

Voluntary declaration of consumer-orientation

Coca-Cola Bottlers Japan Inc.

Representative Director, President and CEO Calin Dragan

Our Philosophy for Consumer-Oriented Management

At Coca-Cola Bottlers Japan, our mission is to deliver happy moments to everyone while creating value.

We affirm our commitment to consumer-oriented management by making this voluntary declaration as we aim to continue to be the preferred partner for all customers.

April 2022

1. Our Commitment

We deliver safe and secure products and services that provide our customers with the same happy moments as always

2. Enhanced Governance and Cross-Functional Efforts

We treat inquiries, requests, and suggestions as opportunities to communicate with our customers, and will promptly share information internally, including with management, to improve our service

3. Building an Environment of Employee Awareness

We build an environment that enables us to respond promptly and appropriately to customer inquiries, requests, and suggestions

4. Active Communication

We proactively disclose information on our community initiatives and quality control to ensure the safety and security of our customers, through our website and CSV reports

5. Systems to Capitalize on Customer Voice in the Business

We listen to and appreciate the voices of our customers. We reflect them to improve our products and services, as well as create value