

May 31, 2019

Dear all,

Coca-Cola Bottlers Japan Inc.

Collaboration with Misato City, Saitama Prefecture in activation of community and initiatives in wide-ranging areas

Concludes “Agreement on Comprehensive Collaboration” towards fostering of momentum for the Olympic and Paralympic and improvement of public service

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter “CCBJI”) on May 31 (Mon) concluded the “Agreement on Comprehensive Collaboration” with Misato City in Saitama Prefecture (City Mayor: Masaaki Kizu).

Misato City, for the Tokyo 2020 Olympic and Paralympic, has been registered as the host town for Hellenic Republic and proceeding with fostering momentum for the games by promoting exchange with the country. By concluding this agreement, CCBJI and Misato City, as partners, will collaborate closely with each other through dialogue to improve the public service and address growth and development of the city area. Furthermore, the parties will promote community activation including fostering of momentum for the Olympic, and work on the initiatives that will lead to improvement of civil life in wide-ranging areas including health, sports, childcare, crime prevention, and disaster prevention.

Continuing to uphold “community-based” and “customer-centric” as the management principles, CCBJI will come close to the people’s lives and daily livings, and contribute to local communities as a total beverage company that delivers happy, refreshing moments every day, and in every occasion of their lives.



From left, CCBJI Head of Kanto Area Sales Yutaka Inoue, Misato City Mayor Masaaki Kizu, Kai-chan & Tsubu-chan

[Comments from Misato City Mayor Masaaki Kizu]

Misato City has been actively implementing initiatives for the Tokyo Olympic and Paralympic by carrying out various exchange businesses with Hellenic Republic, for which we serve as the host town, as well as trying to attract pre-games training camps utilizing the Misato City athletic stadium. And now, with only one year and two months remaining till the games, we are hoping for further enhancement of the businesses.

This agreement will contribute to the fostering of momentum and regional development, and thus we are pleased to have concluded it to today.

Going forward, through collaboration with Coca-Cola Bottlers Japan Inc., we will create momentum with the citizens' unified effort, as well as strive to activate the community further.

[Comments from CCBJI Executive Manager & Head of Kanto Area Sales Yutaka Inoue]

I am glad that we made a contract with our regular customer Misato City to collaborate on community activation and improvement of public service.

Misato City has been working on fostering of momentum for Olympic and Paralympic Games Tokyo 2020 as the host town for Hellenic Republic. And we will help them further in the initiatives that will make the citizens of Misato City smile by cooperating with them in promoting to foster momentum for the Olympic and Paralympic through rollout of JOC Olympic fund-raising vending machines, as well as cooperating in the wide-ranging areas related to public service such as health, sports, and childcare, etc.