Securities Code: 5108
Bridgestone Corporation
1-1, Kyobashi 3-chome, Chuo-ku
Tokyo, Japan

March 2, 2015

Re: Notice of the 96th Annual Shareholders' Meeting

Dear Shareholders:

You are cordially invited to attend Bridgestone Corporation's 96th Annual Shareholders' Meeting, as described in this letter.

If for some reason you cannot attend, you may exercise your voting rights in writing (by mailing) or via an electromagnetic method (through the Internet, etc.). Please review the Reference to Exercise of Voting Rights provided below, then (1) indicate your vote of approval or disapproval on the enclosed Exercise of Voting Rights form and return the form to us, or (2) exercise your voting rights on the Web site (http://www.web54.net) or otherwise by 6:00 p.m. on Monday, March 23, 2015.

Very truly yours,

Masaaki Tsuya
CEO and Representative Board Member,
Concurrently Chairman of the Board

The 96th Annual Shareholders' Meeting

1. Date and time: Tuesday, March 24, 2015, at 10:00 a.m.

2. Location: International Conference Room, 2nd Floor, Keidanren Kaikan Bldg.
   3-2, Otemachi 1-chome, Chiyoda-ku, Tokyo

3. Purpose of the meeting
   Matters to be reported:
   1. Business Report and Consolidated Financial Statements for the 96th Fiscal Year (January 1, 2014 through December 31, 2014), as well as Audit Reports of the Accounting Auditor and the Board of Corporate Auditors for the Consolidated Financial Statements
   2. Financial Statements for the 96th Fiscal Year (January 1, 2014 through December 31, 2014)

   Matters to be resolved:
   Proposal 1 Appropriation of Surplus
   Proposal 2 Election of Seven (7) Members of the Board
   Proposal 3 Election of One (1) Corporate Auditor
   Proposal 4 Presentation of Bonuses to the Members of the Board
   Proposal 5 Presentation of Remuneration by Stock Options to the Members of the Board

The details of the respective proposals are as per "Reference to Exercise of Voting Rights" provided below.

4. Other matters related to the Annual Shareholders' Meeting

(1) Handling of the duplicated exercises of voting rights by the same shareholder
If any shareholder has exercised his/her voting rights several times via the Internet, etc., only the final execution shall be deemed as his/her effective exercise of voting rights.
If any shareholder has exercised his/her voting rights both via the Internet, etc., and by sending the Exercise of Voting Rights form, only the last one to arrive at the Company shall be deemed effective. Provided, however, that only the exercise of voting rights via the Internet, etc., shall be deemed effective if both arrive at the Company on the same day.

(2) Matters necessary for the exercise of voting rights by proxy
All shareholders may exercise their voting rights through a proxy, who shall be one of the shareholders having voting rights of the Company.
Such shareholder or his/her proxy shall submit a document certifying the proxy right (e.g., power of attorney) to the Company.

(3) Handling of requests for the Exercise of Voting Rights form by shareholders who have approved in advance the sending of Notices of Annual Shareholders' Meetings via an electromagnetic method
If any shareholder who has approved the sending of Notices via an electromagnetic method wishes the delivery of an Exercise of Voting Rights form, he/she is requested to contact the dedicated phone service, which is stated in the Inquiries on Electronification of the Notice described on page 14 (Transfer Agent Business Center, Sumitomo Mitsui Trust Bank, Limited).

Note:
The Business Report, the Consolidated Financial Statements, the Financial Statements and the Audit Reports are stated in the "Business Report for the 96th Fiscal Period".
The following matters that are not stated in the "Business Report for the 96th Fiscal Period" are provided to our shareholders by posting relevant information on the Company's Web site (http://www.bridgestone.co.jp/) in accordance with the relevant provisions of the laws and regulations and the Articles of Incorporation.

Consolidated Financial Statements:	Notes to the Consolidated Financial Statements
Financial Statements:	Notes to the Financial Statements

Notes:
1) Attendees are asked to return their Exercise of Voting Rights forms to the receptionist on the day of the meeting.
2) Attendees are asked to beat the rush to the venue for the meeting as the reception area is overcrowded just before opening of the meeting.
3) If you exercise your voting rights on the Web site (http://www.web54.net), please refer to "Exercise of Voting Rights via the Internet, etc." described on pages 13–14.
4) Attendees are asked to bring this Notice of the 96th Annual Shareholders' Meeting and the attached documents to the venue on the day of the meeting.

Guidance:
Should any revision be needed with regard to the Reference to Exercise of Voting Rights, the Business Report, the Consolidated Financial Statements and/or the Financial Statements, the Company will publish such revision on the Company's Web site (http://www.bridgestone.co.jp/).

Reference to Exercise of Voting Rights

Proposals and Reference Information

Proposal 1 Appropriation of Surplus

It is proposed to appropriate the surplus for the year according to the schedule shown below in view of the year's closing results, and the interest of promoting corporate strength, future business development and other aspects.

1. Matters related to the year-end dividend

(1) Disbursement of dividends to shareholders and total amount thereof

It is proposed that a total amount of 46,988,423,820 yen (sixty (60) yen per share) be disbursed.

Accordingly, the fiscal year's total dividend, including the interim dividend, would be one hundred (100) yen per share.

(2) Effective date of the disbursement of dividends from surplus

It is proposed to set the effective date for the disbursement of dividends to be March 25, 2015.

2. Other matters related to the appropriation of surplus

(1) Item and amount of surplus to be increased

General reserve: 10,000,000,000 yen

(2) Item and amount of surplus to be decreased

Retained earnings carried forward: 10,000,000,000 yen

Proposal 2 Election of Seven (7) Members of the Board

The term of office of all the eight (8) current Members of the Board expires at the close of this shareholders' meeting.

Accordingly, it is proposed that seven (7) new Members of the Board be elected.

The table below lists the nominees for the position.

Nominees for Members of the Board

Nominee No.	Name (Date of birth)	Brief personal history, position, assignment and important concurrent positions
1	 Masaaki Tsuya (June 22, 1952) Renomination ・The term of office: 7 years ・Attendance at the Board of Directors for the year: 14 of 14 ・Number of shares owned: 31,400	April 1976 Joined Bridgestone Tire Co., Ltd. (Now Bridgestone Corporation) January 2006 Director, Division of the Executive Office March 2006 Vice President and Officer March 2008 Became a Member of the Board Vice President and Senior Officer September 2011 Became a Representative Board Member Senior Vice President March 2012 CEO and Representative Board Member March 2013 to Present CEO and Representative Board Member, Concurrently Chairman of the Board

Nominee No.	Name (Date of birth)	Brief personal history, position, assignment and important concurrent positions
2	 Kazuhisa Nishigai (July 29, 1950) Renomination ・The term of office: 7 years ・Attendance at the Board of Directors for the year: 14 of 14 ・Number of shares owned: 20,400	April 1975 Joined Bridgestone Tire Co., Ltd. (Now Bridgestone Corporation) April 2004 Director, Process Engineering Development Division January 2005 Vice President and Officer October 2007 Vice President and Senior Officer March 2008 Became a Member of the Board Vice President and Senior Officer March 2010 Became a Representative Board Member Senior Vice President March 2012 to Present COO and Representative Board Member
3	 Narumi Zaitsu (April 23, 1950) Renomination ・The term of office: 3 years ・Attendance at the Board of Directors for the year: 14 of 14 ・Number of shares owned: 14,400	April 1973 Joined Bridgestone Tire Co., Ltd. (Now Bridgestone Corporation) February 2004 Director, Tire Production Technology Coordination Division October 2006 Vice President and Officer March 2010 Vice President and Senior Officer March 2012 Became a Member of the Board Vice President and Senior Officer January 2013 to Present Member of the Board Senior Vice President January 2015 to Present Chief Technology Officer Responsible for Technology; Concurrently responsible for Production Technology

<table>
<tr><th>Nominee No.</th><th>Name
(Date of birth)</th><th>Brief personal history, position, assignment and important concurrent positions</th></tr>
<tr><td rowspan="2">4</td><td>
Sakie Tachibana Fukushima
(September 10, 1949)

Renomination
Outside Director
Independent Director

・The term of office: 5 years
・Attendance at the Board of Directors for the year: 13 of 14
・Number of shares owned: 1,200</td><td>June 1980 Joined Braxton International
September 1987 Joined Bain & Company Japan, Inc.
August 1991 Joined Korn/Ferry International
May 1995 Member of the Board of Directors, Korn/Ferry International Global Headquarters
September 2000 Country Manager-Japan, Korn/Ferry International
July 2001 Regional Managing Director-Japan, Korn/Ferry International
May 2009 Chairman & Representative Director-Japan, Korn/Ferry International
March 2010 to Present Became a Member of the Board
July 2010 to Present President and Representative Director, G&S Global Advisors Inc.
(Important concurrent positions)
President and Representative Director of G&S Global Advisors Inc.
Outside Director of Ajinomoto Co., Inc.
Outside Director of J. FRONT RETAILING Co., Ltd.
Outside Director of Mitsubishi Corporation</td></tr>
<tr><td colspan="2">(Reason for nomination as Outside Director)
The Company has determined that Ms. Sakie Tachibana Fukushima qualifies for Outside Director as she has deep insight regarding human resources with a global perspective, as well as abundant expertise on and experience in international corporate management.</td></tr>
<tr><td rowspan="2">5</td><td>
Scott Trevor Davis
(December 26, 1960)

Renomination
Outside Director
Independent Director

・The term of office: 4 years
・Attendance at the Board of Directors for the year: 14 of 14
・Number of shares owned: 0</td><td>April 1990 Researcher, The Japan Institute of Labour (Now The Japan Institute for Labour Policy and Training)
April 2001 Professor, Department of International Economics, Reitaku University
April 2006 to Present Professor, Department of Global Business, College of Business, Rikkyo University
March 2011 to Present Became a Member of the Board
(Important concurrent positions)
Professor, Department of Global Business, College of Business, Rikkyo University
Outside Director of Seven & i Holdings Co., Ltd.
Outside Director of Sompo Japan Nipponkoa Holdings, Inc.
Outside Corporate Auditor of Nissen Holdings Co., Ltd.</td></tr>
<tr><td colspan="2">(Reason for nomination as Outside Director)
The Company has determined that Mr. Scott Trevor Davis would appropriately execute the duties of an Outside Director as he has excellent academic knowledge in the field of sociology and international business administration, as well as abundant wisdom regarding CSR.</td></tr>
</table>

<table>
<tr><th>Nominee No.</th><th>Name
(Date of birth)</th><th>Brief personal history, position, assignment and important concurrent positions</th></tr>
<tr><td rowspan="2">6</td><td>
Yuri Okina
(March 25, 1960)

Renomination
Outside Director
Independent Director
・The term of office: 1 year
・Attendance at the Board of Directors for the year: 10 of 10
・Number of shares owned: 0</td><td>April 1984 Joined Bank of Japan
April 1992 Joined The Japan Research Institute, Limited
May 2003 Member of Industrial Revitalization Commission, the Industrial Revitalization Corporation of Japan
October 2005 Council Member, SCIENCE COUNCIL OF JAPAN
June 2006 Research Director, Chief Economist, The Japan Research Institute, Limited
April 2010 to Present Guest Professor, Waseda University
March 2014 to Present Became a Member of the Board
June 2014 to Present Vice Chairman of the Institute, The Japan Research Institute, Limited
September 2014 to Present Invited Professor, Keio University
(Important concurrent positions)
Vice Chairman of the Institute, The Japan Research Institute, Limited
Outside Director of Nippon Yusen Kabushiki Kaisha (NYK LINE)
Outside Director of Seven Bank, Ltd.</td></tr>
<tr><td colspan="2">(Reason for nomination as Outside Director)
The Company has determined that Ms. Yuri Okina qualifies for Outside Director as she has significant research experience regarding financial systems and financial administration, as well as abundant knowledge of economics and financial situations.</td></tr>
<tr><td rowspan="2">7</td><td>
Keiko Unotoro
(October 26, 1954)

New Nomination
Outside Director
Independent Director
・Number of shares owned: 0</td><td>April 1977 Joined the Japan Fair Trade Commission (JFTC)
April 2000 to Present Part-time Lecturer, Senshu University Graduate School
June 2004 Chief Hearing Examiner, JFTC
January 2007 Director General, Trade Practices Department, Economic Affairs Bureau, JFTC
June 2008 Senior Deputy Secretary General, Secretariat, JFTC
January 2011 Director General, Economic Affairs Bureau, JFTC
November 2012 to Present Advisor, Oh-Ebashi LPC & Partners
April 2013 to Present Professor, Faculty of Business Administration, Toyo Gakuen University
(Important concurrent positions)
Professor of Faculty of Business Administration, Toyo Gakuen University
Outside Director of Olympus Corporation</td></tr>
<tr><td colspan="2">(Reason for nomination as Outside Director)
The Company has determined that Ms. Keiko Unotoro would appropriately execute the duties of an Outside Director as she has abundant administrative experience at JFTC, as well as excellent academic knowledge in the field of competition law and policies.</td></tr>
</table>

Notes:

1. None of the nominees has any special interest with the Company.
2. Ms. Sakie Tachibana Fukushima, Mr. Scott Trevor Davis, Ms. Yuri Okina and Ms. Keiko Unotoro are the nominees as Outside Directors.
3. To ensure the independence of its Independent Directors / Corporate Auditors, the Company has designated its own “Guidelines for Determining Whether Outside Directors / Corporate Auditors are Sufficiently Independent” (as described on pages 11–12), in addition to the respective standards stipulated by the Tokyo Stock Exchange, the Nagoya Stock Exchange and the Fukuoka Stock Exchange. Ms. Sakie Tachibana Fukushima, Mr. Scott Trevor Davis, Ms. Yuri Okina and Ms. Keiko Unotoro have fulfilled the Guidelines and the standards, and the Company intends to notify the respective stock exchanges of them as Independent Directors.
4. In March 2014, NYK LINE, at which Ms. Yuri Okina serves as an Outside Director, received a cease and desist order and a surcharge payment order based on anti-trust laws from the Japan Fair Trade Commission regarding a certain car transportation business. Meanwhile, in December 2014, NYK LINE entered into a plea agreement with the U.S. Department of Justice based on charges that it violated U.S. anti-trust laws in connection with ocean shipping services for cars and trucks. Although Ms. Yuri Okina had not been aware of the conducts subject to these orders and the plea agreement until NYK LINE was investigated for such conducts, she had regularly expressed her views on legal compliance. After these issues were revealed, she has endeavored to reinforce NYK LINE’s legal

compliance systems by providing opinions to eradicate any acts in violation of anti-trust laws including overseas competition laws and prevent the recurrence of such acts.
5. The term of office of the respective nominees is calculated as at the close of this shareholders' meeting.
6. As Ms. Yuri Okina was newly elected at the 95th Annual Shareholders' Meeting held on March 25, 2014, the number of the Board of Directors for the year which she could attend is different from that of the other nominees for the position of the Member of Board.
7. If Ms. Sakie Tachibana Fukushima, Mr. Scott Trevor Davis, Ms. Yuri Okina and Ms. Keiko Unotoro become the Members of the Board, the Company will enter into an agreement with each of them that limits his/her damage compensation liability of Paragraph 1 of Article 423 of the Companies Act. The maximum amount of his/her liability based on said agreement shall be the higher of either 10 million yen or the minimum liability amount prescribed in Paragraph 1 of Article 425 of the Companies Act.

Proposal 3 Election of One (1) Corporate Auditor

The term of office of Mr. Kenichi Masuda (Corporate Auditor) expires at the close of this meeting.
Accordingly, it is proposed that one (1) new Corporate Auditor be elected.
The table below lists the nominee for the position.
The Board of Corporate Auditors has duly given its consent to this proposal.

Nominee for Corporate Auditor

Name (Date of birth)	Brief personal history, position and important concurrent positions
 Kenichi Masuda (January 11, 1963) Renomination Outside Corporate Auditor Independent Corporate Auditor ・The term of office: 4 years ・Attendance at the Board of Directors for the year: 14 of 14 ・Attendance at the Board of Corporate Auditors for the year: 16 of 16 ・Number of shares owned: 0	April 1988 to Present Lawyer, Admitted in Japan September 1993 to Present Lawyer, Admitted in New York January1997 to Present Partner, Anderson Mori (Japanese law firm: Now Anderson Mori & Tomotsune) April 2010 to Present Adjunct Lecturer, Graduate Schools for Law and Politics, The University of Tokyo March 2011 to Present Became a Corporate Auditor (Important concurrent positions) Partner of Anderson Mori & Tomotsune Outside Corporate Auditor of LIFENET INSURANCE COMPANY
(Reason for nomination as Outside Corporate Auditor) The Company has determined that Mr. Kenichi Masuda would appropriately execute the duties of an Outside Corporate Auditor in view of his professional career and abundant experience as a lawyer at law firms in Japan and overseas, as well as his expertise as a lecturer on corporate legal practices at a graduate school of law.	

Notes:

1. Mr. Kenichi Masuda has no special interest with the Company.
2. Mr. Kenichi Masuda is the nominee as Outside Corporate Auditor.
3. To ensure the independence of its Independent Directors / Corporate Auditors, the Company has designated its own “Guidelines for Determining Whether Outside Directors / Corporate Auditors are Sufficiently Independent” (as described on pages 11–12), in addition to the respective standards stipulated by the Tokyo Stock Exchange, the Nagoya Stock Exchange and the Fukuoka Stock Exchange. Mr. Kenichi Masuda has fulfilled the Guidelines and the standards, and the Company intends to notify the respective stock exchanges of him as Independent Corporate Auditor.
4. The term of office of Mr. Kenichi Masuda is calculated as at the close of this shareholders’ meeting.
5. If Mr. Kenichi Masuda becomes a Corporate Auditor, the Company will enter into an agreement with him that limits his damage compensation liability of Paragraph 1 of Article 423 of the Companies Act. The maximum amount of his liability based on said agreement shall be the higher of either 10 million yen or the minimum liability amount prescribed in Paragraph 1 of Article 425 of the Companies Act.

Proposal 4 Presentation of Bonuses to the Members of the Board

In view of the year's closing results, it is proposed that bonuses totaling 127.38 million yen be distributed to the four (4) Members of the Board excluding the Outside Directors at the end of the 96th fiscal year.

Proposal 5 Presentation of Remuneration by Stock Options to the Members of the Board

It is proposed that the stock acquisition rights be allocated to the Members of the Board excluding the Outside Directors as remuneration by stock-compensation-type stock options in the following manner for the purpose of motivating and raising the morale of the Members of the Board thereby achieving better long-term business results, and promoting the sharing of value with shareholders.

This proposal is believed to be reasonable in view of such stock acquisition rights being allocated on the basis of the number and position of the Members of the Board and the value thereof being calculated using the Black-Scholes Model, a general value calculation model for stock options.

If Proposal 2 is approved, the Members of the Board excluding the Outside Directors will be three (3) in total.

(1) Number of stock acquisition rights to be issued:

The number of stock acquisition rights shall be a maximum of 800.

(2) Number of the shares to be issued by exercise of stock acquisition rights:

The upper limit of the shares to be issued by exercise of stock acquisition rights shall be 80,000 shares.

The number of shares for each stock acquisition right (hereinafter referred to as "Number of Granted Shares") shall be 100.

If the Company's shares are split or consolidated or allotted without contribution, or the Company reduces its share capital or merges with another company or companies, splits into two or more companies or other similar situation arises whereby adjustments become inevitable after the day when the stock acquisition rights are allocated (hereinafter referred to as "Allocation Date"), the Company shall adjust Number of Granted Shares to the reasonable extent.

(3) Value of the property invested in exercising the stock acquisition rights:

The value of the property invested in exercising each stock acquisition right shall be the product of the subscription amount per share (hereinafter referred to as "Exercise Value") for shares to be issued or transferred by exercise of each stock acquisition right multiplied by Number of Granted Shares. Exercise Value shall be one (1) yen.

(4) Exercisable period for the stock acquisition rights:

Allocation Date through April 30, 2035

(5) Conditions for exercise of the stock acquisition rights:

A Member of the Board shall be allowed to exercise the stock acquisition rights on and after the day following the forfeiture of his/her position as a Member of the Board. Other conditions for the exercise of the stock acquisition rights shall be determined by the Board of Directors prescribing the subscription requirements.

(6) Restriction on acquisition of stock acquisition rights via transfer:

Acquisition of the stock acquisition rights via transfer shall require an approval of the Board of Directors of the Company.

(7) Causes and conditions for acquisition of the stock acquisition rights by the Company:

If the general shareholders' meeting of the Company approves a proposal for (i) a merger agreement by which the Company dissolves or (ii) a share exchange agreement or a share transfer plan by which the Company becomes a wholly owned subsidiary of another company or companies, the Company shall acquire the stock acquisition rights then unexercised without any payment or other compensation, as of the resolution date of such approval.

(8) Handling of possible fractions below one (1) share in the number of shares issued to any eligible persons who have exercised their stock acquisition rights:

Fractions below one (1) share shall be rounded down.

(9) Value of stock acquisition rights:

The value of the stock acquisition rights concerned shall be calculated using the Black-Scholes Model based on various conditions applicable on Allocation Date.

(10) Other matters related to the stock acquisition rights:

Other details regarding the stock acquisition rights shall be determined by the Board of Directors prescribing the subscription requirements.

(Reference)

Guidelines for Determining Whether Outside Directors / Corporate Auditors are Sufficiently Independent

In order to ensure that Bridgestone Corporation ("Bridgestone") achieves the objectivity and transparency necessary for appropriate corporate governance, it is best that outside directors and outside corporate auditors ("Outside Directors / Corporate Auditors") be as independent as possible.
Bridgestone has accordingly established these guidelines concerning the requisite independence of Outside Directors / Corporate Auditors. If any of the following items applies to an Outside Director / Corporate Auditor (or to a candidate for such position. The same applies hereafter), they shall be deemed to lack the required level of independence. A person who:

1. In the past was an Executing Person of Bridgestone or a consolidated subsidiary of Bridgestone (collectively, the "Bridgestone Group").[1]
2. Is a major shareholder of Bridgestone.[2]
3. Is an Executing Person of a company or entity to which one of the following is applicable:
   (1) A major supplier or customer of the Bridgestone Group.[3]
   (2) A major lender to the Bridgestone Group.[4]
   (3) A company or entity of which the Bridgestone Group holds 10% or more of the voting shares.
4. Is a certified public accountant with an auditing firm that is an accounting auditor of the Bridgestone Group.
5. Is a professional, such as a consultant, accountant, tax accountant, lawyer, judicial scrivener, or patent attorney who has received a large amount[5] of money or other assets from the Bridgestone Group.
6. Is a person who has received a large amount of donation from the Bridgestone Group.[6]
7. Is an Executing Person of another company, which position constitutes an interlocking director or corporate auditor position[7] for the Outside Director / Corporate Auditor.
8. Has a close relative[8] to which any of the above items 1 through 7 applies (but other than with respect to item 4 or 5, limited to a significant person[9]).
9. Is a person to which any of the above items 2 through 8 has applied within the last 5 years.
10. Notwithstanding the above, is a person with respect to which any other particular factors exist that could create a conflict of interest with Bridgestone.

Notes: [1] This means one who is currently an executive director, executive officer, corporate officer or other similar person or employee (each, for purpose of these Guidelines, an "Executing Person") or who has been an Executing Person of the Bridgestone Group at any time in the past. In addition, with respect to an Outside Corporate Auditor, a position as non-executive director shall apply as well.

[2] A "major shareholder" shall mean a shareholder holding 5% or more of the voting shares, either in their own name or a third party's name, as of the end of Bridgestone's fiscal year. If the major shareholder is an organization such as a company (or other legal entity) or partnership, it shall mean an Executing Person of the organization.

[3] A "major supplier or customer" means a supplier or customer of the Bridgestone Group products whose annual total transactions with the Bridgestone Group exceeds 2% of Bridgestone's consolidated aggregate sales or 2% of the consolidated aggregate sales of the other party. In addition, automobile manufacturers which are customers of the Bridgestone Group tire products, and synthetic rubber manufacturers and steel cord manufacturers which are suppliers to the Bridgestone Group are considered major suppliers or customers regardless of actual annual transaction amounts.

[4] A "major lender" means a financial institution from which the Bridgestone Group receives loans where the outstanding loan amount as of the end of Bridgestone's fiscal year exceeds 2% of Bridgestone's consolidated gross assets or 2% of the financial institution's consolidated gross assets.

[5] "Large amount" means the occurrence of either of the following in response to the professional's provision of services:

   (1) In the event that the professional is providing services to the Bridgestone Group as an individual, the receipt by the professional from the Bridgestone Group of compensation (excluding compensation for services as a director or corporate auditor) of an amount exceeding 10 million yen per year.
   (2) In the event the professional services are provided by an organization such as a company (or other legal entity) or a partnership, the receipt by the organization from the Bridgestone Group of the total amount of compensation exceeding 2% of the annual aggregate income of the organization. Even if not more than 2%, if the organization receives more than 10 million yen per year as

compensation for services in which the professional was directly involved, it is considered a "large amount".

[6] This means the recipient of a donation exceeding 10 million yen per year from the Bridgestone Group. If the recipient is an organization such as a company (or other legal entity) or a partnership, any member of the organization who is directly involved with the research, education or other activity related to the donation.

[7] "Interlocking director or corporate auditor position" means an Executing Person of the Bridgestone Group who is an Outside Director / Corporate Auditor for another company, where an Executing Person of such other company is also an Outside Director / Corporate Auditor of Bridgestone.

[8] A "close relative" means a spouse or a relative within two degrees of family relation.

[9] A "significant person" means a director, executive officer, corporate officer or an Executing Person who is a division manager or above, or an Executing Person with authority similar to any of the foregoing.

(Guidance)
"Exercise of Voting Rights via the Internet, etc."

1. Exercise of Voting Rights via the Internet
The exercise of voting rights via the Internet is available only on the Web site of [http://www.web54.net]. You can access the Web site above not only from a personal computer but also from a mobile phone. Please read carefully the explanation described below before exercising your voting rights via the Internet.
To exercise your voting rights via the Internet, enter the "Exercise of Voting Rights Code" and "Password" printed at the right of the Exercise of Voting Rights form and follow the instructions on the screen.

◎ Exercise of Voting Rights
(1) If you exercise your voting rights via the Internet, it is required that you do so by 6:00 p.m. on March 23, 2015 (the day preceding this annual shareholders' meeting), that is, the end of the Company's business hours.
(2) If you have exercised your voting rights several times via the Internet, only the final execution shall be deemed as your effective exercise of voting rights.
(3) If you have exercised your voting rights both via the Internet and by sending the Exercise of Voting Rights form, only the last one to arrive at the Company shall be deemed effective. Provided, however, that only the exercise of voting rights via the Internet shall be deemed effective if both arrive at the Company on the same day.

◎ Handling of Your Password
(1) The "Password" is a crucial means through which to ascertain that a voting person is really a qualified shareholder. Please carefully secure your password until the close of this shareholders' meeting. The Company does not accept any referral on passwords by telephone or any other means.
(2) In case you commit more errors than a certain number of tries to input your password, the Internet-based voting system will be immediately locked, making further operations unavailable with regard to the aforementioned Web site. In case such a locking status occurs on your PC or a mobile phone, follow the screen guide to release the locked condition.

◎ System Environment
(1) The following system environment is necessary for your use of the aforementioned dedicated Web site.
1) In case of using a personal computer:
(a) Display resolution shall be 800 dots horizontal × 600 dots vertical (SVGA) or higher.
(b) The following software (applications) must have been installed.
a. Microsoft: Microsoft® Internet Explorer Ver.5.01 SP2 or later
b. Adobe Systems: Adobe® Acrobat® Reader® Ver.4.0 or later, or Adobe® Reader® Ver.6.0 or later
Internet-based communications might be restricted if the firewall function is integrated and it works on the computer.
2) In case of using a mobile phone:
The models must be able to receive one of the following services and be equipped with the SSL communication function to allow encrypted telecommunications. To use this Internet-based method, you should directly input the Web site address [http://www.web54.net] because no service menu is registered on any of the screens listed below. However, older models may not support this method. Please contact "Web Support" for more details.
(a) i-mode
(b) EZ web
(c) Yahoo! Keitai
Although you can exercise your voting rights using the full-browser function of mobile phones including smartphones, several models may not support this function.
(2) To connect your communication device to the Internet, you might have to pay a connection fee and telecommunication charges to your service provider and a carrier. Such a fee or charges shall be borne by each shareholder.

◎ Inquiries on the Operation of Your PC and Other Communication Terminals
If you are unclear as to the operation of your PC and other devices regarding the exercise of voting rights via the Internet, please contact the staff in charge by calling the following number:

Dedicated phone of Stock Transfer Agent Department "Web Support,"
Sumitomo Mitsui Trust Bank, Limited
Phone number in Japan: 0120-652-031 (toll-free within Japan)
(Reception time: 9:00 a.m.–9:00 p.m.)

◎ Inquiries on Electronification of the Notice

Dedicated phone of the Transfer Agent Business Center,
Sumitomo Mitsui Trust Bank, Limited
Phone number in Japan: 0120-782-031 (toll-free within Japan)
(Reception time: 9:00 a.m.–5:00 p.m. (Except for Saturdays, Sundays and national holidays))

2. Exercise of Voting Rights via Platform for Electronic Exercise of Voting Rights (to institutional investors)
Institutional investors may use the "ICJ platform," a platform for electronic exercise of voting rights by institutional investors, which is operated by Investor Communications Japan, Inc. (ICJ).

Note: This document has been translated from the Notice of the 96th Annual Shareholders' Meeting in the Japanese original version for foreign shareholders' reference and convenience purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.