



BOOSTING THE IMPACT OF MICHELIN'S **CORPORATE** CITIZENSHIP

***“Our priority is to take action where Michelin can make a
high value-added contribution over the long term”***

Forrest Patterson,

Director of Corporate Philanthropy and Exec Director of the Michelin
Corporate Foundation

MICHELIN COMMITMENT TO CORPORATE CITIZENSHIP



BUILDING A BETTER FUTURE TOGETHER

**Our conviction: together, we can
build a desirable future**

Corporate citizenship
Contributing to a common good – mutually beneficial and sustainable
Going beyond the company's products, services and activities

**Our commitment: together, we contribute to
human and planetary development**

Supporting practical, innovative projects in areas
where the company is a legitimate global player

MICHELIN COMMITMENT TO CORPORATE CITIZENSHIP



HUMAN DEVELOPMENT

**MICHELIN
CORPORATE
FOUNDATION**

IMPACT ECONOMY

**MICHELIN
DEVELOPMENT**

PRESERVING NATURE

**MICHELIN
CORPORATE
FOUNDATION**

MICHELIN VOLUNTEER PROGRAM

SKILL-BASED CLUSTER AND SPONSORSHIP

MOVIN'ON – PARC CATAROUX

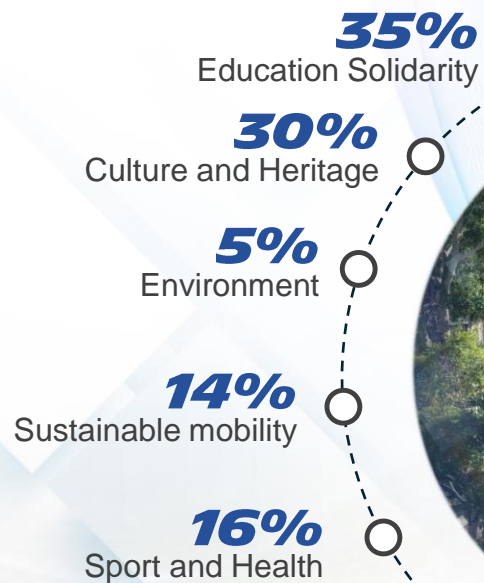


The Michelin Corporate Foundation:

10 YEARS OF CORPORATE CITIZENSHIP

THE MICHELIN CORPORATE FOUNDATION'S COMMITMENT TO CORPORATE CITIZENSHIP

PROJECTS BY FIELD (% BREAKDOWN OVER 10 YEARS)



CHARACTERISTICS

- Quest for impact and excellence
- Priority given to supporting people
- Support for local development
- Taste for innovation

SINCE 2014

- +500 projects supported, including:
- 164 international projects
- +€140M total amount of support
- 80 active projects on average per year



4 INSPIRING EXAMPLES

MEDIA DAY
17-18 April 2024

**PUTTING PEOPLE AT THE
HEART OF TRANSFORMATION**



ASM OMNISPORTS: AN INNOVATIVE LONG-TERM PROJECT FOR INCLUSION AND HEALTH THROUGH SPORT

FOR MORE THAN 110 YEARS,

ASM Omnisports has been developing innovative sports health and inclusion programs to promote the benefits of physical activity to as many people as possible.

TODAY, a large number of sports-based social inclusion initiatives, jointly developed with local partners, have become a long-term reality thanks to the strong volunteer commitment of Michelin employees and the development of cooperative projects with other associations such as Secours Populaire, Banque Alimentaire and CeCler.



6000 members

400 volunteers

1,500 beneficiaries per year, including 900 from underprivileged districts

10 YEARS of support

WWF BRAZIL: A SOCIO-BIODIVERSITY PROJECT IN AMAZONAS STATE

A socio-biodiversity project combining
**ENVIRONMENTAL PROTECTION
AND COMMUNITY SUPPORT**

REVITALIZING the natural rubber
industry to enable local communities to
generate income while protecting the forest.

IMPROVING the natural rubber
supply chain in the Amazon and
developing a viable, self-sufficient
business model.

**AN APPROACH TO DEVELOP
THE INVOLVEMENT OF**
young people and women in the region
and Michelin Brazil employees.



+89% of area under
sustainable management in the
project zone

**1,380,000
HECTARES**
of protected forest

522 families
involved

5 YEARS of
partnership



LIBRARIES WITHOUT BORDERS: KARIBU, A SOLUTION FOR TEACHING FRENCH TO NEW ARRIVALS

THE KARIBU APPLICATION

teaches non-French speakers the basics they need to communicate in their daily and working lives.

FREE AND EASY TO USE,

it helps new arrivals acquire the essential language they need for day-to-day life and in the workplace.

INITIALLY DESIGNED IN OCTOBER 2022

for Ukrainian refugees, the application was upgraded in 2023 to include two languages, Arabic and Pashto, with support from the Michelin Corporate Foundation, and a plant health and safety module, developed with help from CeCler and refugees undergoing training at Michelin.



5 MONTHS

of partnership in 2023

LONG-TERM

partnership: since July 2023

PROTECTING FRENCH ART: FRANCE'S LARGEST MUSEUM

SINCE 2013, WE'VE HAD ONE OBJECTIVE:

to protect movable treasures that everybody can enjoy free of charge.

**SINCE 2017, MANY
EMPLOYEES INVOLVED** in
identifying and restoring their local
heritage artworks.

**NATIONWIDE
COVERAGE**, through the
involvement of local government
representatives, associations and
restoration experts.



60 works of art restored
between 2017 and 2023

15 Michelin sites committed
to the 2024 campaign



A 5-YEAR PLAN

to boost the impact of
corporate citizenship

THE 4 PRIORITIES OF THE MICHELIN CORPORATE FOUNDATION

STRENGTHEN INTERNATIONAL INFLUENCE

Leverage the Group's regional organization to roll out initiatives worldwide.

PRIORITIZE HIGH-LEVERAGE PROJECTS

Prioritize projects where the Group's expertise can generate significant leverage.

DEVELOP CORPORATE CITIZENSHIP

Harness the full potential of employee commitment by implementing a supply-side policy.

IMPROVE PARTNERSHIP RELATIONS

Adopt a systematic co-construction approach, providing partners with the most appropriate resources: financing, skills sponsorship, volunteer work, networking.

