



## Bridgestone Worldwide Olympic Partnership Timeline

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Through support of the Olympic Movement, Bridgestone is proudly extending its rich sporting heritage and furthering its legacy of community service, environmental stewardship and social responsibility in communities around the world. A timeline of the company's Worldwide Olympic Partnership follows.

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| <b>June 2014</b>    | Bridgestone is announced as a Worldwide Olympic Partner of the International Olympic Committee (IOC)  |
| <b>June 2015</b>    | Bridgestone Corporation reveals "Chase Your Dream," a global manifesto that serves as the focus of the company's Worldwide Olympic Partnership activation; through this inspirational message, Bridgestone aims to empower people of all ages and abilities to overcome adversity and persevere in pursuit of their goals |
| <b>March 2016</b>   | Bridgestone Corporation announces an agreement to become a Gold Partner for the Tokyo 2020 Paralympic Games, as well as a partner of the Japanese Paralympic Team through 2024  |
| <b>April 2016</b>   | Bridgestone Americas announces Team Bridgestone USA – the company's first Olympic and Paralympic athlete ambassadors who represented the company around the Olympic and Paralympic Games Rio 2016   |
| <b>May 2016</b>     | Bridgestone Americas announces an agreement to become a partner of U.S. Paralympics through 2024  |
| <b>June 2016</b>    | Bridgestone partners with Transforma in Brazil to extend the reach of the Official Education Program of Rio 2016, which provided training for teachers and sports festivals for children  |
| <b>August 2016</b>  | Bridgestone activates at Rio 2016, the company's first Olympic Games as a Worldwide Olympic Partner and the first-ever Olympic Games in South America; the company's activation rights are limited to Brazil, Japan, South Korea and the United States in its debut Olympic Games   |
| <b>August 2016</b>  | While in Brazil, Bridgestone announces an agreement to become the first Founding Partner of the Olympic Channel, pledging support to the groundbreaking digital platform that celebrates the Olympic Movement and its inspiring athletes year-round   |
| <b>January 2017</b> | Bridgestone announces the expansion of its Olympic Partnership activation rights, allowing the company to activate globally through 2024  |
| <b>January 2017</b> | Bridgestone partners with Olympic Games Rio 2016 gold medalist Kosuke Hagino (swimming) to be the first Bridgestone athlete ambassadors in Japan  |

- March 2017** Bridgestone Europe launches its “Chase Your Dream No Matter What” program, which now features 19 Team Bridgestone athlete ambassadors across seven countries who have faced significant obstacles in their lives and are committed to using their experiences to inspire others.
- June 2017** Bridgestone Americas announces the five U.S. Olympic and Paralympic hopefuls who will represent the company on the Road to PyeongChang 2018
- June 2017** Bridgestone Japan launches Team Bridgestone Japan and introduces new athlete ambassadors; Ryo Chikatani (cycling), Ai Ueda (triathlon), Ayaka Watanabe (golf), Mami Tani (paratriathlon), Manami Tanaka (wheelchair tennis), Kohei Kobayashi (para-badminton), and Smile Japan, the Japanese women's national ice hockey team in addition to Kosuke Hagino.
- August 2017** Bridgestone India announces a partnership with ace badminton player and Olympic silver medalist P.V. Sindhu to be its first brand ambassador
- September 2017** Bridgestone Americas announces a new partnership with U.S. Figure Skating for the 2017-18 figure skating season that includes title sponsorship of the 2018 Bridgestone Skate America event
- October 2017** Bridgestone announces agreement to become an official supplier of Track Bicycles for the Japanese 2020 Olympic Cycling Team
- October 2017** Bridgestone announces to start offering technical supports to para-athletes with its innovations in Japan
- October 2017** Bridgestone Europe announces agreement to become Eurosport’s Olympic Winter Games presenting partner
- December 2017** Bridgestone announces a partnership with The PyeongChang Organizing Committee for the 2018 Olympic and Paralympic Games (POCOG) and the PyeongChang 2018 Education Program; the company’s support allows the program to expand its reach to a new group of students – the children at Shin Mang Won Orphanage in Gyeonggi Province, Yangpyeong-gun
- February 2018** Bridgestone activates at PyeongChang 2018, its first Olympic Winter Games as a Worldwide Olympic Partner and the first-ever Olympic Winter Games to be held in South Korea, where the company has proudly operated since 2001

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