

News Release

April 1, 2022

To the press,

Coca-Cola Bottlers Japan Inc.

Coca-Cola Bottlers Japan Group holds 2022 Entrance Ceremony

Message from Representative Director, President & CEO Calin Dragan to 228 new employees

Today, Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director, President & CEO Calin Dragan; hereafter “CCBJI”), Coca-Cola Bottlers Japan Vending Inc. (Headquarters in Shinjuku-ku, Tokyo; Representative Director & President Takahide Baba), Coca-Cola Bottlers Japan Business Services Inc (Headquarters in Fukuoka City, Fukuoka; Representative Director & President Rajeev Mall), and FV Japan Co., Ltd. (Headquarters in Toshima-ku, Tokyo; Representative Director & President Tatsuhiko Sano) held a joint entrance ceremony for 228 new employees joining the Coca-Cola Bottlers Japan Group in 2022.

As in the previous year, the ceremony was held online to prevent the further spread of COVID-19, and ensure the safety of attending employees. President Dragan and the other Group executives attended and welcomed the new employees. The President gave the following address.

【Message from Calin Dragan, Representative Director, President & CEO (excerpt)】

There’s one thing I say to every CCBJI Group employee since I came here in 2019, and I’d like to say it to you all as well. That is “Business as usual is not an option.” In this era of rapid change, we cannot compete or survive if we cling to past success and outdated values. Through this pandemic, we changed many things: our business model, our organization, our processes, and the ways we work. There is still a lot to do to achieve strong growth for the future.



I hope that you will all lead us forward with the courage to embrace change.

There is however, one thing that never changes. That is our philosophy: our Mission, Vision, and Values. Our mission is always to “deliver happy moments to everyone while creating value.” “Everyone” includes all stakeholders: consumers, customers, employees, shareholders, business partners, and local communities. Our actions are driven by a desire to create value for our stakeholders and be their preferred partner for decades to come.

When taking action, we would like you to always keep the four Values in mind.

The first is "Agility." Act in an agile manner and don't be afraid of change. With our everyday lives and business constantly changing, "Agility" is now more important than ever.

The next is "Learning." Learn as you go, apply newly-acquired knowledge and experience to your work.

Our third value is being "Result-oriented." Focus on results and see things through to the end. We are working in a variety of locations: manufacturing sites, logistics, front-line sales, and our homes. But we are all connected by a shared value of achieving results.

The final Value is "Integrity." Integrity means honesty and trust. It allows us to trust and support each other through open and transparent communication. It's how we achieve results, even while working in widespread locations.

When you have doubts in the future, these four values will guide your decision making. Starting today, please always act with these Values in mind.

Before I end my message today, let me emphasize that we are proud of our Coca-Cola products and brands, and strive every day to earn the trust and support of our stakeholders. As members of the Coca-Cola system, we are working on a variety of initiatives to not only grow our own business, but also support global environmental issues and the sustainability of the Japanese beverage industry. It is true that we have a lot to do, but we work together as one team. At CCBJI Group, each employee creates value for our stakeholders, no matter what role they play. I look forward to seeing you all grow and create significant value through your work.

Once again, congratulations!

*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.