

Jan. 20, 2022

To the press,

Coca-Cola Bottlers Japan Inc.

**Coca-Cola Bottlers Japan founded the "CCBJI Museum" at the Tama Plant**

**A company museum that looks back on the progress of  
the 12-bottler merger and connects it to the future**

Coca-Cola Bottlers Japan (Headquarters in Minato-ku, Tokyo; Representative Director, President and CEO Calin Dragan; hereafter "CCBJI") has renovated the tour facilities at its Tama Plant (Higashikurume City, Tokyo) and founded the CCBJI Museum, a company museum that looks back on the history of Coca-Cola in Japan and the progress of CCBJI's merger and connects them to the future (Note 1).



The "History Area" introduces the history of Coca-Cola in Japan and the progress of the bottler companies across 13 different topics

The CCBJI Museum looks back on the history of the 12 bottler companies that once operated in various parts of Japan, from their origins to their merger in April of 2017 (Note 2). This museum was founded to express gratitude to the predecessors who laid the foundation for CCBJI, and to let visitors know that CCBJI intends to move forward with further developments.

The museum mainly consists of a "History Area" that introduces 13 different topics in the history of CCBJI and the bottlers up until now, and a "Blue Sky Photo Area" that displays

photos of route cars driving in CCBJI's business areas. The History Area introduces the bottler companies' community-based activities through a display of photos of past vending machine models, vending machines with wrapping, and outdoor advertisements displayed at symbolic locations in each region. There is also a corner featuring stories about Mr. Nisaburo Takanashi, who founded the first bottler company in Japan, the former Tokyo Coca-Cola Bottling Company, by acquiring the rights to manufacture and sell Coca-Cola, and a photo spot where visitors can pose raising a toast with Coca-Cola products. In the Blue Sky Photo Area, (#) photos of route cars driving around famous places in each area are on display, so that visitors can learn more about CCBJI's business areas while feeling like they're sightseeing.

### [Plant Overview]

※The plant tour facilities are currently closed. Visits to the museum will be possible after tours are resumed.

Name: CCBJI Museum

Location: Inside the tour facilities of the Tama Plant, Coca-Cola Bottlers Japan, 1-2-9 Nobidome, Higashikurume City, Tokyo

Founded: January 2022



The Blue Sky Photo Area, which displays photographs of route cars driving through CCBJI's business areas

(Note 1) All of our plant tours are currently suspended to prevent the spread of COVID-19 infections. The Museum is scheduled to open to the public after the reopening of the Tama Plant's tour facilities. In June 2021, CCBJI launched the "Coca-Cola Bottlers Japan Online Plant Tour" (<https://www.ccbji.co.jp/onlinetour/>) so that customers who have been

waiting for the resumption of the tours, as well as those who have been unable to visit the plants due to distance or other reasons, can experience plant tours remotely (online). CCBJI will continue to focus on using our plants as places to communicate with our customers.

We regard a plant tour as an opportunity to have direct communication with consumers, customers, and other various stakeholders. Among our 17 plants in Japan, we offer plant tours at 6 locations, including Zao Plant (Miyagi Prefecture), Tama Plant (Tokyo), Kyoto Plant (Kyoto Prefecture), Tokai Plant (Aichi Prefecture), Ebino Plant (Miyazaki Prefecture), and Hiroshima Plant (Hiroshima Prefecture). In 2019, we enjoyed nearly 170,000 visitors at 5 plants.

(Note 2) The Coca-Cola system in Japan consists of the Coca-Cola (Japan) Company, Ltd. (CCJC), responsible for supplying concentrate, product planning/development, and marketing activities including advertising, etc., and bottler/partner companies that produce and sell the finished products. All of our bottler companies, including CCBJI, manufacture products under strict quality management at each plant, and through customers' outlets and vending machines, deliver Coca-Cola products to consumers.

※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.