

# News Release

March 2, 2020

Coca-Cola Bottlers Japan Inc.

## **Efforts for employees' health management were recognized**

**CCBJI recognized as 2020 Certified Health and Productivity Management Organization**

**Recognition Program (White 500)!**

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter "CCBJI") has been recognized in the Large Enterprise Category of the "2020 Certified Health and Productivity Management Organization Recognition Program (White 500)".

Health & Productivity Management is a concept that recognizes employees' health management as a strategic investment for the business instead of a cost. CCBJI has put in place initiatives for health management, including exercise programs and smoking prohibitions during business hours in what we call the "Sawayaka Challenge" in an attempt to maintain and improve employee health, and encourage all our employees to always put their health first as they perform business activities.

CCBJI will continue to adhere to our "Health Declaration", and encourage work-style reform by creating workplaces that promote positive energy and good health.

[Certification key points and our past initiatives]

### **◆ Management philosophy, policies, organizational structure**

In order to foster a corporate culture of "Health First", we have issued a Health Declaration both inside and outside the company. In addition, the President has been appointed "Chief of Health & Productivity Management", and the Head of Human Resources to be "Health & Productivity Management Promotion Officer".

We consider employees' health management as an important responsibility of the company, and by working with the Health Insurance Association and our management team, we are trying to raise awareness of Health & Productivity Management across our business.

## ◆ Execution and promotion of systems and initiatives

In order to implement Health & Productivity Management company-wide and drive special initiatives, we have launched a program called “Sawayaka Challenge”.

### <Example>

We have launched a CCBJI employee walking challenge using our “Coke ON” smartphone app \* with a goal of walking 300,000 steps in a month. Incentives are offered based on the number of steps walked to encourage participation.



An original video series made by athletes of the Coca-Cola Red Sparks Rugby Club, “Sawayaka Stretch”, is shared on internal social media to encourage employees to stretch and prevent work-related accidents.

We offer a smoking-cessation program for employees to consult a doctor remotely, and a total ban on smoking during working hours was introduced in January this year.



We met various other requirements in addition to the above in order to be certified.

All staff working in the CCBJI Group, visitors and suppliers



1. During work hours
2. In buildings
3. In company cars

**Non-Smoking**

### \* Coke ON

"Coke ON" is an official Coca-Cola smartphone app which allows users to collect digital “stamps” to redeem for free drinks from Coca-Cola vending machines. As of February, 2020, the number of consumer downloads of the app exceeded 17 million, and the app can be used in 330,000 compatible Coca-Cola vending machines across the country. Stamps can be obtained by purchasing beverages from a Coke ON enabled vending machine, participating in exclusive campaigns for Coke ON registered users, and using “Coke ON Walk”, which is a step-counting feature of the app that allows shoppers and consumers to collect stamps as they walk.

Coke ON app official website <https://c.cocacola.co.jp/app/>

Coke ON is a registered trademark of The Coca-Cola Company.

## **Coca-Cola Bottlers Japan Health Declaration**

### **“Sawayaka Style”**

#### **～“Road to 100” Striving for a healthy body even at age 100～**

As a company who always stays close to your daily lives, Coca-Cola Bottlers Japan places the first priority on good health at all times and offers products and services of value that meet the needs and preferences of all generations.

As such, our employees themselves must lead an active and healthy lifestyle and be able to enjoy work with a feeling of comfort.

We recognize the responsibility for each employee to proactively maintain good health and to take actions to enhance one's health, and the company and the Health Insurance Association will work in unison to advance various actions for maintaining and promoting health and strive to nurture a corporate climate of “Health as No.1”.

### **【Certified Health and Productivity Management Organization Recognition Program (White 500)】**

“The Certified Health & Productivity Outstanding Entities Recognition Program” is a program that recognizes SME and large enterprises with outstanding efforts in health and productivity management based on initiatives to address local health challenges and initiatives to improve health, led by Nippon Kenko Kaigi.

By highlighting outstanding organizations engaging in efforts for health and productivity management, we are aiming to develop an environment to be recognized as “an organization engaging in strategic health and productivity management for maintaining their employees' health from a management perspective” by employees, job seekers, affiliated companies, and financial institutions.

\* Health and Productivity Management is a registered trademark of Kenkokeiei

\* from the Ministry of Economy, Trade and Industry website