

To the press,

Coca-Cola East Japan Co., Ltd.

Coca-Cola East Japan Installs VM targeting female consumers 【the first in Kanagawa Pref.】

“CCEJ aims to increase users by the lineup and room-temperature products that are aligned with the needs of the female consumers”

Coca-Cola East Japan Co., Ltd. (HQ: Akasaka, Minato-ku, Tokyo, Representative Director & President: Calin Dragan) installed a vending machine (to be referred to as VM hereafter) that has the lineup and room temperature products that match the needs of female consumers at Japan Medical Alliance Ebina General Hospital on Tue. Jan. 24 for the first time in Kanagawa Pref.



Installed at: Entrance at the 1F of
Ebina General Hospital
(1320 Ichikawara, Ebina City,
Kanagawa Pref.)

VM targeting female consumers – characteristic (1):

Lineup appropriate for female consumers

- Container
Enrich products with bottle caps so that the consumers need not to drink all in once.
- Products
Ensure the lineup mainly including non-sugar tea, water, juice, and tea products by being conscious of healthy-minded female consumers

VM targeting female consumers – characteristic (2):

Room temperature products (only some products)

- Sell non-sugar tea products at room temperature
- Attach POPs onto the room temperature products (stickers)



VM targeting female consumers – characteristic (3):

Dedicated wrappers, stickers, and other materials

- Appeal that The VM is “for female consumers” by using colorful and pretty wrappers (front-upper sign, full-wrapper)
- Attach POPs showing the calories to clearly appeal that The VM has low-calorie products lined up
- Set a box containing straws so that the consumers’ makeup would not be destroyed by drinking the beverage products where their appearance can be kept neat.



Front-upper sign



POP displaying the calories



Straw box



Mirror sticker

News Release

<Reference material>

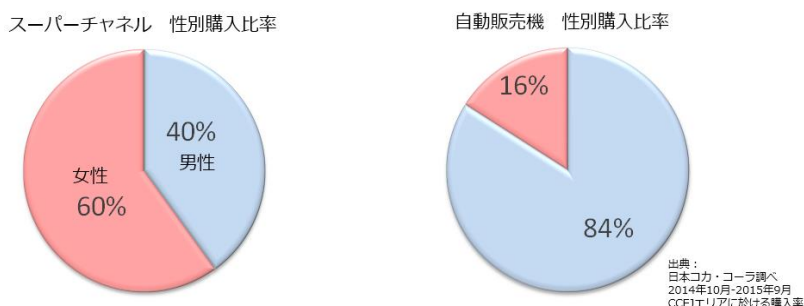
【About the VMs targeting female consumers】

Coca-Cola East Japan has been deploying VMs targeting female consumers since July 2016. The features for each area, and the situations in each channel have been reviewed, and thorough researches have been implemented for identifying new sales opportunities, and therefore we are making proposals for creating sales spaces that are in line with each sales locations, so that many more people would consider trying Coca-Cola's products.

The ratio of purchasers for beverage VMs shows a significantly higher ratio of male purchasers in comparison with other sales channels, whereas the composition ratio between male and female purchasers is 84% vs. 16%.^{*1} Therefore, even if the VM was located in a place where there are many more female consumers around, the VM was not taking a form of being conscious of female users. For the purpose of increasing female consumers for VMs, we have completed installing a VM which makes female consumers feel easier to buy products from at Ebina General Hospital as the first VM of the type in Kanagawa Prefecture.

*1: Source: Survey by the Coca-Cola (Japan) Company (Oct. 2014 – Sep. 2015, ratio of purchasers in CCEJ area)

【Ratio of female purchasers for VMs】



スーパーチャネル 性別購入比率	Supermarket channel: Ratio of purchasers by the gender
男性	Male
女性	Female
自動販売機 性別購入比率	VM channel: Ratio of purchasers by the gender
出典：…	Source: Survey by the Coca-Cola (Japan) Company, Oct. 2014 – Sep. 2015, ratio of purchasers in CCEJ area

【Installation locations for VMs targeting female consumers】

Workplaces with many female workers (call centers, nurse centers), girls' high schools, women's universities, gynecology healthcare facilities, etc.



コカ・コーライーストジャパン株式会社
Coca-Cola East Japan Co.,Ltd.

News Release

【Comments】

■ Mr. Ryo Umezawa, Section Manager, Management Dept., Japan Medical Alliance Ebina General Hospital

At Ebina General Hospital, we are scheduled to have an Emergency Center (designated by the Prefectural government) established in April 2017. We are expecting that many more people than our current number of visitors would be visiting our hospital. Among such situation of ours, the proposal made by Coca-Cola East Japan was matching our needs, and therefore we immediately agreed with the idea of installing the VM targeting female consumers.

■ Takemasa Kuwata, Commercial VM Metropolitan 1 Division Kanagawa Region, Coca-Cola East Japan Co., Ltd.

We are extremely grateful for having been provided with the opportunity with installing the VM targeting female consumers. We are considering that the VM channel is a sales channel where many more female consumers will be able to purchase products from by thoroughly considering the product lineup and by providing dedicated materials, and we are hoping to learn well from our current initiative to ensure even better activities in the future.

【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).