

> EXECUTIVE SUMMARY

GOODYEAR BETTER FUTURE

Goodyear *Better Future*, our corporate responsibility framework, is a cornerstone of our business strategy and an essential part of Goodyear’s culture. The four pillars of our framework—Sustainable Sourcing, Responsible Operations, Advanced Mobility and Inspiring Culture—guide our business, create value for our internal and external stakeholders and help drive sustainable outcomes.

BETTER FUTURE

BETTER FUTURE SUSTAINABLE SOURCING

We proactively work with our suppliers to identify and evaluate environmental and societal impacts, risks and opportunities, while collaborating with them on ways to build a more sustainable and resilient supply chain.

TOPICS

- Sustainable Raw Materials and Sourcing
- Supply Chain Management

FOCUS AREAS

- Source sustainable natural rubber
- Increase sustainable material* usage
- Pursue raw material traceability
- Remove materials of concern
- Manage supply chain environmental, social and governance (ESG) risks

* A sustainable material is defined as a bio-based/renewable, recycled material or one that may be produced using or contributing to other sustainable practices for resource conservation and/or emissions reductions including mass-balance materials.

BETTER FUTURE RESPONSIBLE OPERATIONS

We have a culture of safety and operate in a manner that protects our people, customers, planet, company and good name. We use proven best practices to ensure we are operating responsibly and mitigating environmental impacts.

TOPICS

- Workforce Safety and Wellness
- Operational Impacts
- Product Quality
- End-of-Life Tires (ELT)
- Business Continuity

FOCUS AREAS

- Culture of safety and health
- Reduce environmental impacts
- Produce high-quality products
- Drive ELT to beneficial reuse
- Risk analysis and mitigation

BETTER FUTURE ADVANCED MOBILITY

Advanced forms of mobility—such as fleets, autonomous, connected, electric and sustainable vehicles—are transforming the tire industry and have the potential to make driving safer and more sustainable. Our expertise, drive for excellence and innovative spirit enable sustainable mobility through high-performing, energy-efficient solutions that are safe, durable, affordable and accessible.

TOPICS

- Advancing Tire Performance
- Shaping the Mobility Revolution

FOCUS AREAS

- Fuel efficiency, safety, longevity and comfort
- Fleets, autonomous, connected and electric vehicles

BETTER FUTURE INSPIRING CULTURE

Engaging and enabling our associates to realize their full potential is one of the core tenets of our Strategy Roadmap. We invest in high-performing and diverse talent, foster inclusion, provide a healthy and engaging work environment, and give our associates opportunities to make a positive impact.

TOPICS

- Compliance and Ethics
- Health and Wellness
- Community Engagement
- Diversity and Inclusion
- Talent Development

FOCUS AREAS

- Demonstrate ethical values, act with integrity
- Healthy and well workforce
- Global community engagement
- Diverse and inclusive culture
- Robust talent development

BETTERFUTURE
SUSTAINABLE SOURCING



SUSTAINABLE NATURAL RUBBER SUPPLY CHAIN
GOAL: Audit all natural rubber suppliers every two years

2022: Conducted onsite or virtual audits at 100% of suppliers



INCREASE SUSTAINABLE MATERIAL* USAGE

GOAL: Win in responsible innovation by introducing the first 100% sustainable-material tire by 2030

2022: Developed a 90% sustainable-material demonstration tire, unveiled in January 2023

GOAL: Fully replace petroleum-derived oils by 2040

2022: When considering our total sustainable oil usage in place of petroleum oils, our increase was 28%.

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BETTERFUTURE
RESPONSIBLE OPERATIONS



EMISSIONS

GOAL: Reduce Scope 1 and 2 emissions by 46% by 2030 and certain Scope 3 emissions by 28% by 2030*

2022: Goodyear will report our 2022 results in our 2023 CDP report**. For 2021, we reduced our combined Scope 1 and 2 emissions by 2.4% and our Scope 3 emissions increased by 3.5%.



ENERGY

GOAL: Transform our manufacturing operations and processes to all renewable energy to significantly reduce our carbon footprint by 2040

2022: Achieved 34% renewable electricity across all facilities



WATER

GOAL: Reduce global water consumption by 30% by 2030***

2022: Achieved 19% reduction in water consumption



SAFETY

GOAL: Achieve a total incident rate (TIR) of less than 1.0 and a Serious Injury (SI) rate of 0.00 by 2023

2022: Attained a TIR of 2.05 and 0.06 SI rate

* Compared to 2019 baseline
** Goodyear will release our 2023 CDP report later in 2023
*** Compared to 2020 baseline

BETTERFUTURE
ADVANCED MOBILITY



FUEL EFFICIENCY

GOAL: For our global consumer tire portfolio, reduce rolling resistance by 40% and tire weight by 9% by 2025, compared to 2005 baseline

2022: Achieved 32.9% reduction in rolling resistance and 9.4% reduction in tire weight, compared to 2005 baseline



TIRE INTELLIGENCE

GOAL: Reinvent tires and service, delivering data- and sensor-enabled intelligence in all new products by 2027

2022: Significantly enhanced connection to the road with demonstrated ability to estimate tire-road friction and treadwear



COMFORT

Goodyear is working to reduce the road noise from our tires through a combination of tread design and construction of the tire carcass.

2022: Launched additional products featuring our SoundComfort Technology®, which helps to deliver a quiet ride



VEHICLE READINESS

Goodyear continued our emphasis on advanced forms of mobility, with a strong focus on connected products and services.

2022: AndGo by Goodyear, a vehicle service automation platform providing full vehicle readiness for consumer and commercial fleets, expanded its capabilities with over 30 new features.

BETTERFUTURE
INSPIRING CULTURE



HEALTH AND WELLNESS

Our global workforce has access to Goodyear's Employee Assistance Program (EAP), which provides Goodyear associates with an array of services, including a focus on strengthening relationships and coping with depression, stress, grief and loss, 24 hours a day, 7 days a week.



DIVERSITY AND INCLUSION

Eight employee resource groups (ERGs) with 32 global chapters and nearly 3,500 global members

2022: ERG membership increased by 6% around the world.



LEARNING AND DEVELOPMENT

Goodyear Learning Center offers more than 17,000 courses.

2022: Our salaried associates completed on average 15.5 hours of training, a 13% increase over 2021.



COMMUNITY ENGAGEMENT

GOAL: Increase global associate involvement in our Global Week of Volunteering

2022: 38% year-over-year increase in associate participation. Global Week of Volunteering activities took place at 30 Goodyear locations, up from 8 in 2021.

