

› 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.

FOCUS AREAS - TOPICS

BETTERFUTURE 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.

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

FOCUS AREAS - TOPICS

BETTERFUTURE

BETTERFUTURE 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.

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|--|---|
| 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 | |

FOCUS AREAS - TOPICS

BETTERFUTURE 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.

Advancing Tire Performance
Shaping the Mobility Revolution

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

FOCUS AREAS - TOPICS

BETTERFUTURE 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.

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

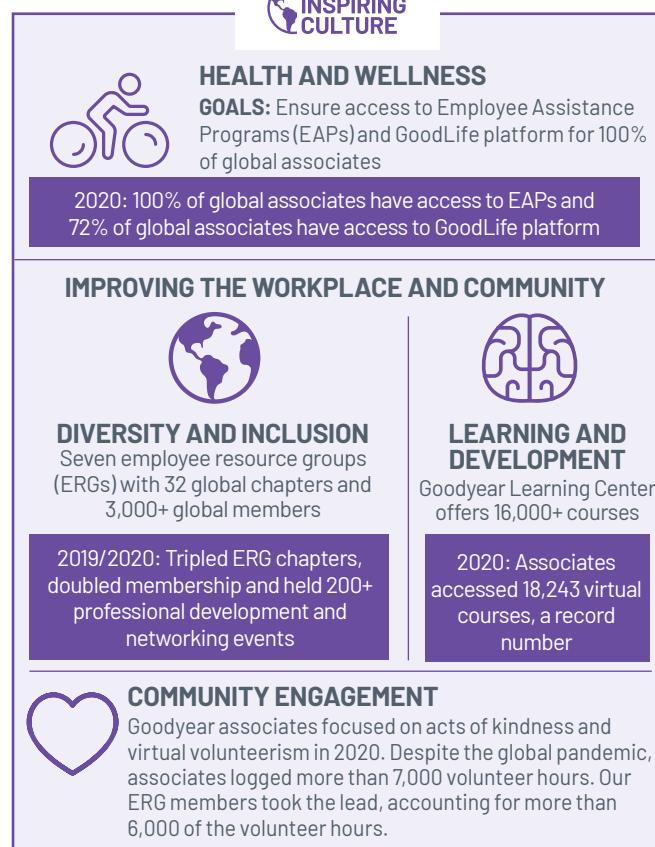
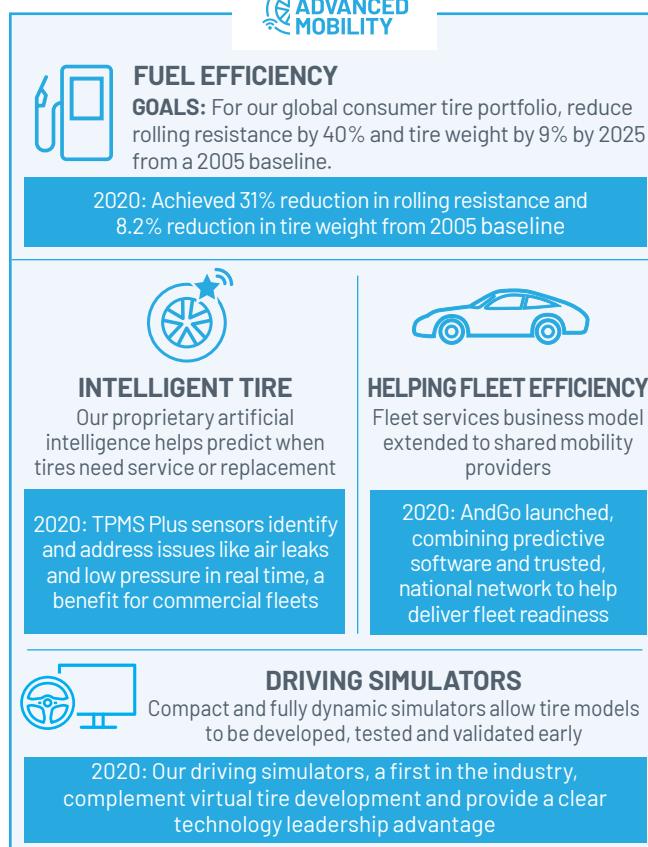
- Demonstrate ethical values, act with integrity
- Healthy and well workforce
- Global community engagement
- Diverse and inclusive culture
- Robust talent development

FOCUS AREAS - TOPICS

2020 CORPORATE RESPONSIBILITY REPORT

EXECUTIVE SUMMARY

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



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.

