EXECUTIVE SUMMARY

**BETTER FUTURE, OUR CORPORATE RESPONSIBILITY FRAMEWORK**

In 2018, we launched Goodyear’s 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.

**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.

- 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

**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

**RESPECTFUL 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.

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

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

**SUSTAINABLE SOURCING**
- **GOAL:** Audit all natural rubber suppliers every two years
  - 2019/2020: Conducted onsite or virtual audits at 91% of supply

**DEVELOPING NEW MATERIALS**
- **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

**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

**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

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

**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.