

*Coca-Cola* **BOTTLERS JAPAN INC.**  
コカ・コーラ ボトラーズジャパン株式会社  
**News Release**

October 9, 2019

Coca-Cola Bottlers Japan Inc.

~"Road to 100" Aiming for healthy body even at age 100 ~  
**Coca-Cola Bottlers Japan Inc.'s initiative for  
health management**

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter "CCBJI") launched "Sawayaka Style Part 2", an initiative for the CCBJI Group health management.

CCBJI is working on to create a comfortable workplace for the employees, and implemented 3 initiatives in this April as part of "Sawayaka Style". In the "Sawayaka Style Part 2", CCBJI will implement an additional new program called "Sawayaka Challenge!!" This is a program intended for the employees with the aim of promoting each employee's self-sustaining health maintenance and enhancement through the unity of the company and the health insurance association under the concept that the employees themselves must be healthy to provide valuable product services that suit the needs and preferences of a broad range of generations, putting the top priority on health.

First, to promote exercise, we will implement the "Sawayaka Walk 2019" (Walking Event), an event utilizing the official Coca-Cola app "Coke ON" and the "Program to Promote Smoking Cessation".

Though maintenance and enhancement of employees' health with "Sawayaka Challenge!!", CCBJI will continue to come close to the people's lives and daily livings, and consistently provide high quality services and added value as a total beverage company that delivers happy, refreshing moments every day, and in every occasion of their lives.

■ **"Sawayaka Challenge!!" "Exercise" Program**

**Period: Oct 1 (Tue) to Oct 31 (Thu)**

- About the exercise promotion program "Sawayaka walk 2019" ~ "Let's keep on walking; Health Walk ~

[Purpose]

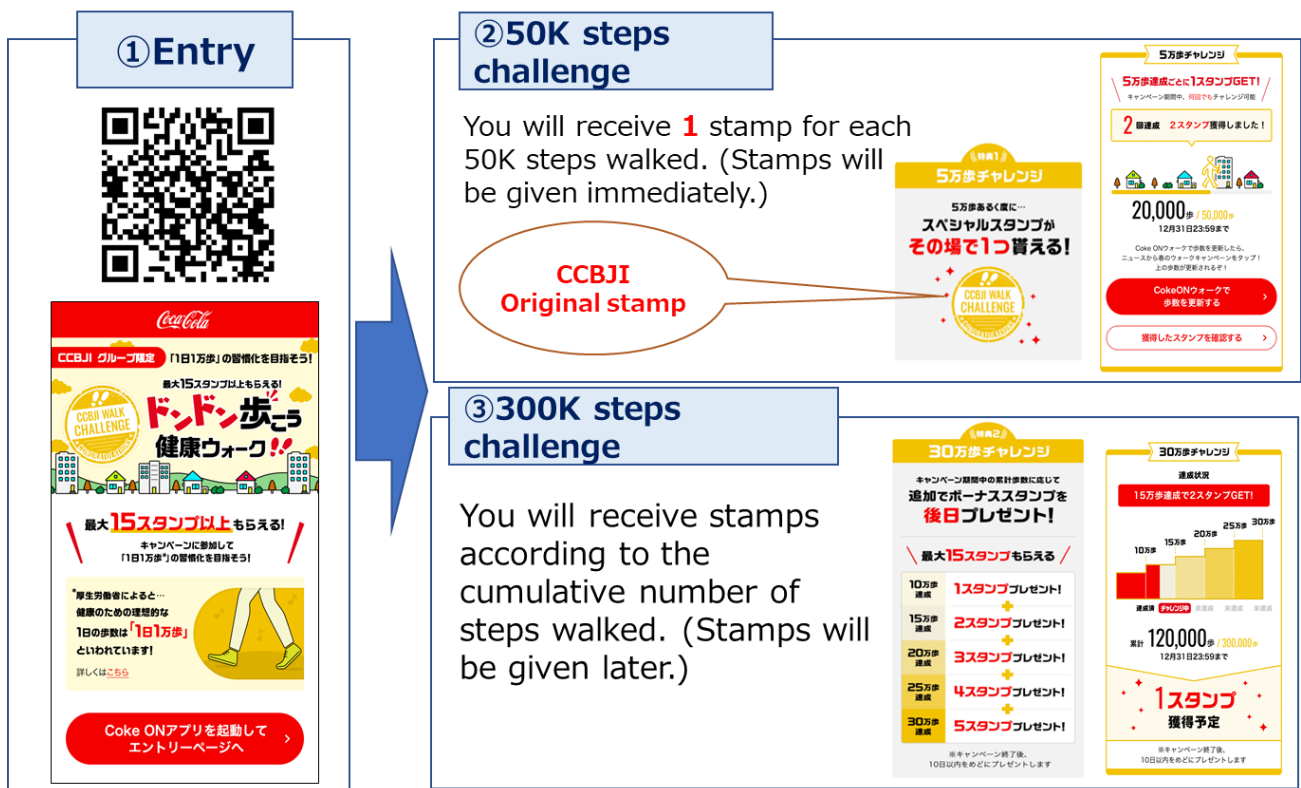
- ・ We adopt "walking" to lightly exercise every day as a trigger to make a habit of exercising.

- Creating a topic of conversation or fostering teamwork through participation in the event for the same purpose as colleagues.

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- We will hold the "Sawayaka Walk 2019" (Walk Event), which aims to make a habit of "10K steps per day".
- We will hold an original walk campaign open for CCBJI Group employees only by utilizing the Coca-Cola's formal app, "Coke ON". "Coke ON" stamps will be given depending on the number of steps the employees take during the campaign.

## Image diagram



## ■ "Sawayaka Challenge!!" Program to Promote Smoking Cessation

- We're now enhancing the existing smoking cessation support program as preparation for adopting a new program using ICT\* to enable employees to undergo diagnosis by doctor even if there is no smoking cessation clinic nearby.

※ICT is an acronym for Information and Communication Technology. This technology enables telemedicine using tablet, etc.

- From January 1, 2020, we'll prohibit smoking in all areas during working hours!

[Time slots when smoking is allowed]

- Before starting to work, breaks, after finishing work

## [Reference document]

### ● What is Coca-Cola Bottlers Japan Health Declaration?

#### **Coca-Cola Bottlers Japan Health Declaration**

##### **"Sawayaka Style"**

～"Road to 100" Striving for a healthy body even at age 100～

As a company who always stays close to your daily lives, Coca-Cola Bottlers Japan places the first priority on good health at all times and offers products and services of value that meet the needs and preferences of all generations.

As such, our employees themselves must lead an active and healthy lifestyle and be able to enjoy work with a feeling of comfort.

We recognize the responsibility for each employee to proactively maintain good health and to take actions to enhance one's health, and the company and the Health Insurance Association will work in unison to advance various actions for maintaining and promoting health and strive to nurture a corporate climate of "Health as No.1".

### ● What is Sawayaka Style?

A general term for activities to create environment where employees can work comfortably by welcoming and respecting diverse personalities and the positive way of thinking. Three measures were introduced based on "environmental considerations", "improvement in productivity", "creation of good workplace", and "trends in the world".

- ① Sawayaka Dress: New dress code is promoted for the purpose of creation of a comfortable workplace
- ② SAN Campaign: Creating a workplace with easy communication
- ③ Thank You Badge: Creating a workplace of recognition

### ● About "Coke ON"

"Coke ON" is the official Coca-Cola smartphone app which is beneficial and convenient. Users can get a drink ticket worth one bottle of drink when collecting 15 stamps. The drink ticket can be exchanged with one bottle of Coca-Cola product, where the customer can choose a product they like. As of October 1, 2019, the number of downloads recorded over 16 million, and the app can be used in 330,000 compatible vending machines across the country.

Stamps can be obtained by purchasing one product from a "Coke ON" compatible vending machine, and through many other ways including; by achieving pre-set target number of steps for a week, achieving the total target number of steps, or participating in app-limited campaigns.

Since the service was started in April 2016, we have been delivering the pleasure of drinking experience and the fun of "Coke ON" through sampling of products and by adding the "Coke On Walk" function, in which stamps are collected by walking. And, to expand the customers' range of selection in purchasing products, we have introduced the cashless payment functions "Coke ON Pay" and "Coke ON IC" sequentially. In June 2019, the new function "Coke On Camera" was added, allowing us to deliver more enjoyable services and functions.

Formal website of "Coke ON" app is here: <https://c.cocacola.co.jp/app/>

Coke ON is a registered trademark of The Coca-Cola Company.