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Natural rubber: Michelin announces zero-deforestation sourcing worldwide

- **A decade of action to build a more transparent supply chain**
- **Natural rubber, an essential material for the performance of our products**
- **Michelin calls for a level playing field to accelerate the transition and preserve the competitiveness of committed industry players**

Michelin announces that it now sources exclusively deforestation-free natural rubber, in line with the requirements of the upcoming European Union deforestation regulation (EUDR*). The Group is going even further by extending its compliance worldwide. This milestone is the culmination of several years of work to strengthen traceability across the supply chain and demonstrate that the natural rubber used by the Group does not originate from deforested land.

A decade of action to build a more transparent supply chain

Deforestation poses a major threat to ecosystems and local communities, as well as a challenge for all economic players that depend on natural resources. At the same time, global demand for natural rubber remains strong, driven by essential applications across numerous industries.

Given the importance of natural rubber to its operations, Michelin is fully aware of its responsibility to help drive the sustainable transformation of the sector. In 2015, the Group committed to sourcing exclusively deforestation-free natural rubber. Backed by an ambitious natural rubber policy, it has undertaken extensive work to improve the transparency and traceability of its supply chain, including:

*European Union deforestation regulation

- mapping risks and plots of origin;
- integrating growers into its traceability system;
- developing traceability systems;
- using geolocation and satellite imagery technologies;
- supporting suppliers and growers.

Michelin has progressively deployed the tools needed to meet the natural rubber sector's increasingly stringent sustainability requirements.

These efforts now enable the Group to ensure that its natural rubber supplies comply with the requirements of the European regulation, while demonstrating that deforestation-free sourcing is possible on a large scale. Approximately 1.5 million growers are involved in its traceability system, with nearly 2.5 million rubber-tree plots mapped.

A material with unique properties that is difficult to replace

A renewable, bio-based material, natural rubber is at the heart of many essential everyday applications. It is critical to tire manufacturing, which accounts for 75% of global natural rubber production. It is also used in medical equipment, industrial components and a wide range of mobility applications.

Michelin is one of the world's largest buyers of natural rubber. It is an essential raw material for the Group, which uses nearly 750,000 metric tons each year. Its strength, elasticity, flexibility and grip properties are exceptional, making it essential to the performance, safety and durability of the Group's products.

While synthetic materials can meet certain needs, none can currently replicate the full range of properties of natural rubber. Preserving this resource while ensuring production that respects biodiversity and the communities that depend on it is particularly complex, as rubber trees require a hot, humid climate found primarily in tropical regions around the equator.

This geographical constraint is compounded by a highly fragmented global supply chain, which relies mainly on 6 million growers across several countries and involves particularly complex sourcing networks.

***European Union deforestation regulation**

A level playing field to accelerate the transition and preserve industrial competitiveness

While the EUDR* represents a major step forward in the fight against deforestation, Michelin believes that the sustainable transformation of the sector can only succeed if all stakeholders are involved.

Growers, cooperatives, traders, processors, manufacturers, distributors and public authorities all have a decisive role to play in driving lasting improvements in practices.

For the Group, successfully transforming the sector requires the same rules to be applied fairly to all market players, in Europe and around the world. This level playing field is essential both to the effectiveness of the regulation and to preserving the competitiveness of manufacturers that are committed to this transition.

"Michelin's experience over the past several years shows that responsible sourcing requires significant investment, robust technological tools and ongoing dialogue with stakeholders on the ground, NGOs and local authorities. Fairness and effective enforcement of the rules are essential to avoid putting companies that are committed to this transition at a competitive disadvantage. This momentum must be collective if we are to achieve a real and lasting impact in Europe and worldwide." said Pierre-Martin Huet, SVP Sustainability.

***European Union deforestation regulation**

GROUP

Photos and/or attachments available on:

Brand.Hub.michelin.com

About Michelin:
Michelin is building a world-leading manufacturer of life-changing composites and experiences. Pioneering engineered materials for more than 130 years, Michelin is uniquely positioned to make decisive contributions to human progress and to a more sustainable world. Drawing on its deep know-how in polymer composites, Michelin is constantly innovating to manufacture high-quality tires and components for critical applications in demanding fields as varied as mobility, construction, aeronautics, low-carbon energies, and healthcare. The care placed in its products and deep customer knowledge inspire Michelin to offer the finest experiences. This spans from providing data- and AI-based connected solutions for professional fleets to recommending outstanding restaurants and hotels curated by the MICHELIN Guide. Headquartered in Clermont-Ferrand, France, Michelin is present in 175 countries and employs 122,600 people. (www.michelin.com).

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