

News Release

Sept. 11, 2020

To the press:

Coca-Cola Bottlers Japan Inc.

Signing of Comprehensive Collaboration Agreement Prompted by the Olympics with Namegata City, Ibaraki Prefecture

On Friday, Sept. 11, Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter "CCBJI") concluded an "Agreement on Comprehensive Collaboration Prompted by the Olympics" (hereafter "Agreement") with Namegata City, Ibaraki Prefecture (Town mayor: Shuya Suzuki).

Namegata City has been registered as Mogolia's host town for the Tokyo 2020 Olympic and Paralympic Games and has been working to foster momentum for the Olympic Games and to create a legacy through pre-training of weightlifting teams, etc. With the signing of this Agreement, CCBJI and Namegata City will work together in various fields to promote initiatives that lead to a more energized city, including international exchange, the Tokyo Olympics, health of the citizens and sports, etc.

As a part of this initiative, Torch Relay Commemorative Vending Machines that we are rolling out to spur momentum of the torch relay passing through Namegata City, were installed at 2 locations in the city. The vending machine has special wrapping with the name of the municipality through which the torch relay passes and serves the role of announcing the coming torch relay. In addition, a portion of the sales from the Torch Relay Commemorative Vending Machine will be donated as aid to solve the problems of Namegata City.

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 for challenges that regions are faced with and continue to seek collaboration with all our partners.



From left, Mayor Shuya Suzuki of Namegata City,
Satoshi Ishikawa, Dept. Manager of Development Planning Division

[Comment from Mayor Suzuki of Namegata City]

I am very pleased that the Agreement with Coca-Cola Bottlers Japan Inc. will promote joint activities that make effective use of resources from both parties. By working closely together, we expect regional revitalization to be further advanced in various fields, including international exchange, health and sports, disaster support, and SDGs, as well as fostering momentum and creating legacy for the Tokyo 2020 Olympic and Paralympic Games.

[Comment from Dept. Manager Satoshi Ishikawa of Development Planning Division]

I am delighted with the signing of this Agreement with Namegata City, our important customer, to work together on efforts to energize the city. Namegata City promotes efforts to create a legacy and foster momentum for the Olympics, and we hope to assist in delivering even more happy moments to its citizens by working together in various fields, including international exchange, the Tokyo Olympics, and the health of the citizens and sports, through the deployment of our Torch Relay Commemorative Vending Machines and 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.