


December 21, 2006

Company name: Coca-Cola West Holdings Company, Limited (CCWH)
Representative: Norio Sueyoshi, Representative Director, CEO
Stock code No.: 2579, listed on the first section of the Tokyo Stock Exchange,
the first section of the Osaka Securities Exchange, and
the Fukuoka Stock Exchange
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Announcement of Coca-Cola West Group(CCWH) 2007-2009 Business Plan

Coca-Cola West Holdings Company, Limited newly has started by management integration of Coca-Cola West Japan Company, Limited and KINKI Coca-Cola Bottling Company, Limited in July. Now, CCWH is advancing activity based on the midterm business plan which had promoted before this integration. Since we decided on the 2007-2009 business plan of CCWG which starts from next year, we announce you as follows.

1. Title 
2. Period 2007 to 2009 for the year ending December
3. Vision We change to the consumer view with the strong confidential relation of employee and company, and we aim at becoming leading bottler in the world.

To the leading bottler in the world

- Growth exceeding competition overwhelmingly
- Establishment of a steadfast profit base

Change to the 「Consumer View」

**The strong confidential relation
of employee and company**

4. The view of growth of CCWH

The market growth rate of the 3 years total in 2007 to 2009 is expected to be +4%. Although the soft drink industry is a mature market and it continues to be expected that competition intensify, CCWH performs growth more than the growth of a market, and establishment of a steadfast profit base, and raises a share.

5. Target

2009 for the year ending December

Sales volume	200 million c/s	ROA	8% more
Net revenues	440 billion yen	ROE	5% more
Operating income	25 billion yen	Economic Profit	4 billion yen
Operating income margin	5% more	Free Cash Flow	12 billion yen

6. Strategy

- A) Evolution to the new bottler by strategic partnership strengthening with TCCC/CCJC
- B) Expansion of the sales and the profit by the "Consumer View" activity exceeding competitors
- C) Functional strengthening, increase in efficiency which harnessed management integration
- D) Strengthen a capability base of talented associates and organizations

Reference : Whole image of Wing (midterm business plan)

