

> EXECUTIVE SUMMARY

BETTER FUTURE, OUR CORPORATE RESPONSIBILITY FRAMEWORK

In 2019, 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 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 ensure 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 financial health and our good name.

TOPICS

Safety and Health
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 innovative pilot projects. 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 2019 performance, if available.

BETTERFUTURE SUSTAINABLE SOURCING

ENFORCING A ROBUST SUPPLIER CODE OF CONDUCT

<p>GOAL: Achieve 50% raw material spend traceability by 2025</p> <p>In progress</p>	<p>GOAL: Audit 100% of natural rubber suppliers every two years</p> <p>2019: Completed 98% onsite audits and 2% virtual audits</p>
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DEVELOPING NEW MATERIALS

<p>GOAL: Increase soybean oil consumption by 25% by 2020 and fully replace petroleum-derived oils by 2040</p> <p>2019: Goodyear's use of soybean oil increased by 90%</p>	<p>GOAL: Double use of rice husk ash silica by end of 2020</p> <p>2019: Goodyear's use of rice husk ash silica increased by 74%</p>
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BETTERFUTURE RESPONSIBLE OPERATIONS

<p>EMISSIONS</p> <p>*GOAL: 25% reduction by 2023</p> <p>2019: Achieved 19% reduction</p>	<p>ENERGY</p> <p>*GOAL: 25% reduction by 2023</p> <p>2019: Achieved 18% reduction</p>
<p>WATER</p> <p>*GOAL: 33% reduction by 2020</p> <p>2019: Achieved 15% reduction</p>	<p>SAFETY</p> <p>GOALS: Achieve a total incident rate (TIR) of less than 1.0 and a Serious Injury (SI) rate of 0.00 by 2023.</p> <p>2019: Achieved 1.86 TIR and 0.02 SI rate</p>

*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.

2019: Achieved 29% rolling resistance reduction and 7.7% tire weight reduction

<p>GOODYEAR IN SPACE</p> <p>Supplied essential products for Apollo 11 in 1969, and later provided the only tires on the moon</p> <p>2019: Silica experiment on the International Space Station to study tire performance</p>	<p>INTELLIGENT TIRE</p> <p>GOAL: Achieve consumer adoption of intelligent tires by 2021</p> <p>In progress</p>	<p>HELPING FLEET EFFICIENCY</p> <p>Extending fleet services business model to shared mobility providers</p> <p>2019: Our predictive servicing solution piloted by several fleets to forecast and schedule tire maintenance and replacement</p>
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PERFORMANCE

Continuously tests for potential performance improvements in wet, dry and winter conditions

BETTERFUTURE INSPIRING CULTURE

HEALTH AND WELLNESS

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

2019: 100% of global associates have access to EAPs and 72% of global associates have access to GoodLife platform

IMPROVING THE WORKPLACE AND COMMUNITY

<p>DIVERSITY AND INCLUSION</p> <p>Seven employee resource groups</p> <p>2018/2019: ERG membership has grown by 84% globally</p>	<p>BUILDING GOODYEAR TALENT</p> <p>GOAL: 100% execution of succession plans for top 50 positions</p> <p>In progress</p>	<p>LEARNING AND DEVELOPMENT</p> <p>More than 31,500 learning courses offered</p> <p>2019: 335 learning opportunities offered during 2019 Associate Learning Week</p>
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COMMUNITY ENGAGEMENT

2019 Global Week of Volunteering: 32 Goodyear locations participated, and associates provided more than 9,200 hours of volunteer service to more than 78 community organizations



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.

