

## News Release

Apr. 3, 2017

### Japan's largest Coca-Cola Bottler **Coca-Cola Bottlers Japan Inc.** **has started operations**

A congratulatory integration ceremony was held at the Tokyo Stock Exchange  
CCBJI Group new employees welcoming ceremony was held  
in Fukuoka and Tokyo

On April 1, 2017, Coca-Cola West Co., Ltd. (HQ: Fukuoka City, Fukuoka Pref., to be referred to as CCW hereafter) whose commercial area covers the Kinki, Chugoku, Shikoku, and Kyushu regions, and Coca-Cola East Japan Co., Ltd. (HQ: Minato-ku, Tokyo, to be referred to as CCEJ hereafter) whose commercial area covers the Tokyo metropolitan area, South Tohoku, and Tokai regions integrated their businesses to establish Coca-Cola Bottlers Japan Inc. (HQ: Minato-ku, Tokyo, Representative Director & President: Tamio Yoshimatsu, to be referred to as CCBJI hereafter).

CCBJI is the largest Coca-Cola bottler in Asia, covering the sales areas of Tokyo, Osaka, Kyoto, and 35 prefectures and accounting for almost 90% of Coca-Cola sales in Japan. By establishing a robust management base through this business integration, we will gather the knowledge from both companies so that we can implement sales activities from the perspective of our customers and improve our product efficiency. Additionally, we will continue to focus on business and social activities that contribute to regional communities. Therefore, we aim to become a company with excellent corporate values that continues to contribute to our customers, shareholders, regional communities, and employees.

CCBJI integration congratulatory ceremony held at Tokyo Stock Exchange



The company name, “Coca-Cola Bottlers Japan Inc.”, represents our desire to embark on a new beginning while continuing to carry on our traditions. “Bottlers” represents the 12 former bottling companies of CCBJI and the coming together of every proud member of these bottlers.

Over 60 years have passed since Japan’s very first bottler was established in 1956. CCBJI will draw on the experience and know-how that these former bottlers have built through the course of their long history to generate new values. We therefore aim for further growth of the Coca-Cola business, and to contribute to the development of the soft drink industry in Japan.

### ■Congratulatory integration ceremony held at the Tokyo Stock Exchange

On April 3, a ceremony for celebrating the established of CCBJI (security code: 2579) was held at the Tokyo Stock Exchange.

Tamio Yoshimatsu, President of CCBJI ringing the bell



CCBJI's name displayed on the ticker



### ■CCBJI Group Welcoming Ceremony

On April 3, CCBJI (security code: 2579) held its very first welcoming ceremony since its establishment at venues in Fukuoka and Tokyo. CCBJI’s Representative Director & President Yoshimatsu made a speech to welcome and encourage the new employees, and then a representative of the new employees took a pledge of commitment to the CCBJI Group.

Ceremony venue in Fukuoka



Ceremony venue in Tokyo



## **Greetings from Representative Director & President, Tamio Yoshimatsu**

### **Speech of encouragement for the new employees**

CCBJI Group is embarking on a new adventure from today while inheriting the traditions it has carried on from the past. Your fields are expanding more than ever. You are the key to creating our new values through the merging of your individual values. Let's keep our communities in our hearts and always look from the viewpoint of our customers. Let's work together to lead the soft drink industry in Japan and make dramatic advancements on a global scale. I am very much looking forward to your work and success in the future.

### **Pledge made by the representative of the new employees**

As members of CCBJI Group, we will act with integrity, fulfill our responsibilities, always work with enthusiasm and desire for improvement, value our bonds with our fellow colleagues, and respect each other while delivering our best products to our valuable customers. I pledge, as a representative of the new members, that we will love Coca-Cola, be proud to be working at Coca-Cola Bottlers Japan Group, and meet any challenges with a positive attitude.

### **【Overview of Coca-Cola Bottlers Japan Inc.】**

Coca-Cola Bottlers Japan Inc. (CCBJI, Security Code: First Section of TSE 2579), which has been established through the integration between Coca-Cola West and Coca-Cola East Japan on April 1, 2017, is one of the largest soft drink companies in Japan and the largest Coca-Cola bottler in Asia with sales revenue ranked third out of over 250 bottlers worldwide.

We are responsible for manufacturing and selling about 50 brands including "Coca-Cola", "Coca-Cola Zero", "Georgia", "Aquarius", "I LOHAS", "Ayataka", as well as sports drinks, juice, energy drinks, and other carbonated beverages, and deliver high quality and safe products to about 111 million consumers in Tokyo, Osaka, Kyoto, and 35 other prefectures (the South Tohoku, Tokyo metropolitan, Tokai, Kinki, Chugoku, Shikoku, and Kyushu areas).

CCBJI aims for further growth of the Coca-Cola business by combining the experience and know-how which each previous bottler has formed over its long history to create new values and work positively with the community.

For further details, please refer to the Coca-Cola Bottlers Japan Inc. website.

( <https://www.ccbji.co.jp> )