

News Release

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To the press

Coca-Cola Bottlers Japan Inc.

Coca-Cola Bottlers Japan Business Services Wins Gold in two categories at SSON Impact Awards Asia 2021

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan) is pleased to announce that its group company, Coca-Cola Bottlers Japan Business Services (Headquarters in Minato-ku, Tokyo; Representative Director & President Rajeev Mall; hereafter “CCBJBS”), has won Gold Awards in the “Best Vendor Collaboration” and “Best Shared Services Team” categories at the SSON Impact Awards Asia 2021 hosted by the Shared Services & Outsourcing Network (hereafter SSON).

SSON Impact Awards is a globally recognized award program in the shared services and outsourcing industry and annually honors shared services companies and their service delivery teams in Europe, North America, Australia and Asia for their outstanding achievements.

SSON Impact Awards Asia 2021 consists of ten categories, and CCBJBS received Gold Awards in two of them - “Best Vendor Collaboration” for the initiatives jointly worked on with vendors and successfully improved the business performance of the shared services organization and “Best Shared Services Team” for excellent teamwork that achieved the enhancement of bottom line of the entire group. In addition, CCBJBS won a Silver Award in the “Creative Talent Management Impact” category and Bronze Awards in the “Change Management Impact” and “Process Improvement & Value Creation Impact” categories.

CCBJBS’s key initiatives are detailed below:

• **Best Vendor Collaboration**

In 2019, CCBJBS launched the business process outsourcing (BPO) of the back-office operations, including accounting, procurement, human resources, and other corporate departments’ tasks, through collaboration with vendors. In the following year of 2020 in the wake of COVID-19 pandemic, we continuously strengthened the partnership with vendors and expanded the BPO operations to part of the administrative tasks of commercial teams. To outsource business processes of multiple departments across the company, we created standard operating procedures (SOP) of the processes between relevant teams and vendors and restructured the outsourcing tasks by quantifying them through the FTE (Full-Time Equivalent) calculation. As a result, we were able to identify business challenges and define the efficiency goals. This also allowed us not only to apply RPA (Robotic Process Automation) and other technical innovations but also to deliver more stable and efficient business processes. These productivity improvements are expected to bring about an approximately 30% reduction of the total workload in all the outsourced processes over a 5-year contract period.

- **Best Shared Services Team**

We organized a Vending Business Transformation (VBT) team in efforts to provide efficient and stable services in line with the strategic policy of fundamentally transforming our vending business. The VBT team is composed of diverse members from 16 different fields, including commercial, finance, procurement, governance, IT, etc. so that it can examine solutions from the viewpoints of respective fields. By actively analyzing root causes throughout the processes, the team has delivered significant improvements in redesigning the governance structure of the complex cashless payment ecosystem (revenue structure), through excellent teamwork under the strong leadership of the leader and each member fulfilling the roles of their respective professions in achieving the goals.

The Coca-Cola Bottlers Japan Group will continue to work on its mission to “deliver happy moments to everyone while creating value”, by further promoting to build a workplace in which each one of its employees can exert their full capabilities and contribute to the productivity improvements of the entire group.

※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.