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.

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.

- Sustainable Raw Materials and Sourcing
- Supply Chain Management
- 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.

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.

- Workforce Safety and Wellness
- Operational Impacts
- Product Quality
- End-of-Life Tires (ELT)
- Business Continuity
- Culture of safety and health
- Reduce environmental impacts
- Produce high-quality products
- Drive ELT to beneficial reuse
- Risk analysis and mitigation

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.

- Advancing Tire Performance
- Shaping the Mobility Revolution
- Fuel efficiency, safety, longevity and comfort
- Fleets, autonomous, connected and electric vehicles

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.

- Compliance and Ethics
- Health and Wellness
- Community Engagement
- Diversity and Inclusion
- Talent Development
- Demonstrate ethical values, act with integrity
- Healthy and well workforce
- Global community engagement
- Diverse and inclusive culture
- Robust talent development

Visit our full Corporate Responsibility Report online at goodyear.com/responsibility
**EXECUTIVE SUMMARY**

**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%.

**FUEL EFFICIENCY**
- **GOAL:** For our global consumer tire portfolio, reduce rolling resistance by 40% and tire weight by 8% 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.

**HEALTH AND WELLNESS**
- Goodyear’s global workforce has access to Goodyear’s Employee Assistance Program (EAP), which provides 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.

**COMMUNITY ENGAGEMENT**
- 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.

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