

February 18, 2021

To the press

Coca-Cola Bottlers Japan Inc.

Signing of Comprehensive Collaboration Agreement with Nirasaki City, Yamanashi Prefecture For better public services and energized community

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter “, CCBJI”) concluded on Feb18 (Thu) a Comprehensive Collaboration Agreement with Nirasaki City, Yamanashi Prefecture (Mayor HisaoNaito) in efforts to improve the public services and vitalize the community.

With the signing of this agreement, CCBJI and Nirasaki City will work together on the initiatives in wide ranging areas for improvement of the life of residents by creating momentum for the Olympic and Paralympic Games Tokyo as well as their legacies, promoting tourism, attracting inbound tourists, and preventing crimes and disasters.

As part of these efforts, we will install "JOC Olympic Support Vending Machines" and "JPC Paralympic Support Vending Machines" in Nirasaki City and give momentum for the Olympic and Paralympic Games. In addition to it, we will also install a digital signage in the lobby on the ground floor of the city hall. The digital signage is designed to display the information on the city's programs and events, local produce, as well as the information on the COVID-19, while switching the monitor during an emergency to provide earthquake and other disaster information and raise alert.

In accordance with its corporate philosophy collectively represented by the motto, “Paint it RED! Mirai o nurikaero (Let's repaint our future)”, the company aims at fulfilling its mission to “deliver happy moments to everyone while creating value” and continuing to join hands with various partners going forward to work on creating shared value to address the challenges faced by the communities through its business activities.



In the signing ceremony. From the left, CCBJI Vending Kanto District Manager Tomohiro Ichikawa, Nirasaki City Mayor Hisao Naito

[Comment from Nirasaki City Mayor Hisao Naito]

This year, we will finally be hosting the Olympic and Paralympic Games Tokyo 2020. Kenichiro Fumita, who is a native of our city, has already secured a spot in the Greco-Roman wrestling 60kg category, and will participate in the competition.

In Nirasaki City, residents, local communities, businesses, and the government are working together under the slogan of "Team Nirasaki for development of energetic communities" to build the city of Nirasaki by shaping its future into " Hometown Nirasaki where everyone shines and creates happiness". By solidifying the alliance with Coca-Cola Bottlers Japan, we will further foster momentum to cheer for Fumita and push forward with the efforts to energize our city.

[Comment from CCBJI Vending Kanto District Manager Tomohiro Ichikawa]

I am glad that we made this agreement with Nirasaki City, our important customer, to collaborate on improvement of public services and community revitalization. With the opportunity of the Olympic and Paralympic Games Tokyo 2020, Nirasaki City is "fostering momentum for the Olympic and Paralympic Games for the citizens of Nirasaki City and creating a legacy for the next generation". We will contribute to fostering momentum for the Olympic and Paralympic Games Tokyo 2020 by installing "JPC Paralympic Games Support Vending Machines" and "JPC Paralympic Games Support Vending Machines". In addition to it, we will also work together with them in various areas for promoting tourism, attracting inbound tourists, vitalizing the region, and preventing crimes and disasters to deliver happy moments to the people of Nirasaki City.

*Please note that the information contained in news releases is current as of the date of release. Certain information may have changed since the date of release.