

News Release

Jan 18, 2017

To the press

Coca-Cola East Japan Co., Ltd.

CCEJ concludes “Agreement on Project to Support the Creation of Storks’ Home” with Konosu-city

The first vending machine in support of the city’s programs for creating storks’ home is now installed in Konosu City Hall

Coca-Cola East Japan Co., Ltd. (HQ: Minota-Ward, Tokyo, Representative Director & President: Calin Dragan, hereafter “CCEJ”) has concluded an agreement with Konosu-city in Saitama prefecture for “Project to Support the Creation of Storks’ Home.”

Immediately after the conclusion, we have also conducted a signing ceremony to celebrate the agreement now in place.

CCEJ will continue to make its contribution to activities of our local communities aiming to create a safe and secure environment where people can feel comfortable to live their lives.

【Agreement Signing Ceremony】

Date: Wed, Jan 18, 2017, 9:00-10:00

Venue: Mayor’s Reception Room, 2F of New Annex, Konosu City Hall (Address: 1-1 Chuo, Konosu-city, Saitama Prefecture)



Left: Kazuhisa Haraguchi, Mayor of Konosu-city
Right: Mitsuru Kurosawa, Metro 2 Vending Senior Manager, CCEJ



Before the vending machine
Location: The 1F lobby of the main building of Konosu City Hall

【Comments from the speakers】

■Kazuhisa Haraguchi, Mayor of Konosu-city

It is our greatest pleasure to have concluded the agreement with CCEJ thanks to their cooperation. Konosu-city has been striving to build a sustainable community that exists in harmony with the nature around the theme of “storks”, which is one of the words our city’s name originates from. The nature that allows various creatures to inhabit offers a safe and secure environment for our citizens too. And they will find such a city a comfortable place to live. Today’s agreement is a wonderful opportunity for our public and private sectors as well as citizens to come together and renew our heartfelt wish that, one day, storks would come back and fly around the vast sky over Konosu-city.

■Mitsuru Kurosawa, Metro 2 Vending Senior Manager, CCEJ

We appreciate to have a wonderful opportunity to work for such a meaningful program. One of the CCEJ's corporate philosophy is "the Only One for the Community". While aiming to become one of the world-class Coca-Cola bottlers, it is extremely important for us to continue working closely with local people and regional communities. We would like to make most of what we learn from this initiative for our future activities.

【Outline of "Project to Support the Creation of Storks' Home"】

Creation of Storks' Home

The name of Konosu-city is said to have derived from the bird "stork (konotori)". Using "stork" as its symbol, the city is striving to build a sustainable community that co-exists with the nature, or "Konosu-city; the storks' home friendly to people and other creatures".

The environment where so many kinds of creatures inhabit must be a safe and secure environment for our citizens too. In order to conserve and restore the abundant nature in the city and pass it to the next generation, the city is engaged in various initiatives.

Project to support the creation of storks' home with the "Public x Private x Citizens" engagement

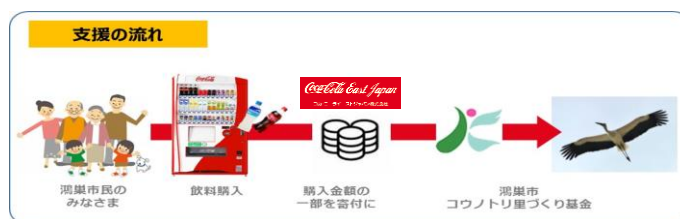
Konosu-city developed the "Basic Plan for Creation of Storks' Home" in March 2015. The city is promoting related programs based on its three basic principles; 1) building an environment where people co-exist with nature, 2) building a prosperous and vibrant community and 3) fostering community builders with shining smiles.

Konosu-city aims to involve "public sector x private sector x citizens" in realizing "creation of storks' home." CCEJ supports the goal of the project and has concluded the "Agreement on Project to Support the Creation of Storks' Home" to show its support in furthering their goal of "building a community that is friendly to people and other creatures" in which "konotori (stork)" is used as its symbol.

【Outline of the vending machine supporting the city's programs for creating storks' home】

The vending machine has an original design of a stork bird (konotori) on it, especially made for Konosu city.

Part of the proceeds collected by this vending machine will be donated to the "Fund for Creation of Storks' Home" of Konosu city, so that the city can make use of them to promote their program, "building a community friendly to people and creatures".



【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).