

SRI WAY System Chart

The SRI WAY

〈Corporate Philosophy〉

For what purpose do we exist?

"In order to fulfill our social responsibilities as a corporate citizen, the Sumitomo Rubber Group will continuously strive to be a reliable and trusted global corporate group that enriches people's lives through the creation of new value while at the same time pursuing greater happiness for all of our group employees and contributing extensively to both our communities and to society as a whole."

1. We will respond to our customers' demands by striving to provide better products with a strong sense of responsibility and a solid grounding in the principle of "genchi-genbutsu" (seeing things with one's own eyes).
2. We will pioneer a new era by flexibly adapting to the times while maintaining a solid management foundation.
3. We will actively seek out and develop new market needs by enhancing our R&D capabilities and advanced proprietary technology.
4. We will engage in environmentally responsible business practices and pursue the development of environmentally friendly products and technologies.
5. We will create "attractive working conditions" and contribute to "more comfortable living."

〈Long-Term Vision〉

What do we aim to be? What are we headed for?

We will aim to be a corporate group that continues to provide the World's Best Value in all areas of our business.

Go for NEXT

Become a True Global Player with Both High Profits and Rapid Growth
Pursue Increased Value for All Stakeholders and Greater Happiness for All Employees

〈Values〉What do we consider important?

Integrity and Soundness

Communication

Set the Bar Higher

Cultivate People

〈Action Principles〉How should we act? (Attitudes)

- Customer First
- Genchi-Genbutsu
- Scientific Approach
- Continuous Improvement

- Get to Know One Another
- Face-to-Face Communication
- Report, Liaise and Consult Across All Levels

- Problem Awareness
- Set Benchmarks

- Teach/Learn by Doing (OJT)
- Achieve Results through Teamwork

The Sumitomo Business Spirit

Integrity and Soundness

Respect for People

Value Technology

Mutual Prosperity