



News Release

April 29, 2017

The Coca-Cola (Japan) Company
Coca-Cola Bottlers Japan, Inc.

The Coca-Cola (Japan) Company and Coca-Cola Bottlers Japan
jointly held an event for female employees
“Coca-Cola 2017 International Women’s Day Memorial Event”



The Coca-Cola (Japan) Company (Headquarters: Shibuya-ku, Tokyo, Representative Director and President: Tim Brett, to be referred to as CCJC hereafter) and Coca-Cola Bottlers Japan, Inc. (Headquarters: Minato-ku, Tokyo, Representative Director and President: Tamio Yoshimatsu, to be referred to as CCBJI hereafter) held an event for the female employees of both companies under the title of **“Coca-Cola 2017 International Women’s Day Memorial Event”** on Friday, April 28 at Tokyo American Club located in Minato-ku, Tokyo.

The event was held as part of creating the corporate culture of being rich in variation where employees with different characteristics can take on active roles and therefore let the company business ensure its growth upon this opportunity where CCBJI, the largest bottler company in Japan and one of the top class bottler companies in the world, had been established on April 1. The theme for the event was to focus onto providing support to enable female employees to take on active roles, where programs aiming for reinforcing networks among the female employees working in CCBJI and CCJC were provided, and discussions between female top leaders, panel discussions, workshops, and a reception party was held for the approx. 300 participants, which enabled the participants to think well of their own careers ahead throughout the whole day of the event.



News Release

Among his opening speech, Tamio Yoshimatsu, Representative Director and President of CCBJI talked about promoting diversity and inclusion CCBJI aims to achieve, and stated his words of encouragement saying, “only a group of individuals with significant characteristics who possess various different viewpoints, experiences, and ideas can exercise its innovativeness and creativity to respond to the ever changing needs of the customers in an appropriate manner. My hope is that you aim for innovation by being bold for changes as the female leaders who will be responsible for the future Coca-Cola System”.

For the discussion between female leaders, Ms. Makiko Eda, Representative Director and President of Intel Corporation and Asako Aoyama, the Head of Transformation Projects of CCBJI, held a discussion under the theme of “Enjoying Changes”, where they talked about the life events that had become their turning points among their careers and about the importance of ensuring diversity and inclusion, and also provided advices to the women who are in the time of changes.

During the panel discussions held within the sub-sessions, 4 female leaders – Ms. Keiko Fujimoto, Director, Senior Executive Officer and Diversity Promotion Dept. Manager, HR Division of Seven Eleven Japan Co., Ltd., Ms. Mikiko Fukushima, Executive Officer of Shiseido Company, Limited, Ms. Machiko Sakai, Chiba Nishi Branch Manager of Nippon Telegraph and Telephone East Corporation, and Ms. Kayo Kobayashi, Trade Marketing Group Director, The Coca-Cola (Japan) Company mounted the platform, and introduced their paths up until they had reached the current position, and their mindset and way of thinking they have gained through their experiences under the theme of “Challenges for Females Taking on Active Roles ~ No One is Born to be a Leader!~”.





News Release



Picture on top left: President Tamio Yoshimatsu of CCBJI, picture on middle left: Lydia Dorman, Senior Vice President, Human Resources, the Coca-Cola (Japan) Company, picture on middle right: Ms. Makiko Eda, Representative Director and President of Intel Corporation (left) and Asako Aoyama, the Head of Transformation Projects of CCBJI (right), picture on bottom left: panelists at the panel discussion, and picture on bottom right: President Tim Brett of CCJC

During the workshop held as part of the sub-session which was titled “Communicating with Confidence”, Mr. Ginger Griggs, President of ASC Leader who is actively working as a communication consultant, appeared as a guest, where the participants had learnt how to expand areas where they can be confident for, and the keys for staying powerful and confident.

Tim Brett, Representative Director and President of CCJC said, “I am glad that we have been able to hold an event like this by ensuring alignment with CCBJI as we have reached a new stage of evolution for the Coca-Cola System. Diversity is crucial in order to become a strong organization, whereas it is not only a problem for the female members, but also one for the male members, too. It is necessary that we all reform our mindsets. Female leaders also need to be proactive in obtaining their chances rather than waiting for someone to provide one to them”.

During the reception party, there was a surprise corner sponsored by Gap and Banana Republic (Gap Japan K.K) where some employees had appeared as models in the fashion show, and there was also some opportunities where employees were able to introduce each other’s jobs while enjoying beverages and food in a relaxing atmosphere. The female participants had provided their views regarding the event saying, “it was a valuable opportunity having been able to be highly motivated by



News Release

other female employees working in the same Coca-Cola System”, “I am looking forward to exchanging information between CCJC and the bottler companies so that our job will become more efficient and easy to work upon.”

■ About Coca-Cola System

Coca-Cola System is the Japanese corporation of the Coca-Cola Company, which is consisted of the Coca-Cola (Japan) Company which provides beverage base and is responsible for planning and development of products, 5 bottler companies located nationwide, and 4 affiliated companies, etc. Coca-Cola System provide more than 50 different types of SSD and non-SSD beverage brands in Japan, which include “Coca-Cola”, the brand most highly evaluated throughout the world, the global brands such as “Coca-Cola Zero”, “Coca-Cola Zero Free”, “Fanta”, and “Sprite”, and brands that were developed exclusively for the Japanese market such as “Georgia”, “Aquarius”, “I LOHAS”, and “Ayataka”. The System also boasts the largest sales volume in Japan for the categories of SSD products, sports drink, and can coffee. Coca-Cola System is making untiring efforts aiming for the establishment of sustainable regional communities, where it focuses onto the reduction of environmental load provided by its business activities, establishment of safe and open workplace environment for the employees, and promotion of the economic development of the regional communities where the System deploys business operation.