

News Release

February 3, 2016

To all,

Coca-Cola East Japan Co., Ltd.

Signing of “Agreement on provision of relief supplies during a disaster” with Gero City, Gifu Prefecture

- Installation of a disaster relief vending machine in Gero City Office -

Tokyo, Japan, Feb 3, 2016 – Coca-Cola East Japan Co., Ltd. (Head office: Minato-ku, Tokyo, Representative Director, President and CEO Calin Dragan) has signed an “Agreement on provision of relief supplies during a disaster” with Gero City, Gifu Prefecture.

In line with the agreement, a ceremony was held for the signing of a vending machine installation agreement.

In future, Coca-Cola East Japan will continue to contribute to activities that are rooted in the safety and security of the community in preparation for major disasters.

【Ceremony for signing of agreement】

Date & time: February 2, 2016 (Tuesday) 14:00 to 14:30

Venue: Gero City Office (Address: 960 Mori, Gero City, Gifu)



Right: Gero City Mayor Makoto Nomura
Left: Coca-Cola East Japan Co., Ltd.
Gifu Mie Area Sales Manager Koji Katsu



Placement location : In front of the vending machine area, 1st floor, Gero City Office

【Comments of speakers】

■ Gero City Mayor Makoto Nomura

On this occasion, I am extremely grateful that we could sign this agreement with the cooperation of Coca-Cola East Japan. During the Great East Japan Earthquake, access to infrastructure including drinking water was cut off, causing inconvenience to many people. We have fault lines here in Gero City as well, and it is possible that some villages may get isolated in the event of a torrential downpour. This kind of initiative is linked to the safety and security of our residents. Using today's agreement as an opportunity, I hope that collaboration on various activities will continue in future.

■Koji Katsu, Sales Manager, Coca-Cola East Japan Co., Ltd.

We are very grateful that Gero City has given us a platform for this kind of activity. In the corporate philosophy of Coca-Cola East Japan, we have a section stating that we aim to be “The Only One for the community.” This kind of activity that is closely connected with the community and local area is precisely what we consider to be important. We hope that we can make good use of what we have learned through this initiative in future activities.

【Outline of vending machine and provision of relief supplies】

This is an original design of Gero City that is used to wrap around the vending machine. This vending machine is installed so that beverages can be supplied free of charge during a disaster, and it will be useful in ensuring a supply of beverages during a disaster. Under the current agreement, each vending machine will provide a relief supply of natural water “I LOHAS 555mlPET.”



【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 (www.ccej.co.jp).