

Value Creation Model

The Sumitomo Rubber Group is committing a variety of management resources, both internal and external, to growing the business. Today, based on its newly formulated Midterm Plan, it is leading the way to further enhancements in economic and societal corporate value, with the aim of contributing to the sustainable development of society.

Megatrends	Growing impact of climate change	Growing public call for resource recycling	Changes in demographics
Growing public call for health and safety-oriented products	Respect for human rights and diversity	Innovation in the mobility society	Digital transformation
Priority issues	Pursuing the creation of a decarbonized society	Building a circular economy	
Pursuit of superior product and service quality supporting safety, security and comfort as well as environmental friendliness	Promoting diversity & inclusion	Strengthening of corporate governance and compliance	



Purpose

Through innovation we will create a future of joy and well-being for all.

