

# News Release

September 7, 2020

Members of the media:

Coca-Cola Bottlers Japan Inc.

## Coca-Cola Bottlers Japan Inc. and Kyoto Prefecture concluded “Partnership Agreement Concerning Regional Tourism Promotion”

### Launch of “Coca-Cola” Slim Bottle Kyoto Design Presentation Box

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku: Tokyo; Representative Director & President Calin Dragan hereafter “CCBJI”) concluded a “Partnership Agreement Concerning Regional Tourism Promotion” (hereafter “Agreement”) on Thursday, September 3 with Kyoto Prefecture (Governor Takatoshi Nishiwaki) for the purpose to promote regional tourism and local development through the “Another Kyoto” project.

Under the Agreement, CCBJI and Kyoto Prefecture will enhance cooperation in the field of tourism, which includes a project of “Another Kyoto” (Kyoto by the Sea, Woodland Kyoto, Kyoto Infused with Tea, and Kyoto Otokuni Bamboo Grove) that highlights the areas in Kyoto that are distinct and different from the ancient capital of Kyoto. CCBJI is planning to develop and launch “Presentation Box” for “Coca-Cola” Slim Bottle Kyoto Design that is designed with famous tourist landmarks of these areas, and donate a portion of sales from “Coca-Cola” Slim Bottle Kyoto Design.

With the aim of achieving the “mission” to deliver happy moments to everyone while creating value under our new corporate philosophy “Paint it RED! Let’s Repaint our Future”, CCBJI will remain committed to CSV (Creating Shared Value) and provide solutions through our business to the challenges that regions are faced with, and continue to seek for collaboration with all our partners.

#### ■ “Partnership Agreement Concerning Regional Tourism Promotion”

##### 1. Details of Partnership

- (1) Matters relating to spreading information for Kyoto Prefecture’s regional tourism and local development.
- (2) Matters relating to spreading information and supporting work to promote the “Another Kyoto” project.

##### 2. Key initiatives currently underway (and under development)

- (1) Develop and launch “Presentation Box” for “Coca-Cola” Slim Design Bottle Kyoto Design with tourist landmarks of “Another Kyoto”. \*Available on September 5, 2020
- (2) Donate a portion of sales from “Coca-Cola” Slim Bottle Kyoto Design for regional tourism promotion in Kyoto.

\* Period : September, 2020 to end of August, 2021



【“Coca-Cola” Slim Bottle Kyoto Design】



【Front of presentation box】



【Back of presentation box】

【A photo taken on Sep 3 in the signing ceremony at the Kyoto Prefectural Hall】



From the left: Gonzalez, Head of Division, and Nishiwaki, Governor of Kyoto Prefecture

【Comments from Mr. Nishiwaki, Kyoto Prefecture Governor】

In Kyoto, we are promoting “Another Kyoto” project in which we learn about resources that are distinctive to the region and refine them for local development. In order to accelerate recovery of the tourism sector in the “with/post COVID-19 society”, we are determined to promote safe tourism in Kyoto. We are excited to work with Coca-Cola Bottlers Japan Inc., a very well-known company, and grateful for your help in promoting the “Another Kyoto” project.

【Comments from Gonzalez, Head of Sales Execution Division】

We have been committed to contributing to regions and communities as we carry out our activities. We are very honored to have signed a partnership agreement with Kyoto Prefecture. We are still uncertain when the COVID-19 pandemic will end. However, as a partner, we will actively engage with Kyoto Prefecture to boost tourism.

\*This news release is based on the information available as of the day of the release. Please note that some descriptions may differ from the information updated after the release date.

End