



コカ・コーラ ボトラーズジャパン株式会社

August 27, 2018

News Release

To whom it may concern,

Part of the earnings from "Coca-Cola" Slim Bottle Chiba Design Version to be donated to Chiba Prefecture for use as a fund to promote local tourism

**Ceremony to commemorate the signing of the
"Treaty on Alliance and Cooperation in the Area
of Tourism" held in Chiba Prefectural Office**

On August 27 (Monday), a ceremony to commemorate the signing of "Treaty on Alliance and Cooperation in the Area of Tourism" between Coca-Cola Bottlers Japan Inc. (hereafter "CCBJI"), based in Minato-ku, Tokyo and headed by Representative Director & President Tamio Yoshimatsu, and Chiba Prefecture was held in the main building of Chiba Prefectural Office.

CCBJI announced that, through the signing of this treaty, a part of the earnings gained from the sales of "Coca-Cola" Slim Bottle Chiba Design version launched this June will be donated to Chiba Prefecture for use as a fund to support the events and activities hosted by the prefecture to promote its local tourism.

From CCBJI, Yutaka Inoue, Head of Kanto Area Sales, attended the ceremony. In his speech, Inoue emphasized the company's intention to contribute to Chiba "by making "Coca-Cola" Slim Bottle Chiba Design version a product enjoyed by more and more people with hope of seeing the donated portion of the earnings utilized effectively in activities to promote the local tourism industry and enhance the image of Chiba as an even more attractive tourist destination". In response to this speech, Shinsuke Takigawa, the deputy governor of Chiba, expressed his gratitude, on behalf of the people of Chiba, for CCBJI's active involvement in this partnership program.

The Chiba Design version of "Coca-Cola" Slim Bottle features the illustration of Tokyo Bay Aqua Line, surfing, and Inubouzaki Lighthouse as the symbolic local landmark, popular sport and representative sightseeing spot in Chiba respectively. This is an area-specific Coke variant basically available only in and around the prefecture.

CCBJI intends to continue its engagement in supporting a wide range of local initiatives in all the regions it serves as a community-based company.

