

SUPPLEMENTAL INFORMATION

FEBRUARY 22, 2024

GOODYEAR



COMPANY OVERVIEW

Industry Leader^(a)

- Largest tire company in North America
- \$20.1B in revenue
- 173.3M units
- 55 manufacturing facilities in 22 countries
- 71K employees worldwide

Innovation^(a)

- 3 world-class innovation centers
- Innovation lab in San Francisco
- 7 tire proving grounds
- 6,100 patents
- 1,000 patents pending

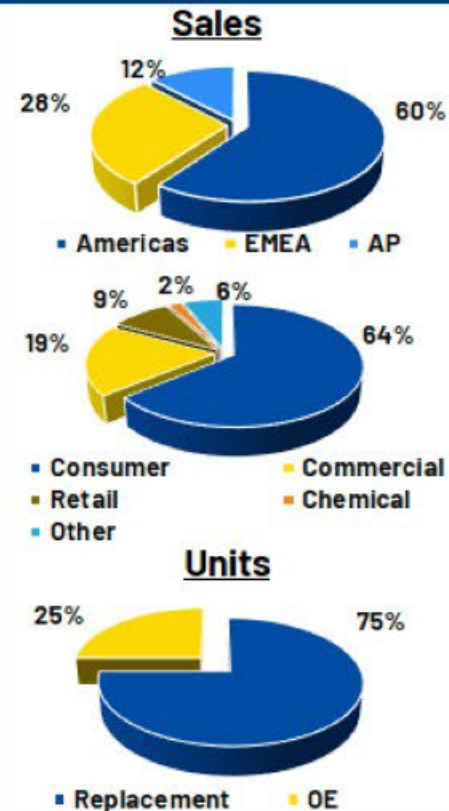
Portfolio of Brands



Pervasive Distribution

- Expansive network of distribution partners
- ~950 company-owned retail outlets
- ~300 warehouse distribution facilities
- Affiliated tire distribution via TireHub
- Leading B2C E-commerce platform

Diverse End Markets^(a)



GLOBAL LEADER BUILT ON 125 YEARS OF EXPERIENCE

(a) Based on 2023 results

MODELING ASSUMPTIONS

Volume Sensitivities

(Impact on Goodyear's Annual Units in 000's)

• 1% Δ in U.S. Consumer OE Industry	~85
• 1% Δ in U.S. Consumer Replacement Industry	~600
• 1% Δ in U.S. Commercial OE Industry	~10
• 1% Δ in U.S. Commercial Replacement Industry	~30
• 1% Δ in European Consumer OE Industry	~90
• 1% Δ in European Consumer Replacement Industry	~300
• 1% Δ in European Commercial OE Industry	~10
• 1% Δ in European Commercial Replacement Industry	~20

Pricing

(Annual Impact of Effective Pricing Yield)

• 1% Δ in U.S. Consumer Replacement	~60
• 1% Δ in U.S. Commercial Replacement	~10
• 1% Δ in European Consumer Replacement	~25
• 1% Δ in European Commercial Replacement	~9

Translational Foreign Currency

(Annual Impact on FX portion of SOI Walk)

• +/- 0.01 Δ USD/BRL	(e.g. R\$4.86 to R\$4.85 is favorable by 0.01)	+/- \$0.3M
• +/- 0.01 Δ USD/CNY	(e.g. ¥7.09 to ¥7.08 is favorable by 0.01)	+/- \$0.2M
• +/- 0.01 Δ USD/EUR	(e.g. €0.91 to €0.90 is favorable by 0.01)	+/- \$0.7M

Approximate Profit Margin Per Tire

(Industry Estimate)

• Consumer OE ≥17"	10-15
• Consumer Replacement ≥17"	~30
• Consumer OE <17"	~5
• Consumer Replacement <17"	9-11
• Commercial - U.S. and Europe	~50

Tire Raw Material Spend

(Annual Impact)- Feedstock

• 1% Δ in Synthetic Rubber Prices (3 to 4 month lag)	~10
• 1% Δ in Natural Rubber Prices (4 to 6 month lag)	~8
• 1% Δ in Pigment, Chemical, & Oil Prices (3 to 4 month lag)	~10
• 1% Δ in Wire/Other Prices (3 to 4 month lag)	~6
• 1% Δ in Carbon Black (3 to 4 month lag)	~7
• 1% Δ in Fabric Prices (3 to 4 month lag)	~3

Transactional Foreign Currency

(Annual Impact on Raw Material portion of SOI Walk)

• +/- 0.01 Δ USD/BRL	(e.g. R\$4.86 to R\$4.85 is favorable by 0.01)	+/- \$1.0M
• +/- 0.01 Δ USD/CNY	(e.g. ¥7.09 to ¥7.08 is favorable by 0.01)	+/- \$0.3M
• +/- 0.01 Δ USD/EUR	(e.g. €0.91 to €0.90 is favorable by 0.01)	+/- \$3.5M

Approximate OH Absorption Per Tire

(1 Quarter Lag)

• Americas Consumer	~15
• Americas Commercial	~75
• EMEA Consumer	10-12
• EMEA Commercial	~35

General Inflation

(Annual Impact)

• 1% Δ in Global Inflation	~75
• 1% Δ in Americas Inflation	~45
• 1% Δ in EMEA Inflation	~25

Note: Volume, pricing and raw materials modeling assumptions based on Goodyear's public disclosures. Currency, general inflation, profit margin and overhead absorption figures based on internal estimates.

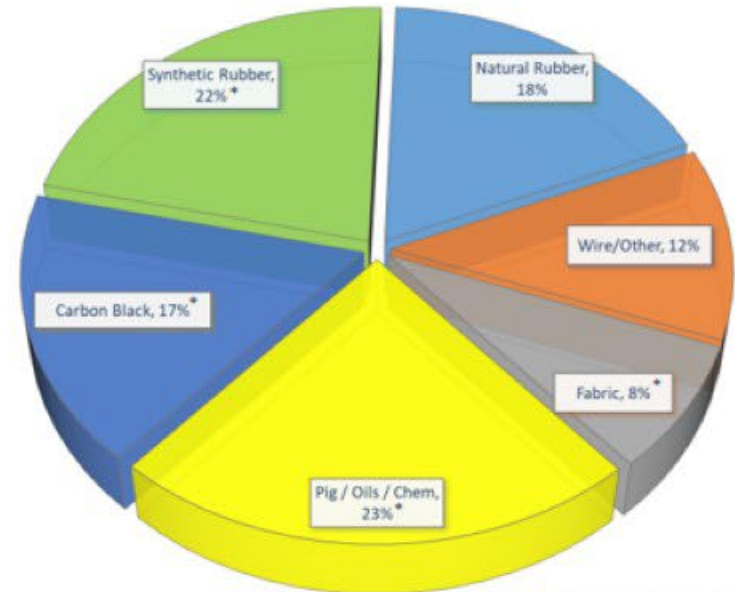
RAW MATERIALS

- ✓ Raw materials are ~45% of tire COGS
- ✓ **~70% of raw materials are influenced by oil prices**
 - P&L impact lags spot rates by 1-2 quarters depending on commodity
- ✓ ~65% of raw materials are purchased in USD
- ✓ Customer agreements indexed to raw materials
 - OE customers
 - Certain large Commercial fleets
 - OTR customers

Note: Data for the year ended December 31, 2023

Global Raw Material Spend

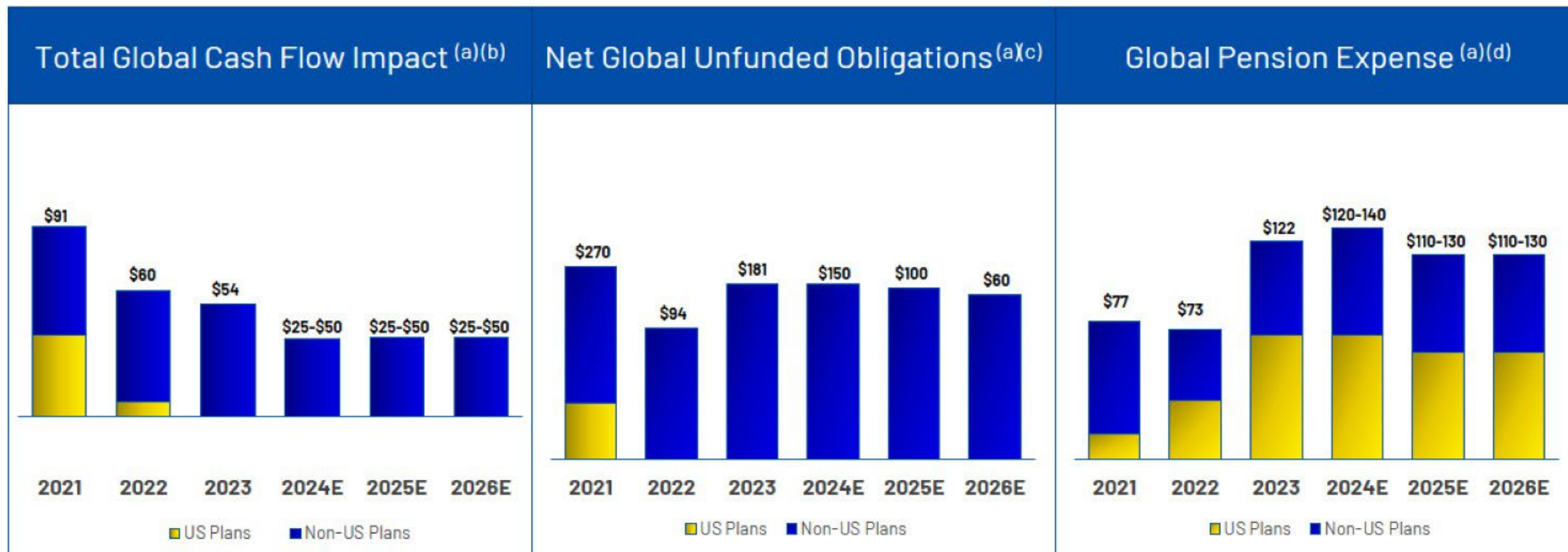
FY 2023 (\$6.1 Billion)



*Petrochemical based

Feedstock ~60% of raw material spend

PENSION UPDATE



- a) 2024E - 2026E are based on assumptions as of December 31, 2023
- b) Includes cash funding for direct benefit payments for 2021 - 2023 only
- c) Includes \$65 million of over funded for U.S. plans in 2023, gradually increasing to an estimated \$170 million in 2026
- d) Excludes one-time charges and benefits from pension settlements and curtailments

CONSUMER \geq 17" SALES^(a)



	OE	Replacement	Total
Americas	85%	60%	65%
EMEA	60%	40%	45%
Asia Pacific	75%	35%	50%
Total Company	75%	50%	60%

a) All percentages are approximate based on the year ended December 31, 2023.

DRIVING MOBILITY FORWARD

EVs present new challenges for the traditional tire

- Additional strain on tires from powertrain/increased torque
- Increased vehicle weight
- Added tire wear from higher torque and the use of regenerative braking
- Quieter engines result in more noticeable road noise

We are responding to these challenges with advanced technologies to maximize EV tire performance

- Enhanced tire constructions and new manufacturing methods designed specifically to make fitments more durable
- Developed and industrialized new materials and mixing processes to achieve low rolling resistance and enhance battery range
- Improved cabin sound quality through noise-reduction solutions, such as Goodyear's SoundComfort Technology[®]

OUR CONTINUED HIGH WIN RATES ON EV FITMENTS
DEMONSTRATE OUR INNOVATION EXCELLENCE



GOODYEAR  **YEAR**®

