

> EXECUTIVE SUMMARY

BETTER FUTURE, OUR CORPORATE RESPONSIBILITY FRAMEWORK

In 2018, we launched Goodyear *Better Future* to enhance the existing governance of our high-priority sustainability topics. The framework helps integrate corporate responsibility into all levels of our organization, promotes communication and awareness and drives alignment with our corporate strategy and stakeholder priorities. Below are the pillars of our framework that summarize what we believe and where we focus.

BETTER FUTURE

BETTER FUTURE SUSTAINABLE SOURCING

Given the potential social and environmental impacts of a global supply chain, we proactively seek to understand our supply chain risks and address them to support a healthy ecosystem. At Goodyear, sustainable sourcing is our approach to responsibly managing the materials we use for our operations and products.

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

BETTER FUTURE RESPONSIBLE OPERATIONS

Goodyear's [Strategy Roadmap](#) speaks to our commitment to operational excellence, and that includes practices in support of responsible business growth. Our day-to-day efforts to deliver high-quality products in an efficient manner are supported by a culture of safety and health. We manage our environmental impacts and plan for adverse conditions to support business continuity. In the spirit of continuous improvement, we take lessons learned and proven best practices to create and update our global standards. Operating in a responsible manner worldwide leads to protecting our people, our customers, our planet, our company and our good name.

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 and electric vehicles – are transforming the tire industry and have the potential to make driving safer and more sustainable. Goodyear is positioned for success through our commitments to advanced energy efficiency, safety, tire longevity, comfort and convenience, as well as several digital-based solution offerings. Goodyear's innovative spirit and drive for excellence puts us at the epicenter of the mobility revolution. We are working closely with customers and other innovators to shape this transformation. We are excited for the future of mobility and have much to offer the transportation industry through our work in advancing tire performance and shaping the mobility revolution.

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 tenants of our Strategy Roadmap. It starts with attracting top diverse talent and is followed by fostering inclusion; offering opportunities for skill and career development; promoting health and wellness; and making a positive impact in our communities. Over the past year, we have made progress in delivering and measuring our impact in these areas.

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

For each of our *Better Future* pillars, below are their significant goals and 2020 performance, if available.

BETTERFUTURE
SUSTAINABLE SOURCING

SUSTAINABLE NATURAL RUBBER SUPPLY CHAIN



GOAL: Audit all natural rubber suppliers every two years

2019/2020: Conducted onsite or virtual audits at 91% of supply

DEVELOPING NEW MATERIALS



GOALS: Increase 2020 soybean oil consumption by **100%** versus 2019 use and fully replace petroleum-derived oils by 2040

2020: Due to production effects related to the pandemic, our use of soybean oil increased by 73%, an increase that fell short of our 100% target



GOAL: Double use of rice husk ash silica by end of 2020

2020: Goodyear's use of rice husk ash silica increased by 47% versus 2018 baseline

BETTERFUTURE
RESPONSIBLE OPERATIONS



EMISSIONS

***GOAL:** 25% intensity reduction by 2023

2020: Achieved 20% intensity reduction



ENERGY

***GOAL:** 25% intensity reduction by 2023

2020: Achieved 19% intensity reduction



WATER

***GOAL:** 33% intensity reduction by 2020

2020: Achieved 55% intensity reduction



SAFETY

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

2020: Achieved 1.80 TIR and 0.03 SI rate

*Compared to 2010 baseline.

BETTERFUTURE
ADVANCED MOBILITY



FUEL EFFICIENCY

GOALS: For our global consumer tire portfolio, reduce rolling resistance by 40% and tire weight by 9% by 2025 from a 2005 baseline.

2020: Achieved 31% reduction in rolling resistance and 8.2% reduction in tire weight from 2005 baseline



INTELLIGENT TIRE

Our proprietary artificial intelligence helps predict when tires need service or replacement

2020: TPMS Plus sensors identify and address issues like air leaks and low pressure in real time, a benefit for commercial fleets



HELPING FLEET EFFICIENCY

Fleet services business model extended to shared mobility providers

2020: AndGo launched, combining predictive software and trusted, national network to help deliver fleet readiness



DRIVING SIMULATORS

Compact and fully dynamic simulators allow tire models to be developed, tested and validated early

2020: Our driving simulators, a first in the industry, complement virtual tire development and provide a clear technology leadership advantage

BETTERFUTURE
INSPIRING CULTURE



HEALTH AND WELLNESS

GOALS: Ensure access to Employee Assistance Programs (EAPs) and GoodLife platform for 100% of global associates

2020: 100% of global associates have access to EAPs and 72% of global associates have access to GoodLife platform

IMPROVING THE WORKPLACE AND COMMUNITY



DIVERSITY AND INCLUSION

Seven employee resource groups (ERGs) with 32 global chapters and 3,000+ global members

2019/2020: Tripled ERG chapters, doubled membership and held 200+ professional development and networking events



LEARNING AND DEVELOPMENT

Goodyear Learning Center offers 16,000+ courses

2020: Associates accessed 18,243 virtual courses, a record number



COMMUNITY ENGAGEMENT

Goodyear associates focused on acts of kindness and virtual volunteerism in 2020. Despite the global pandemic, associates logged more than 7,000 volunteer hours. Our ERG members took the lead, accounting for more than 6,000 of the volunteer hours.



Goodyear scientists and engineers developed a tread compound in which soybean oil replaced 100% of petroleum-derived oil. Soybean oil helps keep a tire's rubber compound pliable in changing temperatures, a key performance achievement to maintaining and enhancing vehicle grip on roadways. We commercialized this innovation in our Assurance WeatherReady™ in 2017, the Eagle Enforcer All Weather™ in 2018, the Eagle Exhilarate™ in 2019 and the Goodyear Assurance ComfortDrive in 2020.

