

# News Release

April 2, 2018

Dear all

**The first entrance ceremony held as the new Coca-Cola Bottlers Japan**  
**2018 CCBJI Group Entrance Ceremony**  
**260 new members joined the group companies**

On Monday, April 2, Coca-Cola Bottlers Japan Inc. (Head Office: Minato-ku, Tokyo, Representative Director, President: Tamio Yoshimatsu, hereinafter referred to as CCBJI) accepted 260 new employees and held CCBJI group entrance ceremony. On January 1, 2018, 6 group companies\* including the two operating companies, Coca-Cola West Co., Ltd. that ran its business across Kinki, Central Japan, Shikoku and Kyushu regions, and Coca-Cola East Japan Co., Ltd. that covered the Tokyo Metropolitan area, Southern Tohoku and Tokai regions as its business territory were integrated, and started business as new Coca-Cola Bottlers Japan Inc.

\*Coca-Cola East Japan Co., Ltd., Coca-Cola West Co., Ltd., Shikoku Coca-Cola Bottling, Co., Ltd., Coca-Cola West Products Co., Ltd., Coca-Cola West Sales Equipment Service Co., Ltd. and Coca-Cola Business Sourcing Co., Ltd.

Last year, the entrance ceremony was held in Fukuoka and Tokyo by each business operation company group. However, this year, it is held in Tokyo in which the Head Office is located, gathering all new employees of the group together to realize our basic principle, "one company under one management" and create a sense of oneness for the new employees.

At the ceremony, following the message from the President and delivery of appointment letters, the representative of new employees took an oath of joining the company, and the total 260 new employees of the group (increased by 58 compared to the last year) took a first step as a member of society.

We will conduct training for the new employees for about one month from now in Tokyo, Osaka and Fukuoka to foster awareness as a member of society in them, and nurture them to be human resources who will be responsible for the next generation.

<CCBJI group new employees>

Coca-Cola Bottlers Japan Inc.	212
Coca-Cola Bottlers Japan Vending Co., Ltd.	25
FV Japan Co., Ltd.	23



**Message from Representative Director, President: Tamio Yoshimatsu**

I would like you to become “strong individuals” who think and act positively by yourselves and evaluate and analyze the outcomes for next steps.

It is important to understand what values consumers expect from beverages, and what customers expect from us, and implement “customer-oriented” business activities and maintain “community-based” ideas to return profits to the community. I would like you to approach your work keeping this idea in mind as the original point of activities.

You should be proud and confident of being an employee of CCBJI, while being conscious of and responsible for engaging in global and attractive Coca-Cola business.

Let’s work together toward our goal to become “an excellent company with dignity”.

**Expression of determination by the representative of new employees**

We feel very honored to be able to take the first new step as a member of society, as an employee of Coca-Cola Bottlers Japan Inc. Group, and are filled with a sense of mission and hope.

We all promise and pledge to never forget this feeling and make continued efforts to be able to do responsible work like our superiors as early as possible.