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Bridgestone EMEA and Iris Capital announce a corporate venture partnership

Deal aims to scout and fuel new mobility services and technologies in Europe

Bridgestone Europe NV (Bridgestone), the subsidiary of the world's largest manufacturer of tyres and other rubber products in EMEA and Iris Capital, a leading European venture capital firm, announce today a corporate venture partnership to investigate and invest in innovative new mobility services, industry 4.0 and digital transformation technologies across Europe, the Middle-East and Africa.

In the face of emerging economic and technological opportunities especially with regard to mobility, Bridgestone is rapidly transforming from a tyre producer into a mobility solutions leader. To do this, the company is following a digitally-embedded strategy to the benefit of its customers and partners, helping them to take advantage of the shift towards data-based insight, convenience and maximum efficiency.

Iris Capital invests in digital companies that are truly disrupting their industries since 1986: from SaaS to industry 4.0, security and robots, the start-ups fuelled by Iris Capital from seed to growth stage are challenging their ecosystems towards a global transformation.

As new mobility and digital transformation are key topics for the whole automotive industry, Bridgestone and Iris Capital will work together to support the best entrepreneurs with the industrial expertise from Bridgestone and Iris Capital's experience as funder of start-ups such as Careem, Mojio, Mister Auto, Unu Motors and Cobi.

Bridgestone partners with Iris Capital as corporate venture and mobility expert

Bridgestone is partnering with Iris Capital and its corporate investors to deepen and widen its open innovation strategy and nurture the group's transformation journey in new mobility services. As a partner to Iris Capital, Bridgestone joins industry leaders such as Orange, Publicis and Valeo, all sponsors to IrisNext, the firm's second generation multi-corporate vehicle gathering strategic corporates, financial investors, individuals and institutions under a fully independent management.

Relying on its historical investment expertise, Iris Capital is a solid asset to the industry leaders it is collaborating with, providing them with a global overview on innovations and new digital market trends, and filling them with exclusive insights and start-up acculturation.

"Over the last few years, Bridgestone has invested heavily in its digital transformation and in particular in its Digital Garage, an open innovation platform, where it has built new capabilities in data collection from sensors and RFID, platforms, and analytics, and pioneered a range of digital solutions and applications such as Mobox, FleetPulse and Bridgestone Connect." Commented Paolo Ferrari President and CEO of Bridgestone EMEA and Executive Vice President of the Bridgestone Group, "This

corporate venture partnership with Iris Capital will allow us to accelerate our strategy while supporting start-ups and exploring new and disruptive models in the mobility eco-system”.

“In 2012, we’ve successfully created a European multi-corporate VC model with the strong support of corporate champions. The past years, we’ve expanded the success of this model with selected new corporate partners and we are very proud to count Bridgestone as an industry expert to enrich IrisNext’s mission,” said Antoine Garrigues, managing partner of Iris Capital. *“Our mission is to identify and fuel promising entrepreneurs and to help them grow and scale their businesses across Europe and beyond. We’re now particularly increasing and sharpening our focus on new mobility services and technologies with our partner Bridgestone.”*

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About Bridgestone in Europe, Middle East and Africa

We’re the EMEA business of the world’s largest tyre and rubber company. For almost 90 years, we’ve been providing the confidence to get people and goods where they need to go as conveniently as possible, without interruption. That’s as true today as ever and means we’re trusted where it matters most: where the vehicle meets the road. We’re brilliant chemists, engineers and data scientists with some of Europe’s most advanced factories and world-beating technology. We’re uncompromisingly focused on providing real solutions to the real problems that drivers face on the road every day. We keep them going, no matter what.

We’re present in 38 countries in EMEA, employing more than 18,300 people. We have 15 tyre plants in the region, a major R&D centre, and a proving ground. We’re proud to be the largest R&D spender in our industry, investing over €790 million over the past year.

For more information about Bridgestone in EMEA, please visit www.bridgestone.eu and www.bridgestoneneewsroom.eu. Follow us on [Facebook](#), [Instagram](#), [YouTube](#), [Twitter](#) and [LinkedIn](#).

About Iris Capital

Iris Capital is a leading European VC specialized in the digital economy. It fuels entrepreneurs at various stages of maturity, from early-stage to growth equity. With its deep sector specialization and extensive experience acquired over 30+ years, as well as the backing of its corporate sponsors, Iris Capital provides active support to its portfolio companies, through its presence in Paris, Berlin, San Francisco, Tel Aviv, Tokyo and Dubai. For more information, visit www.iriscapital.com