

News Release

March 1 2016

To all,

Coca-Cola East Japan Co., Ltd.

The 3rd “Forest, Water and Smiles: Project Katashina Village to Pass on Rich Nature to Tomorrow”

Coca-Cola’s “Mori-ni-manabo” Project in Katashina

Program to learn the importance of nature held on Feb 27 (Sat)

Coca-Cola East Japan Co., Ltd. (Representative Director & CEO: Calin Dragan, Head office: Akasaka, Minato-ku, Tokyo) held on Feb 27th, 2016 (Sat) an environmental experience event titled “Coca-Cola *Mori-ni-manabo* Project in Katashina” at Marunuma Kogen ski resort in Katashina Village, Tone-gun, Gunma Prefecture.

This event, “Forest, Water and Smiles: Project Katashina Village to Pass on Rich Nature to Tomorrow”, is part of the collaborative program between Coca-Cola system and Nippon Paper Industries Group to provide environmental education for next generations, and it has been held in Marunuma ski resort every year since 2014.

Under fine weather, 37 participants (14 families), including elementary school children and their families in Gunma, took a walk in snowshoes for 1.5 km in a forest for about 90 minutes with instructors. After some struggles at the beginning with the unfamiliar snowshoes, losing them at times, and falling over, the participants fully enjoyed the walk in the fresh snow and breathtaking scenery.

After the walk, the participants had a workshop where they made original craftworks with pinecones, acorns, and pieces of gold birch (deciduous broadleaf trees usually found above 1,500m in the mountains). The children returning home with their precious wooden crafts in hand is most memorable.

■Walk in snowshoes and crafts workshop





<Event Overview>

- Date & Time: Feb 27, 2016 (Sat) 10:00~16:00
- Venue: Marunuma Kogen ski resort Chalet Marunuma
4658-58 Higashi Ogawa, Katashina Village, Tone-gun, Gunma Prefecture
- Content:
 - 10:15-10:30 Opening ceremony
 - 10:30-14:00 Nature experience in snowshoes
 - 14:00-14:45 Lunch
 - 14:45-15:45 Crafts workshop with wooden pieces
 - 15:45-16:00 Closing ceremony

<Greeting>

Masaharu Yoshida, Sustainability Management Senior Manager, Coca-Cola East Japan

Water is an irreplaceable, valuable resource for us. The rainwater and snow here in Marunuma Kogen will find its way to Coca-Cola East Japan's plants over a long period of time.

To help the forests in Marunuma Kogen sustain water, we will promote our water source preservation activities with you in line with the characteristics of the area.

<Voices from participants>

24th-grade boys

We participated from the same soccer club with our parents.

We had fun with snowshoes. We were impressed by the beautiful, large Nikko Shirane Mt.

· The snow was fluffy, and we enjoyed walking on it, but our legs were tired.

【About Coca-Cola East Japan】

Coca-Cola East Japan (security code: Tokyo Stock Exchange, First Section 2580) is the largest Coca-Cola bottler engaged in the manufacture and sales of Coca-Cola products in Japan with the highest annual sales revenue.

We deliver to customers about 50 Coca-Cola beverage brands, including Coca-Cola, Coca-Cola Zero, Georgia and I LOHAS, across beverage categories from carbonated beverages, sports drinks, energy drinks and fruit juice to non-sugar tea.

Coca-Cola East Japan was established on Jul 1, 2013 through the merger of 4 Coca-Cola bottlers (Coca-Cola Central Japan Co., Ltd., Mikuni Coca-Cola Bottling Co., Ltd., Tokyo Coca-Cola Bottling Co., Ltd., and Tone Coca-Cola Bottling Co., Ltd.) in the Kanto and Tokai regions (Tokyo metropolitan area and 12 prefectures). On Apr 1, 2015, with the integration of Sendai Coca-Cola Bottling Co., Ltd., our sales area was expanded to include the Southern Tohoku region (Miyagi, Fukushima, Yamagata), and currently we cover the Tokyo metropolitan area and 15 prefectures. For more details, please go to the Coca-Cola East Japan website

HP page : www.ccej.co.jp. Facebook : <https://www.facebook.com/cocacolaeastjapan>

<Reference>

“Forest, Water and Smiles: Project Katashina Village to Pass on Rich Nature to Tomorrow”:

In October 2013, Nippon Paper Industries Co., Ltd. and Coca-Cola Japan Company, Ltd. signed a mid to long-term Agreement for Collaborative Activities related to the conservation/protection of forest and water resources. This agreement aims to promote collaborative efforts to protect *healthy forests* that nurture *rich water*, leveraging the knowledge and experience of Nippon Paper Industries on *forests and trees*, and of the Coca-Cola system on *water*.

As part of this collaborative effort to protect/conservate rich forest and water resources, Coca-Cola East Japan Co., Ltd. launched “Forest, Water and Smiles: Project Katashina Village to Pass on Rich Nature to Tomorrow” in Katashina Village (Gunma Prefecture) where Nippon Paper Industries’ company-owned forest in Suganuma is located and which is also the water source region for Coca-Cola East Japan’s Saitama and Iwatsuki plants.



More information about “Forest, Water and Smiles: Project Katashina Village to Pass on Rich Nature to Tomorrow” can be found on the HP

(<http://www.ccej.co.jp/csr/water/>).

Coca-Cola's "Mori-ni-manabo" Project:

An environment protection/education program that Coca-Cola began in 2006, targeting children of the next-generation and organized nationwide.



コカ・コーラ
森に学ぼう
プロジェクト

By planting trees in forests and water source regions and through experience in various other nature programs, the program allows children to interact with the forest and living creatures and aims to foster their understanding of *the importance of nature and water, or the relationship between people and nature, and the significance of environment protection.*

This project is also a part of Coca-Cola's global water resource protection activities.

Information on Coca-Cola's "Mori-ni-manabo" Project can also be found on the HP (<http://www.ccej.co.jp/csr/communication/>).