



MICHELIN

8º CAMBI - Cadeias produtivas sustentáveis

30th May 2025



Key Figures

Employees

132,500

Total number
at year-end 2023

innovation

6,000

People in R&D

€1.2BN

2023 innovation
budget

production

86

Tire production
facilities

45

High-tech materials
production
facilities

planet

-44%

Reduction of CO₂ emissions
(scopes 1 & 2) 2023 vs 2010

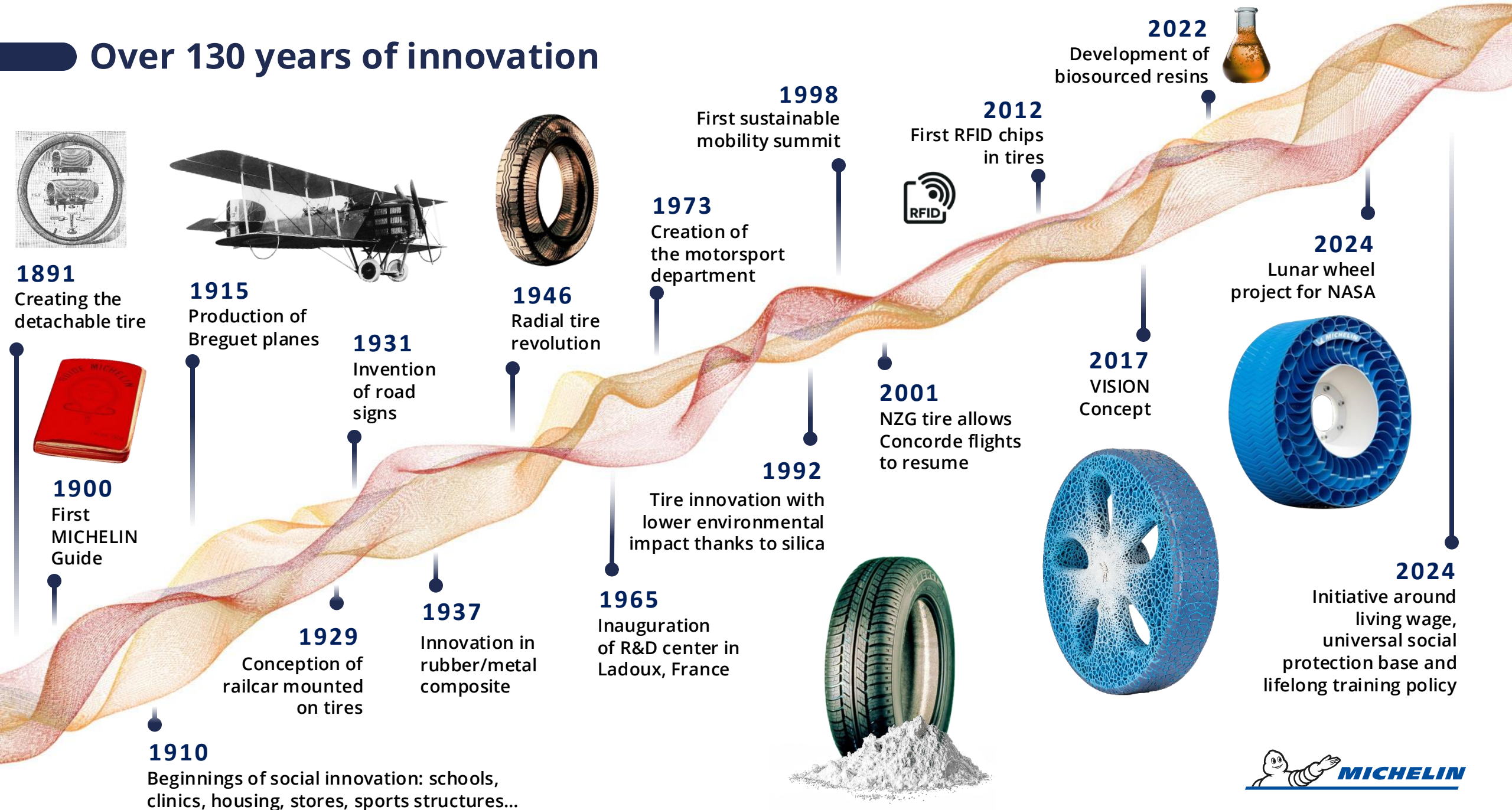
-16.1%

Environmental footprint of
Michelin manufacturing
facilities, i-MEP 2023 vs 2019

Basis: 2023 Universal Registration Document, published in April 2024



Over 130 years of innovation



Four areas of activity in Composites and Experiences, sources of sustainable growth

Life-changing **COMPOSITES & EXPERIENCES**

TIRES

A technological leadership in composites enabling the design of high-quality tires for all forms of mobility.

CONNECTED SOLUTIONS

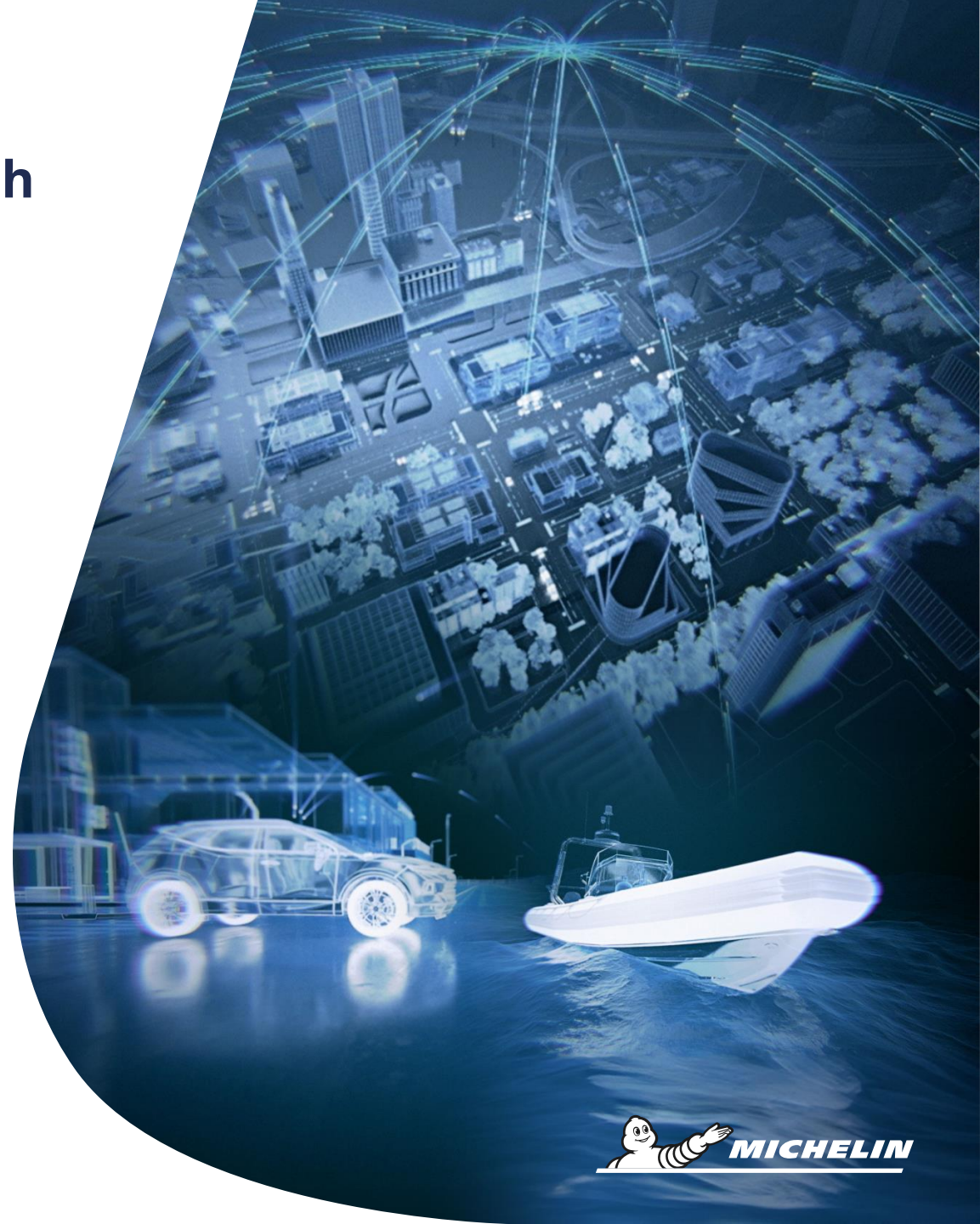
A deep customer knowledge coupled with an expertise in data to serve mobility and industry professionals.

POLYMER COMPOSITE SOLUTIONS

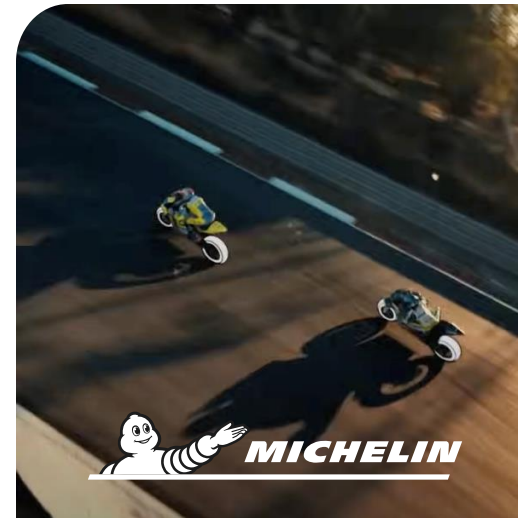
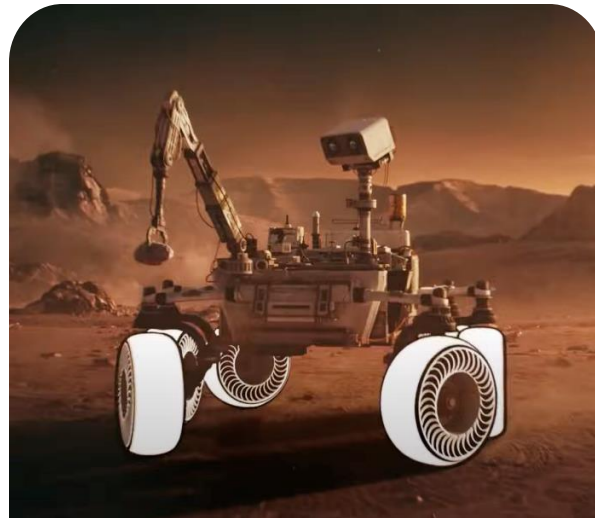
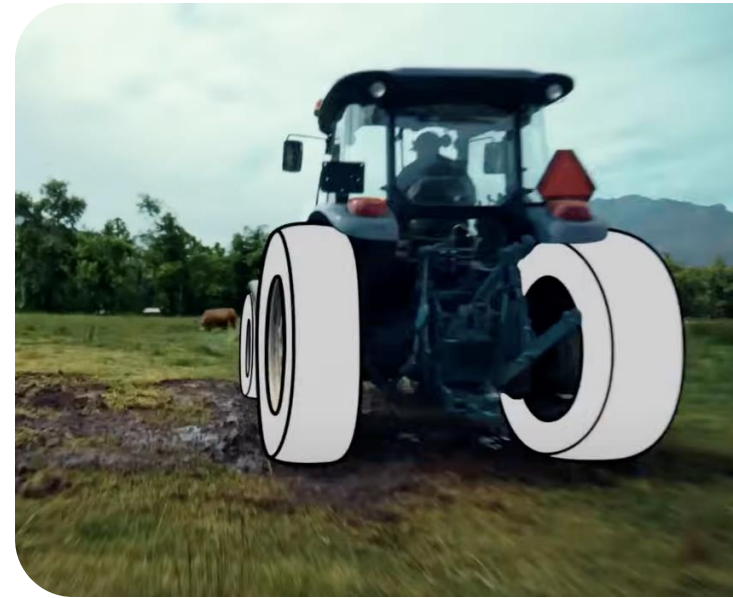
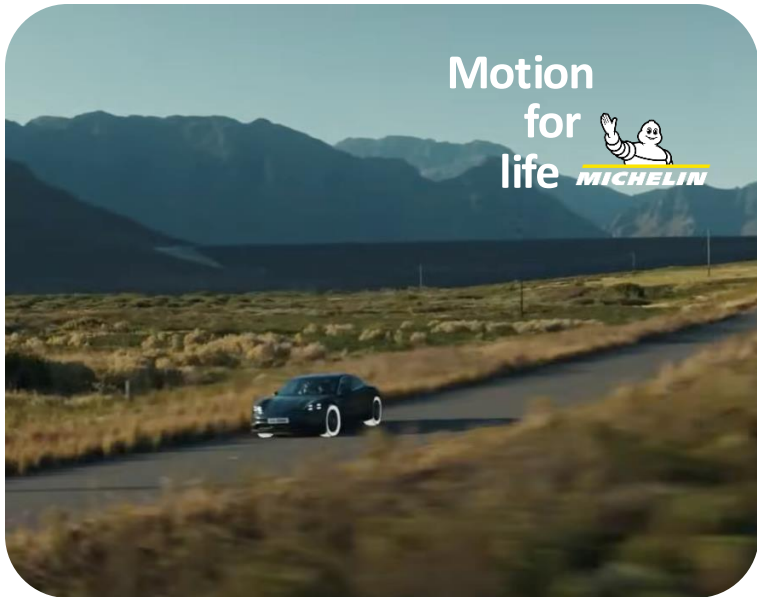
An expertise in materials and their combination to serve fast-growing technological markets.

Lifestyle

A recognized know-how in offering remarkable experiences to millions of travelers, through innovative digital services.



Michelin supports all forms of mobility



Making mobility smarter

MICHELIN Mobility Intelligence makes the infinite wealth of mobility data intelligible. This allows Michelin to offer solutions and recommendations (Better, Safer, Greener and Data Mobility) to help communities and private actors to:

- Better anticipate and support the development of their operations.
- Allocate their resources and investments more efficiently.

BETTER



SAFER



GREENER



DATA MOBILITY



13

times the circumference
of the earth, this is the equivalent
of 515,000 km scanned
by our solutions.

44

countries in which
truck drivers use the
Truckfly app.

Restaurants and hotels: from recommendation to booking unique experiences

The MICHELIN Guide keeps developing itself to meet new expectations, by continuing its international expansion and becoming “digital first”.

The MICHELIN Guide also continues to innovate with the launch of the first distinction that celebrates sustainable gastronomy, the MICHELIN green star, and with the creation in 2023 of a distinction dedicated to hotels, the MICHELIN Key.



Robert Parker
WINE ADVOCATE



Michelin All Sustainable approach: a daily requirement and a compass for the future

We are talking about the balance between mutually beneficial and interdependent dimensions:



The development
and fulfillment
of people

The economic and financial
performance, guarantee of
longevity and independence

The positive contribution
to our planet and its
inhabitants

“

No development project can be imagined without considering all its economic, social and environmental impacts. Similarly, no single player can meet the collective challenges facing the world. Michelin's All Sustainable approach exemplifies this multifaceted need for collaboration.

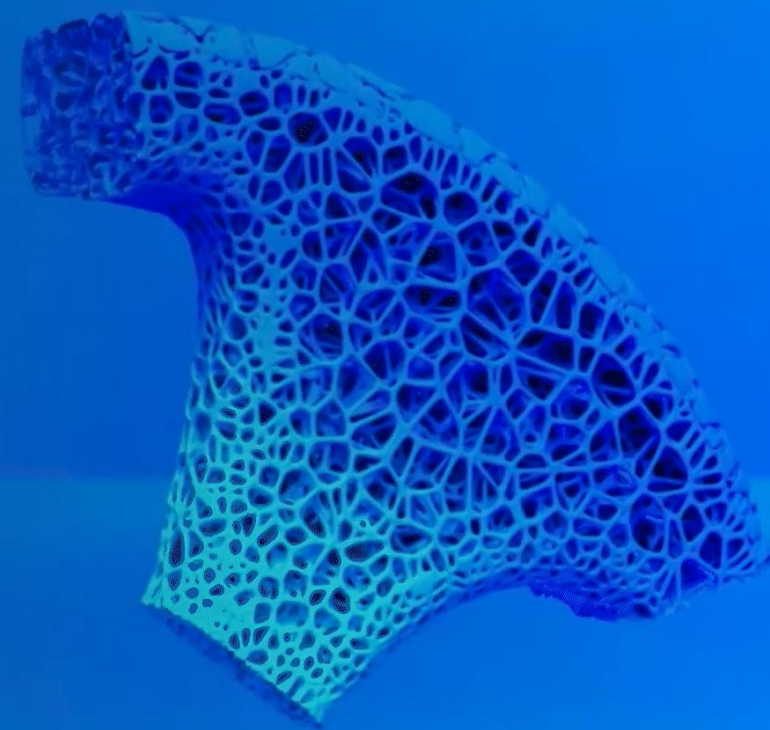
Florent Menegaux
President of the Michelin Group

”



Toward a fully sustainable tire

Michelin has set itself an unprecedented innovation challenge. The Group is committed to acting at each stage of the tire life cycle, from the choice of raw materials to tire recycling solutions.



JUNTOS PELO EXTRATIVISMO DA AMAZÔNIA

A borracha natural produzida na Amazônia tem contribuições econômicas, sociais e culturais. Por isso, a **WWF-Brasil, a Fundação Michelin e a Michelin Brasil** se uniram a diversas instituições para desenvolver estratégias de fortalecimento dos elos iniciais da cadeia de borracha de extrativismo na Amazônia.

Este projeto está criando um modelo que concilia **proteção ambiental e apoio às população locais**, pilares de uma nova economia amazônica baseada no uso e valorização da sociobiodiversidade.

Parceiros:



Duas emergências atuais, complexas e interligadas:

**MUDANÇAS
CLIMÁTICAS**



**PERDA DE
BIODIVERSIDADE**

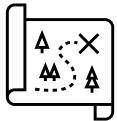
AMAZON UNDER DEFORESTATION PRESSURE: SOCIOBIODIVERSITY CAN PROVIDE AN ALTERNATIVE SOLUTION



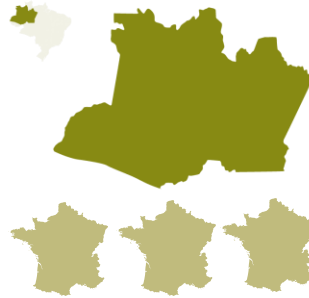
1st biodiverse country. **20% of species** (flora and fauna).



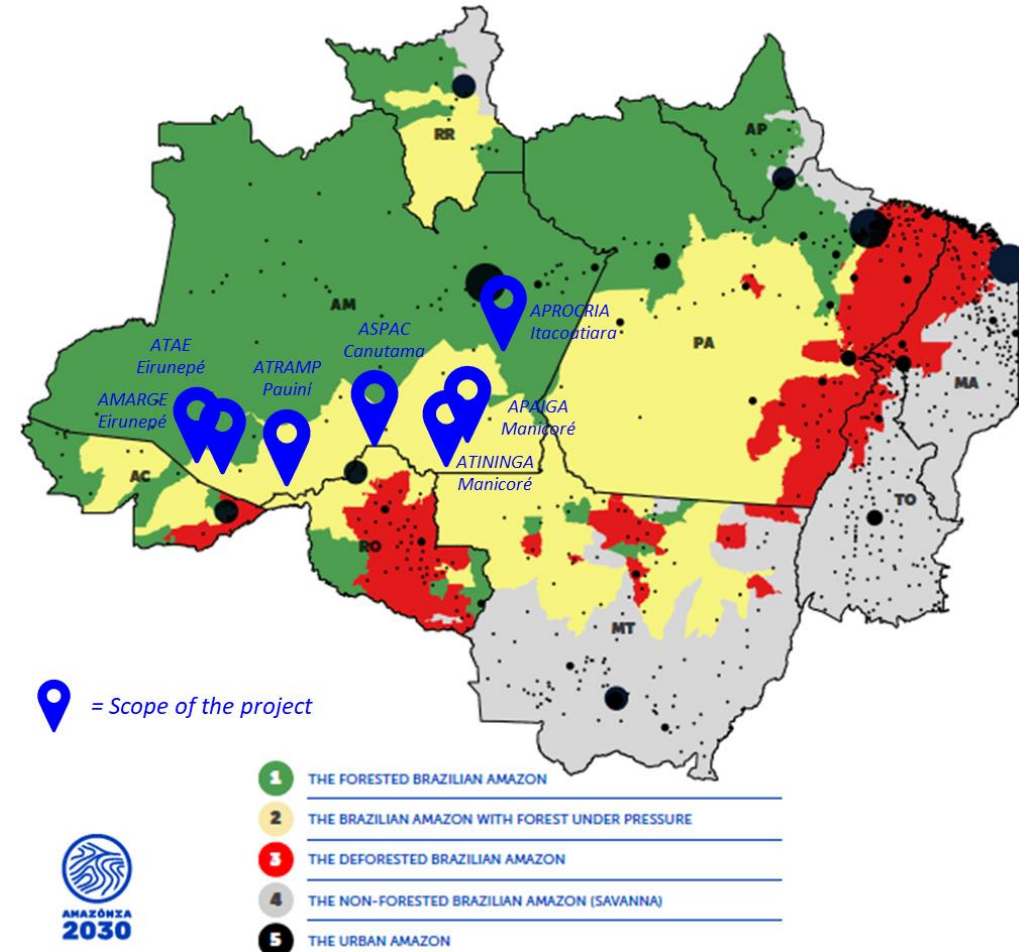
49% of CO2 emission in BRAZIL come from deforestation economic activity (Land use, change forestry).



49% of the Brazilian territory
Almost 3 times the French territory:



30 million people living in Amazon forest



Cadeias da Sociobiodiversidade

Produtos gerados a partir de **recursos da biodiversidade (brasileira)**, voltados à formação de cadeias produtivas de interesse dos **povos e comunidades tradicionais** e de agricultores familiares, que promovam a manutenção e **valorização de suas práticas e saberes**, e assegurem os direitos decorrentes, gerando renda e promovendo a melhoria de sua qualidade de vida e do ambiente em que vivem.



A BORRACHA NATURAL DESEMPENHA UM PAPEL ESSENCIAL NA HISTÓRIA, ECONOMIA E CULTURA BRASILEIRA



STAKEHOLDER MAP





Fortalecer a cadeia da borracha natural, gerando renda para as comunidades locais e mantendo a floresta em pé na Amazônia.



600 famílias impactadas



354 ton de borracha produzida



\$4.950.113 de renda gerada



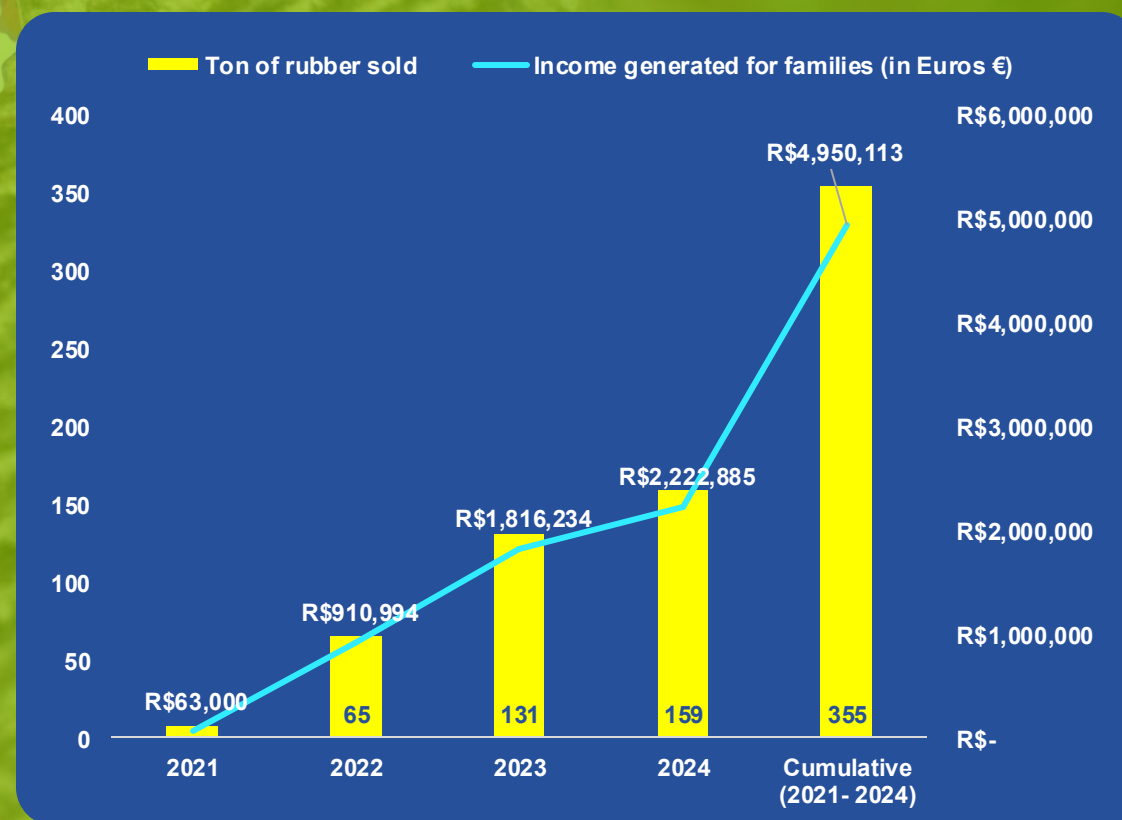
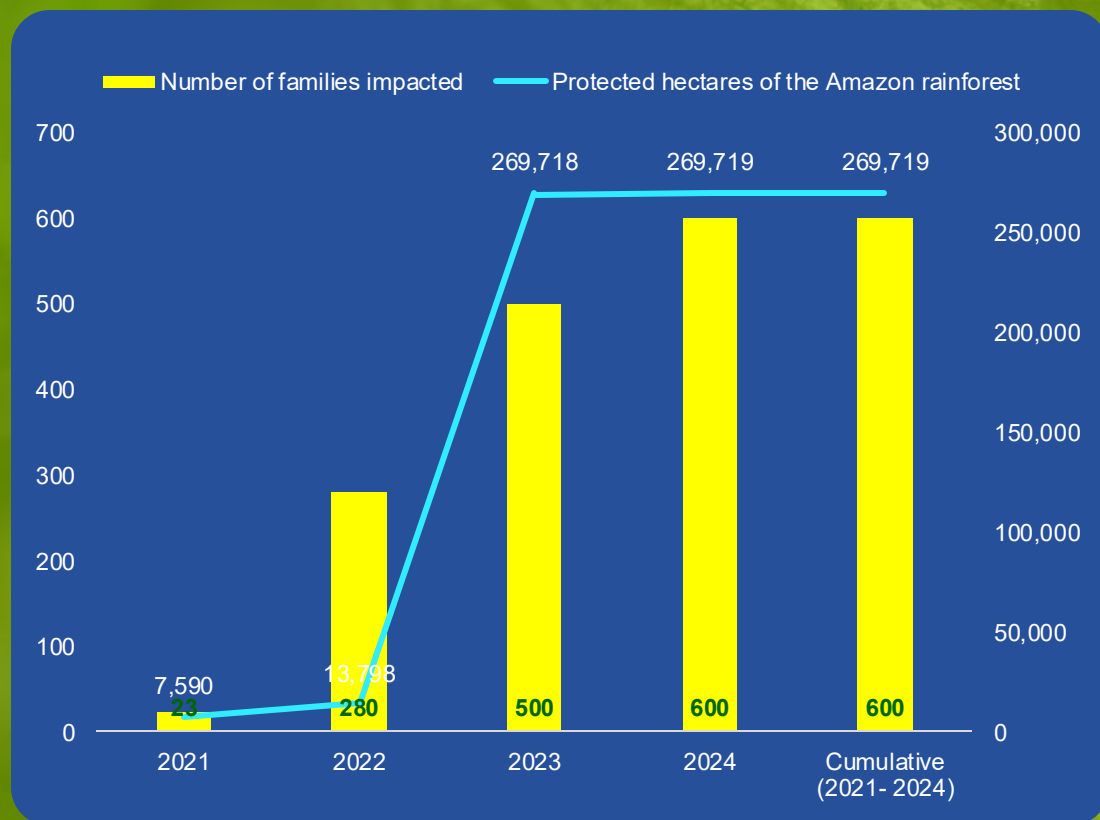
7 municípios



11 Associações



105k ha áreas protegidas



Fortalecer

a cadeia da borracha nativa,
gerando renda para as
comunidades locais
e mantendo a floresta em pé.

Resultados 2021 - 2024

- **600** famílias impactadas;
- **354** ton. de borracha nativa;
- **105** mil ha de floresta conservada pela ação dos seringueiros.
- **4,9 Milhões BRL** renda gerada
- **11** Associações / 7 Municípios







OBIRGADA!



Bruna mesquita

CSR Officer Michelin South America

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OBIRGADA!

