

**Coca-Cola Bottlers Japan installs Kanto's first "SNAG Golf Support Vending Machine" at Misato Golf Center in Kashiwa, Chiba**

**～Contribution to community revitalization through VMs～**

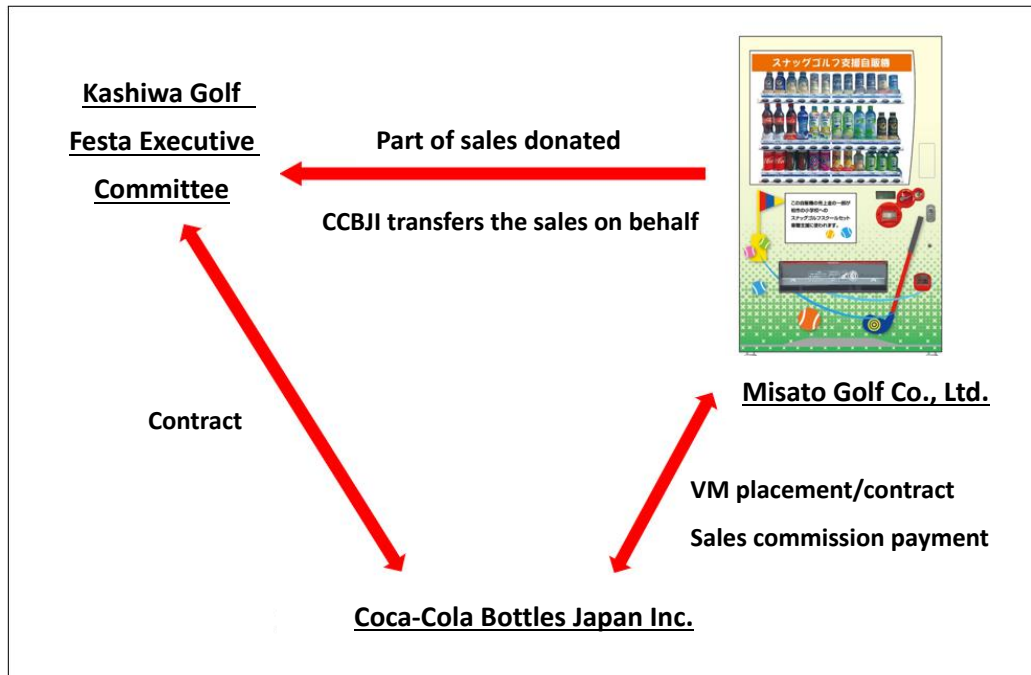
Coca-Cola Bottlers Japan (Headquarters in Minato-ku, Tokyo; Representative Director, President and CEO Calin Dragan; hereafter "CCBJI") with the cooperation of the Kashiwa Golf Festa Executive Committee, installed the first "SNAG Golf Support Vending Machine" in Kanto at the Misato Golf Center (Kashiwa City, Chiba Prefecture), and held an unveiling ceremony today.

SNAG golf is an introductory sport that allows you to play and practice golf safely and enjoyably on the course, both indoors and outdoors, even in familiar places such as schoolyards and gymnasiums. Part of the sales from the "SNAG Golf Support Vending Machine" will be donated to the Kashiwa Golf Festa Executive Committee to help support the donation of the SNAG Golf school sets to elementary schools in Kashiwa City.

Since 2009, CCBJI has been deploying the "SNAG Golf Support Vending Machines" in cooperation with local organizations which develop and promote junior golfers, mainly in Hiroshima and Kagawa Prefectures. The installation was made possible since the intentions of Kashiwa Golf Festa Executive Committee aiming for community revitalization through golf and Misato Golf Co., Ltd. who wants to support healthy development of youth through the hosting of SNAG Golf School for junior players matched CCBJI's social contribution activities through vending machines.



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.



#### **About Kashiwa Golf Festa Executive Committee**

The committee started its activities in 2016 with the aim of nurturing children with healthy body and mind who will lead the future of Kashiwa and revitalizing the community by holding golf events that bring citizens of Kashiwa together. <http://www.kashiwa-golf.org/about.php>

#### ■ **Comments from Ms. Hitomi Ino, Representative Director of Misato Golf Co., Ltd.**

We have been implementing SNAG golf at the "Misato Golf Junior Academy", which plays the role of developing junior golfers, and engaged in activities to encourage as many children with no experience of golf and preschool children as possible to enjoy experiencing golf and be interested in golf. I am very pleased that we have been able to develop a mechanism that can specifically support such activities from the financial side.

#### ■ **Comments from Mr. Hiroshi Yakushiji, Representative of Kashiwa Golf Festa Executive Committee**

The "Team Scramble Golf Championship", in which participants compete each other in teams to become No. 1 in Kashiwa in the summer, is now in its fifth year, and last year, we started the "Kashiwa Open Golf Championship" for the fall, which is open to professionals and amateurs of all ages and genders. In addition, we have held junior golf competitions and other events and donated SNAG golf sets to 13 elementary schools in the city using the charity money from the participants and sponsors. We hope that the installation of SNAG Golf Support Vending Machine will accelerate the promotion activities and increase the citizen's golf fever.

#### ■ **Comments from Eishu Mouri, Head of East Japan Development Department, Vending Business Unit, CCBJI**

We are involved in initiatives that only we can do through our core business, deepening ties with the community and aiming to build relationships for mutual growth. We are very pleased to have installed the "SNAG Golf Support Vending Machine" in order to revitalize the community through golf. We hope that this installation will serve as an opportunity for more people to learn about SNAG golf.

\*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.