



コカ・コーラ ボトラーズジャパン株式会社

# News Release

June 19, 2020

Coca-Cola Bottlers Japan Inc.

## **Create momentum for Olympic Games and revitalize communities with comprehensive collaboration agreements and JOC Olympic Support Vending Machines**

**43 comprehensive collaboration agreement signed,  
3,399 JOC Olympic Support vending machines installed**

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter "CCBJI") has been signing comprehensive collaboration agreements with regions with the aim of fostering momentum for the Olympic Games and promoting the regional revitalization, and installing "JOC Olympic Support vending machines" for supporting training of athletes.

CCBJI has been promoting "comprehensive collaboration agreements" for creating momentum for the Olympic Games and legacies for the next generation, and signed 43 agreements with cities in 15 prefectures by end of May 2020. With the signing of this agreement, we work closely together with communities as partners through dialogs. We are engaged in activities to improve the lives of citizens in various fields including education, people development, prevention of crimes and disasters, health and sports.

We propose solutions that are available through the "comprehensive collaboration agreement" to the local governments that are experiencing challenges because of the ongoing new coronavirus outbreak, and donate our products to healthcare workers. The "comprehensive collaboration agreements" are used for various activities in response to the rapid changes that are taking place in the social conditions.

Installations of "JOC Olympic Support Vending Machines", which Coca-Cola System started in 2016, have expanded to 38 prefectures in our business area, and we have installed 3,399 VMs. Part of their revenue is donated to the Japanese Olympic Committee and used by sports associations to train their athletes who are expected to compete in the Olympic Games Tokyo 2020 and to promote Olympic Movement. ※1 As of the end of April 2020

Under the corporate philosophy of delivering happy moments to everyone while creating value, CCBJI works on the creation of shared value (CSV) through its core business in efforts to tackle communities' challenges and further partner with various entities.

## ■ The purpose of the comprehensive collaboration agreement

With the Olympic Games Tokyo 2020 approaching, CCBJI and local communities work closely together as partners to create the momentum for the Olympic Games and legacies for the next generation through the assets that Coca-Cola System has to offer. At the same time, we work together to solve challenges that the local communities experience in various fields including education, people development, prevention of crimes and disasters, health and sports in order to improve the lives of citizens.

## ■ Examples of support activities through the comprehensive collaboration agreement

- Coca-Cola products are provided free of charge to Abiko City, Chiba  
Support for medical/welfare/nursery professionals through comprehensive collaboration agreement  
<https://en.ccbji.co.jp/news/detail.php?id=791>
- Donation of Coca-Cola products through Soka City to the Soka Yashio Fire Department at the frontline of emergency lifesaving  
<https://www.ccbji.co.jp/news/detail.php?id=794> (Japanese only)
- Coca-Cola products provided free of charge to medical institutions in Honjo City through Honjo Kodama Medical Association  
<https://en.ccbji.co.jp/news/detail.php?id=779>

## ■ JOC Olympic Support Vending Machines Progress of installations

Sales area	2016	2017	2018	2019	2020	Grand TTL
East Japan	48	79	137	128	6	398
Kanto	111	203	225	243	68	850
Tokyo	138	211	325	338	53	1,065
Central Japan	22	169	163	185	18	557
Kinki, Shikoku	4	62	41	93	19	219
West Japan	4	67	57	149	33	310
Area Total	327	791	949	1,136	197	3,399

## ■ Hosted by Japanese Olympic Committee

### Overview of “JOC Olympic Athletes Support Program with Coca-Cola”

“JOC Olympic Athletes Support Program with Coca-Cola” was launched by Japanese Olympic Committee in cooperation with Coca-Cola who is a Worldwide Olympic Partner. A few yen is donated per purchase of soft drink in a “JOC Olympic Support VM” with a JOC’s message poster of Olympic summer games or an original wrapping with designs of Olympic summer games. Donations will be made through Coca-Cola's bottling companies to JOC and used to support training of athletes who are expected to compete in the Olympic Games

Tokyo 2020 and to promote Olympic Movement. The total amount of donations and the sports associations to which donations are distributed will be reported on the official website of JOC.

(Support program page on JOC official website [https://www.joc.or.jp/donation/athletes\\_02/](https://www.joc.or.jp/donation/athletes_02/))

