundational value of the Bridgestone Group. The company, as a big and responsible enterprise, is committed to creating sustainable development and positive innovation for the society, aiming to improve the business as well as the living standards of Vietnam people. It cares about people's physical wellbeing, their environment, their mobility, and human development, especially for the young community. In pursuit of this positive social innovation, Bridgestone Tire Sales Vietnam Ltd, Co. constantly develops long-term and comprehensive strategies such as research and production of new products and services.

In 2018, Turanza T005 and Alenza are officially launched in Vietnamese market: Turanza T005 offers the first-class comfort, superior quietness and durability. And the Alenza delivers the dynamic and comfortable driving experience on all roads. This year also marked the

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#### ***About Bridgestone Corporation***

*Bridgestone Tire Sales Vietnam is a company belonging to Bridgestone Corporation Japan, the world's biggest rubber and tire producing company. Products from Bridgestone have been purchased in more than 150 nations and regions all over the world.*

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milestone of 50 passenger car tire service centers with B-shop, B-select system to meet market's peak demand.



*General Director of Bridgestone Tire Sales Vietnam Ltd, Co. - Chris Yang at the ceremony on November 22<sup>nd</sup>, 2018*

Its sustainable development strategies for human beings, along with charity programs, including "Accompanying with Vietnamese students" project. In 2018, the project reached out to nearly 150,000 students in Ho Chi Minh City, successfully contributing to nurturing heart and talent for Vietnam's future. Environment-oriented and mobility-oriented projects were also expanded: For 3 years, "Bridgestone – Safety on road" has reached nation scales to convey the urgency and importance of actively checking tires and vehicles prior to each journey for the car owners. In "Keep the country clean and green for better life" program, the Company donated to Ho Chi Minh city 30 "sensor" trash bins, which is the breakthrough technology in the roadmap for environmental projects.

*"As a leader in the tire industry, we are constantly coordinating with our customers, partners and the community to create a full of potential future for young generations. The journey to the sustainable development of Bridgestone does not just relate to economy, labor or environment but also to the overall aspect. In the future, together with the research on optimizing the quality of products, we will promote CSR programs in three priority areas: People - Environment - Mobility, for the realization of the UN's 17 sustainable development*

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*goals as well as to be deemed worthy of sustainable development award from VCCI and VBCSD.” – said Mr Chris Yang, General Director of Bridgestone Tire Sales Vietnam Ltd, Co.*

## **Production oriented to superior quality**

In addition, 2018 is the first year Bridgestone Tire Manufacturing Vietnam LLC. was awarded the Top 100 Sustainable Businesses, recognized for its endeavors in the economy, production, environment, and society.

Since 2014, Bridgestone Tire Manufacturing Vietnam LLC. has operated the tire plant in Dinh Vu Industrial Zone, Hai Phong, which is the 50<sup>th</sup> international plant of Bridgestone Corporation and the first tire factory in Vietnam. With the high-quality human resources and high-tech production systems, its products ensure international qualities and global standards to serve the international market with high standard requirements such as Europe, South America, Japan...



*Mr. Takeshi Sugiyama - General Director of Bridgestone Tire Manufacturing Vietnam LLC.  
received the Top 100 Sustainable Business 2018 award*

For factory employees, Bridgestone Tire Manufacturing Vietnam LLC. follows the improvement measures and ensures safety, working conditions, environment as well as the welfare policy for their stability of work and life. It has integrated internal CSR programs for factory workers with community-based activities. The Olympic Sports Day and Blood

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Donation Activity held in October 2018, delivering the message of physical training and the will to break the limit, also offers the employees opportunities to benefit Hai Phong people by meaningful blood donation program for patients in Vietnam Czech Friendship Hospital.

Moreover, Bridgestone Tire Manufacturing Vietnam LLC. also organized other activities for the local community in practical forms such as building eco-playground with recycled tires; showing the caring and support by building charity houses and giving many meaningful gifts; offering free meals to share patients' financial burden to give them more motivation in coping with illnesses...

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