

## News Release

July 24, 2019

All,

Coca-Cola Bottlers Japan Inc.

### **“Agreement on Comprehensive Collaboration” concluded with Soka City, Saitama Prefecture**

**Collaboration towards building of a city where residents can have healthy and  
more productive lives through sports**

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter “CCBJI”) on Friday, July 24 concluded “Agreement on Comprehensive Collaboration” with Soka City, Saitama Prefecture (City Mayor: Masashi Asai).

Soka City has been registered as a host town of the Republic of Colombia for the Olympic and Paralympic Games Tokyo 2020, and is promoting exchanges with the Republic of Colombia to foster momentum for the competition. With the signing of this agreement, CCBJI and Soka City, as partners, will work closely together through dialog to develop a city where residents can live healthy and more productive lives through sports based on the Declaration of City that Promotes Sports and Health promoted by Soka City.

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,  
Mayor of Soka City Masashi Asai

**【Comments from Mayor of Soka City Masashi Asai】**

Today marks the day just one year before the opening of the Olympic and Paralympic Games Tokyo 2020.

Soka City will need to promote fostering of momentum for the Olympic Games Tokyo 2020 further since it has been decided that Soka City will host the pre-games training camp for the Republic of Colombia's Paralympic swimming team and the torch relay for the Olympic Games Tokyo 2020 will pass through the Soka City's famous sightseeing spot "Soka Matsubara".

In such circumstance, I feel that collaboration with Coca-Cola Bottlers Japan Inc. will be variable for the city since it will allow us to carry out initiatives for the Olympic Games Tokyo 2020 that cannot be done by the city alone.

**【Comments from CCBJI Head of Kanto Area Sales Yutaka Inoue】**

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

Soka City has been working on fostering of momentum for the Olympic and Paralympic Games Tokyo 2020 as the host town for the Republic of Colombia. And we would like to deliver happy, refreshing moments to the citizens of Soka City further by working together to build a city where residents can live healthy and more productive lives through sports based on the Soka City's Declaration of City that Promotes Sports and Health.