

March 27, 2019

Dear all,

Coca-Cola Bottlers Japan Inc.

**Gion Weeping Cherry Tree Planting Ceremony Held
at Kyoto Utano Youth Hostel**

Using Donation from Proceeds of Coca-Cola Slim Bottle Kyoto Design!

Coca-Cola Bottlers Japan Inc. (Head office: Minato-ku, Tokyo; President: Calin Dragan, hereinafter referred to as the "Company") donated to the city of Kyoto part of proceeds from sale of the Coca-Cola Slim Bottle Kyoto design the Company has been selling in the city and its surrounding area since July 2017. The city used part of the donation to plant a Gion weeping cherry tree (presented by Chairman Toemon Sano, Ueto Zoen Co., Ltd.) in Kyoto Utano Youth Hostel, and held a planting ceremony at which Kazutaka Ikeda, Head of Kinki/Shikoku Area Sales attended on behalf of the Company.

Designed with illustrations of Maiko, Mount Daimonji, and Togetu-kyo Bridge, the Coca-Cola Slim Bottle Kyoto design enjoys popularity among Japanese and foreign tourists. In March last year the Company donated to the city part of proceeds until the end of December 2017 from July 2017 when it went on sale (1,779,800 yen) to help promote the city's tourism. The Company will operate its business as a company going hand in hand with local communities, and deepen interactions with people there.

Kyoto Utano Youth Hostel – Gion Weeping Cherry Tree Planting Ceremony

- Date : Thursday, March 21, 2019 (holiday) 10:30-11:00AM
- Venue : Kyoto Utano Youth Hostel (29 Uzumasa Nakayama-cho, Ukyo-ku, Kyoto-shi)



【Product overview】

- Product name: "Coca-Cola" Slim Bottle Kyoto Design
- Product type name: Carbonated soft drink
- Ingredients: Sugars (high-fructose corn syrup, sugar)/carbonated water, caramel coloring, acid regulator, flavorings, caffeine
- Package: 250ml Slim Bottle
- Manufacturer's suggested retail price (excl. consumption tax): 125 yen
- Sales area: Kyoto Pref. and its surrounding area
- Sales channels: Souvenir shops, local products shops, supermarkets, kiosks, vending machines, etc.

