

News Release

Nov 26, 2021

To the press

Coca-Cola Bottlers Japan Inc.

Coca-Cola Bottlers Japan installed a “Support Vending Machine for the Realization of Diverse City of Osaka” at Adventure World

Promoting LGBTQ tourism based on Collaboration Agreement with Osaka Convention & Tourism Bureau

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter “CCBJI”) installed on November 10 the first unit of “Support Vending Machine for the Realization of Diverse City of Osaka” (hereafter the “Support Vending Machine”) at Adventure World (Shirahamacho, Wakayama Prefecture) , a theme park run by AWS Co., Ltd. (Headquarters in Matsubara City, Osaka; Representative Director & President Masashi Yamamoto; hereafter “AWS”).

The Support Vending Machine was placed, following the conclusion of “Collaboration Agreement” between CCBJI and the Osaka Convention & Tourism Bureau (Note 1). The panel of the machine provides information about “Osaka LGBTQ Tourism” in support of realizing a diverse city of Osaka. With the endorsement of AWS, who actively works on the promotion of LGBTQ and other diversity initiatives, the installation of the Support Vending Machine came true at Adventure World who attracts many tourists from inside and outside the country and participates in events to widely spread the awareness in the social issues associated with sexual minority. We will continue to cooperate in the installation of " Support Vending Machine for the Realization of Diverse City of Osaka."

The Support Vending Machine is also designed to provide drinks free of charge in the event of large disaster.

We are committed to creating shared value (CSV) through our core business in efforts to tackle communities’ challenges and further partner with various entities.

Note 1:

CCBJI and the Osaka Convention & Tourism Bureau concluded a Collaboration Agreement on March 1, 2021. Based on this agreement, the two parties will work together to install support vending machines for the realization of diverse city of Osaka and to create comfortable traveling environments for LGBTQ people, thereby promoting Osaka LGBTQ Tourism. The panel of the Vending Machine provides a QR code for the official website of the Osaka

Convention & Tourism Bureau that explains the purpose of the initiative and carries a URL for comprehensive tourist information in English for LGBTQ people visiting Osaka. In addition, part of the proceeds from the Support Vending Machine will be donated to the Osaka Convention & Tourism Bureau for the realization of diverse city of Osaka.

[Comment from Koji Imazu, Managing Director of AWS Co., Ltd., the operating company of Adventure World]

AWS Co., Ltd., has incorporated into its management policy to take concrete actions to achieve the SDGs (Sustainable Development Goals) based on the corporate philosophy "Smile Company that creates time with the heart", and everyone We are aiming for a diverse and prosperous society where people can freely choose their way of life. In support of the wishes of the Osaka Convention and Tourism Bureau, we would like to contribute to the creation of a diverse and prosperous society by installing support vending machines from Coca-Cola Bottlers Japan Co., Ltd.

[Comment from Vending Development Headquarters West Japan Development Department Manager Masahiro Nagayama from CCBJI]

We are pleased to have concluded this agreement with the Osaka Convention & Tourism Bureau to jointly work on the realization of diverse city of Osaka. Based on this agreement, we have installed the first unit of the "Support Vending Machine for the Realization of Diverse City of Osaka" at Adventure World. We will continue to cooperate and work together so that we can deliver happy moments to everyone.

[Outlines of Support Vending Machine for the Realization of Diverse City of Osaka"]

Installation Date: November 10, 2021

Location: Adventure World Entrance Dome Exit Gate

(2399 Katata, Shirahamacho, Nishimurogun, Wakayama Prefecture)

Number of units installed: 2

Specifications: Disaster support type vending machine

Remarks:

The panel of the machine provides a QR code for the official website of the Osaka Convention & Tourism Bureau that carries a URL for comprehensive tourist information in English for LGBTQ people visiting Osaka.

In addition, part of the proceeds will be donated to the Osaka Convention & Tourism Bureau for the realization of diverse city of Osaka.



*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.