

News Release

September 1, 2020

To the press,

Coca-Cola Bottlers Japan Inc.

Signing of Comprehensive Collaboration Agreement with Nagatoro Town, Saitama Prefecture

Collaboration across various areas including fostering momentum for the Olympics and improving resident service

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter "CCBJI") on Tuesday, September 1 concluded a comprehensive collaboration Agreement (hereafter "Agreement") with Nagatoro Town, Saitama Prefecture (Town Mayor: Takie Osawa).

Since Nagatoro Town was decided to be on the torch relay route of the Olympic and Paralympic Games Tokyo 2020, the town is fostering momentum for the Olympics and improving the service of residents. With the signing of this agreement, CCBJI and Nagatoro Town will work together in initiatives that lead to development of the local community and improvement of the life of residents through cooperation in a wide variety of fields, including the matters related to the Olympic and Paralympic Games Tokyo, facilitation of migration and settling, tourism, industry, and agricultural promotion.

Prior to the signing of this Agreement, Torch Relay Commemorative Vending Machines that we are rolling out were installed at 2 locations in the town to liven up the torch relay in their communities. The vending machine has special wrapping with the name of municipality where the torch relay passes through, letting people know when it comes near them. In addition, CCBJI donated 600 bottles and cans of each "Coca-Cola" Slim Bottle Saitama Design and "Real Gold Dragon Boost", as well as 4,000 non-woven masks to back up the medical personnel and others who are working hard to prevent the spread of COVID-19. Through this agreement, we will further promote revitalization of the communities in Nagatoro Town, including fostering momentum for the Olympic and Paralympic Games Tokyo.

With the aim of achieving the "mission" to deliver happy moments to everyone while creating value under our new corporate philosophy "Paint it RED! Let's Repaint our Future", CCBJI will remain committed to CSV (Creating Shared Value) and provide solutions through our business to the challenges that regions are faced with, and continue to seek for collaboration with all our partners.



From left: Tomohiro Ichikawa, CCBJI Head of Kanto District Sales, Vending Area Sales, Vending Business; Nagatoro Town Mayor Takie Osawa

[Comment from Takie Osawa, Mayor of Nagatoro Town]

We are very pleased to conclude Comprehensive Collaboration Agreement with Coca-Cola Bottlers Japan Inc. this time. I would also like to take this opportunity to express our gratitude for the donations of beverages and masks to support the medical personnel and others prior to the agreement.

Nagatoro Town is aiming for a permanently “energetic” town that “lastingly remains bright” where “people want to live for good” with a slogan of “Hatsuratsu (lively) Nagatoro”.

I hope that the signing of the agreement will allow new measures to be taken, such as promoting migration and settling, and improving services for residents, which cannot be implemented independently by the town.

[Comment from Tomohiro Ichikawa, CCBJI Head of Kanto District Sales, Vending Area Sales, Vending Business]

Coca-Cola Bottlers Japan Inc. would like to extend our deepest sympathies to those who have been affected by COVID-19. We also thank all those who are working tirelessly to prevent the spread of infections at this very moment.

I’m delighted that we have signed this agreement with Nagatoro Town, our important customer, to collaborate for community revitalization and for better resident services.

Nagatoro Town is fostering momentum for the Olympics and promoting community revitalization, so we’d like to help the city deliver happy moments to its citizens by working together in various fields, including fostering momentum for the Olympic and Paralympic games, matters related to facilitation of migration and settling, tourism, industry, and agricultural promotion by placing Coca-Cola’s torch relay commemorative vending machines in the city and through various events.

*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.