

April 2, 2018

Dear all

Coca-Cola Bottlers Japan Inc.

We support children in need of hair

Japan's first "Hair Donation Support Vending Machines"

Coca-Cola Bottlers Japan Inc. (HQ located in Minato Ward, Tokyo, Representative Director and President Tamio Yoshimatsu) has installed Japan's first "Hair Donation Support Vending Machines" in cooperation with Japan Hair Donation & Charity (nicknamed as JHD&C, an NPO who supports hair donation activities).

We installed the vending machines to endorse JHD&C's activities to "provide, free of charge, quality medical wigs made of 100% natural human hair to children who lost hair, so that they can live their daily lives with regained self-esteem in a positive attitude toward the society".

Part of the sales proceeds from Hair Donation Support Vending Machines will be donated to JHD&C for making more medical wigs.

Coca-Cola Bottlers Japan Inc. will continue to extend support to various activities.

【Installation details】

- Date: Mar 29, 2018 (Thu)
- Location: GAMO Co., Ltd. Tokyo Branch
(3-41-1 Matsuan, Sugunami Ward, Tokyo)



Overview of Hair Donation Support Vending Machines

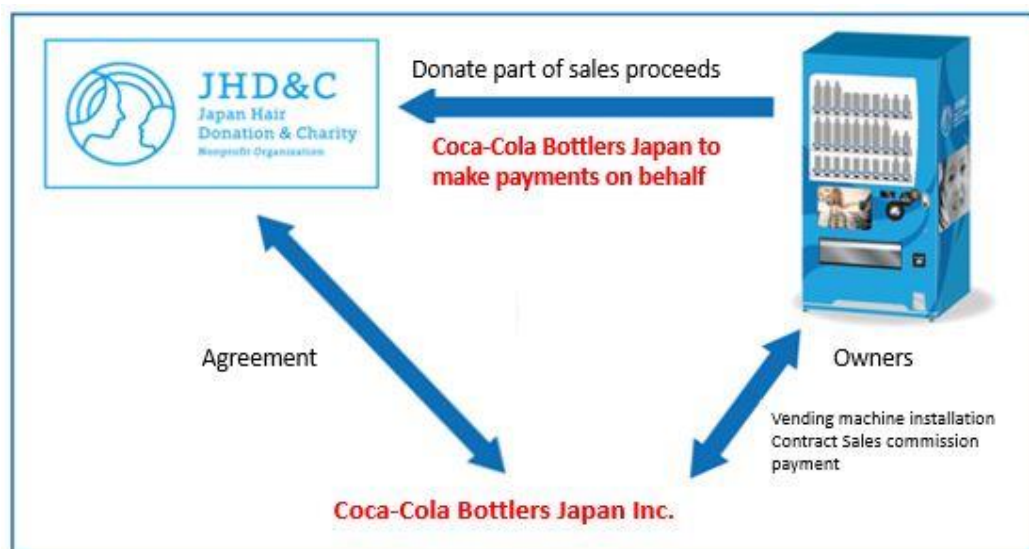
◆ Background and purpose

We thought of these support vending machines when one of our sales reps watched a TV program about hair donations and learned there are many children and families who experience hardships after losing hair from illnesses and accidents.

The sales rep wanted to help and spoke to Mr. Watanabe, the chairman of NPO “Japan Hair Donation & Charity (JHD&C)”, the very next day. To address JHD&C’s issues of “insufficient donations to fund the activities” and “less knowledge about hair donations among people”, the sales rep suggested a joint activity in which we provide vending machines in a special hair donation design and donate part of the sales proceeds.

Starting with the 1st vending machine at GAMO Co., Ltd. who endorses these activities, we have installed 10 units to date.

◆ Support structure



◆ Installation locations

- Mar 29, 2018 (Thu) 1st unit installed at GAMO Co., Ltd. Tokyo Branch (3-41-1 Matsuan, Sugunami Ward, Tokyo)
- Mar 29, 2018 (Thu) One unit installed at Tescom Denki Co., Ltd. (Tescom Gotanda Bldg, 5-5-7 Nishi-Gotanda, Shinagawa, Tokyo)
- Mar 30, 2018 (Fri) Seven units installed at GAMO Co., Ltd.’s branch offices
- Mar 30, 2018 (Fri) One unit installed at Tescom Denki Co., Ltd. Osaka Branch (1-25-17 Kuwatsu, Sumiyoshi, Osaka City)

◆ Comment from an employee of Coca-Cola Bottlers Japan Co., Ltd. (Hiroshi Uyama, Sales Dept 3, Wide Area Corporate Development Div)



We aim to install 100 units per year because we sincerely hope to help as many children and families as possible through Hair Donation Support Vending Machines. Please give us your support for our efforts in spreading the circle of hair donations.

◆ Comment from NPO Japan Hair Donation & Charity (Kiichi Watanabe, Chairman)



All of our staff members and I are sincerely grateful for Coca-Cola Bottlers Japan Inc. who provided us with excellent opportunities to use a very familiar medium in our lives, “vending machines”, to spread our activities. Many children face difficulties with scalp and hair from cancer, skin problems, and other various illnesses and accidents, while only a small number of groups provide direct and substantial support for them. I

believe it is urgently needed for many people to pay their attention and understand our activities in order to sustain and expand our support. I hope more people feel close to these activities in their daily lives.

I am confident that the PR activities through these vending machines will attract more supporters and lead to timely assistance for many children. I hope that communicating familiar issues via familiar vending machines will contribute to the creation of a society in which people always think about “what we can do for children”.

With the understanding and cooperation of Coca-Cola Bottlers Japan Inc., I hope that multiple support activities for children will continue forever and start to make changes necessary for the society. I would appreciate your continued support.