



コカ・コーラ ボトラーズジャパン株式会社

News Release

September 13, 2019

Coca-Cola Bottlers Japan Inc.

Coca-Cola Bottlers Japan and Marugame City, Kagawa Prefecture hold signing ceremony for Comprehensive Collaboration Agreement toward fostering momentum for Olympics/Paralympics and revitalizing the community

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter "CCBJI") and Marugame City, Kagawa Prefecture (Mayor: Masaharu Kaji) held a signing ceremony on Friday, September 13 for a Comprehensive Collaboration Agreement at the Marugame City Hall for their further collaboration to revitalize the community through various events related to Olympic & Paralympic Games Tokyo 2020 (hereafter "Tokyo 2020") .

The city is selected to host a pre-Olympic training camp of the Croatia national athletics team, and is working on fostering momentum for Tokyo 2020 through interaction with the country. With this agreement, CCBJI and Marugame City will be closely working and communicating together as partners to revitalize the community, providing beverages to countries and players participating in training camps for example.

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 the left, Marugame Mayor Kaji, CCBJI Kinki/Shikoku Area Sales Head Ikeda



From the left, Health and Welfare Manager Miyamoto, Living Environment Manager Koyama, Marugame Mayor Kaji, Sales Head Ikeda, Division Head Uno, Sales Department Head Ishimaru

[Comment from Marugame Mayor Kaji]

We signed the comprehensive agreement today because we share the same desires - the city wants to foster momentum for sports with Tokyo 2020 as an opportunity, while Coca-Cola Bottlers Japan wants to liven up the Olympic momentum. I hope the citizens of Marugame take this opportunity to familiarize themselves with sports. There will be a variety of events going on, and cooperation from Coca-Cola Bottlers Japan in those events

will be greatly appreciated for us. We'd like to keep working together on something that will lead to the development of Marugame City, using your know-how and wisdom.

[Comment from Kazutaka Ikeda, Head of Kinki/Shikoku Area Sales]

With the comprehensive agreement signed today, we, Coca-Cola Bottlers Japan, will be able to help the city with many different events. I hope this will be a good opportunity to materialize our community-oriented principle and contribute to the city of Marugame. We'd like to promise our contribution and cooperation in various projects, working with Marugame City. As the city particularly focuses on sports, we'd like to do something to liven up events together and make a contribution to the community, using Coca-Cola and Aquarius.

[Signing ceremony]

