



November 27, 2025

For Immediate Release

Company name: Sumitomo Rubber Industries, Ltd.
Representative: Satoru Yamamoto,
President and CEO,
Representative Director
Securities Code: 5110 (TSE Prime Market)
Contact: Shinji Araki,
General Manager,
Accounting & Finance Headquarters
Phone: +81-78-265-3000

Notice Regarding Change of Trade Name of Consolidated Subsidiary

Sumitomo Rubber Industries, Ltd. (the “Company”) hereby announces that it has resolved, at the meeting of its Board of Directors held on November 27, 2025, to change the trade name of a consolidated subsidiary, as outlined below. This matter is subject to approval of the relevant proposals, including the proposed change of the trade name, at an extraordinary general meeting of shareholders of the subsidiary.

1. Reason for change of trade name

In January 2025, the Company acquired the DUNLOP trademark and other rights for four-wheel tires in Europe, North America, and Oceania, allowing the Company to operate its tire business globally under the DUNLOP brand with the exception of certain regions and products.* In the long-term corporate strategy “R.I.S.E. 2035,” announced in March 2025, it declared its intention to have the DUNLOP brand at the center of its future business operations.

Based on this strategy, the Company aims to enhance the value of the DUNLOP brand globally as part of its efforts to strengthen brand management and has therefore decided to change the trade name of its overseas sales subsidiaries in Europe, North America, and Oceania, as well as those in some other regions, to incorporate the DUNLOP brand name. It will strive to ensure that the value of the DUNLOP brand is communicated through not only its products but also all customer touchpoints including services, user experiences, and corporate attitude, and will work to further build DUNLOP into a brand chosen by customers.

* Four-wheel tires: Excludes India, Malaysia, Singapore, and Brunei; Motorcycle tires: Excludes India, Europe, and Oceania.

2. Overview of consolidated subsidiary and new trade name

(1) Name	Falken Tyre Europe GmbH
(2) Location	Offenbach am Main, Germany
(3) Name and job title of representative	Hiroshi Hamada, Managing Director, Chairman & CEO
(4) Description of business	Sales of tires
(5) Share capital	25 thousand euros
(6) New trade name	Dunlop Tyre Europe GmbH
(7) Effective date of trade name change	January 2026 (scheduled)

(1) Name	Sumitomo Rubber North America, Inc.
(2) Location	California, USA
(3) Name and job title of representative	Darren Thomas CEO, President
(4) Description of business	Sales of tires
(5) Share capital	24,700 thousand US dollars
(6) New trade name	Dunlop Tires North America, Inc.
(7) Effective date of trade name change	January 2026 (scheduled)

(1) Name	Sumitomo Rubber Australia Pty. Ltd.
(2) Location	Sydney, Australia
(3) Name and job title of representative	Koji Fukuhara Managing Director
(4) Description of business	Sales of tires
(5) Share capital	20,000 thousand Australian dollars
(6) New trade name	Dunlop Tyre Australia Pty. Ltd.
(7) Effective date of trade name change	January 2026 (scheduled)

(1) Name	Sumitomo Rubber Latin America Limitada
(2) Location	Santiago, Chile
(3) Name and job title of representative	Yo Narisada CEO
(4) Description of business	Sales of tires
(5) Share capital	1,000 thousand US dollars
(6) New trade name	Dunlop Latin America Ltda
(7) Effective date of trade name change	January 2026 (scheduled)

(1) Name	Sumitomo Rubber Middle East FZE
(2) Location	Dubai, UAE
(3) Name and job title of representative	Masaru Tabata Managing Director
(4) Description of business	Sales of tires
(5) Share capital	1,090 thousand US dollars
(6) New trade name	Dunlop Tyre Middle East FZE
(7) Effective date of trade name change	February 2026 (scheduled)

(1) Name	Kuo-chu Rubber Co., Ltd.
(2) Location	Taipei, Taiwan
(3) Name and job title of representative	Lin Hung Lian Chairman
(4) Description of business	Sales of tires and sporting goods
(5) Share capital	60,000 thousand New Taiwan dollars
(6) New trade name	Dunlop Taiwan CO., LTD.
(7) Effective date of trade name change	January 2026 (scheduled)

(1) Name	Srixon Sports Europe Ltd.
(2) Location	Hampshire, United Kingdom
(3) Name and job title of representative	Lionel Caron President
(4) Description of business	Sales of sporting goods
(5) Share capital	7,543 thousand British pounds
(6) New trade name	Dunlop Golf Europe Ltd.
(7) Effective date of trade name change	January 2026 (scheduled)