

## News Release

March 30, 2017

~Continuous promotion of water source protection activities  
In the water source area of Zao Plant

### Conclusion of comprehensive agreement with Zao Town, Miyagi Pref. Regarding cooperation and collaboration for water source protection

Agreements concluded also with  
Shiroishi Zao Forestry Cooperative and Enda Forestry Cooperative

Coca-Cola East Japan Co., Ltd. (HQ in Minato Ward, Tokyo, hereafter referred to as “CCEJ”) concluded agreements with Zao Town, Miyagi Pref (Mayor: Hideto Murakami), Shiroishi Zao Forestry Cooperative (Chairperson: Seizo Ota), and Enda Forestry Cooperative (Chairperson: Hiroshi Hirama) with respect to the cooperation and collaboration for water source protection. The signing ceremony was held on Mar 27.

Coca-Cola System works on WATER NEUTRALITY in which it returns the same amount of water it uses for its products and manufacturing process back to nature by 2020 so that its water consumption becomes substantially zero.

CCEJ identified water source areas for its plants and concluded agreements with the local communities to promote water source protection (replenish) programs that suit the characteristics of each area. As part of these programs, CCEJ implements activities, such as planting and thinning of trees, rice planting and harvesting, to nurture sustainable water sources. CCEJ also holds, on a regular basis, environmental programs for local children who support the next generation in order to deepen their understanding of the importance of water source protection.

The purpose of the agreement with Zao Town is to develop close cooperation and collaboration with Zao Town, in which the water source of CCEJ’s Zao Plant is located, so as to protect and revitalize the forests and farmland that nurture Zao’s abundant water and create a water-rich community. Furthermore, through the agreements with Shiroishi Zao Forestry Cooperative and Enda Forestry Cooperative, CCEJ will continue and promote the tree planting project, Coca-Cola “Learning from the Forest” which has been held since 2006.

