

News Release

April 1, 2021

To the press

Coca-Cola Bottlers Japan Inc.

Coca-Cola Bottlers Japan Group holds 2021 Welcome Ceremony

Message from Representative Director & President Calin Dragan to 238 new employees

On Thursday, April 1, Coca-Cola Bottlers Japan Inc. (headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan), Coca-Cola Bottlers Japan Vending Inc. (headquarters in Fukuoka City, Fukuoka Prefecture; Representative Director & President Takahide Baba) and Coca-Cola Bottlers Japan Business Services Inc. (headquarters in Fukuoka City, Fukuoka Prefecture; Representative Director & President Rajeev Mall) held a joint welcome ceremony to welcome 238 new employees joining the Coca-Cola Bottlers Japan Group in 2021.

The ceremony was held online using the web conferencing system to follow suit of the format applied last year as a precautionary measure to prevent the further spread of COVID-19 infections and prioritize the safety of the attending employees and guests, including Representative Director & President Calin Dragan and key members of the Executive Leadership Team and HR Division who have gathered on this day to welcome them all.

The President addressed the new employees with the following message.

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

■ Achieving the mission

Our mission is to “deliver happy moments to everyone while creating value”. In order to achieve this mission, all the employees must come together and work hand in hand to overcome all the different challenges we will be confronted with time after time. We are counting on the contributions from each and every one of you who newly joined our workforce to help the Coca-Cola Bottlers Japan Group lead its way toward sustainable growth through your concerted efforts working together as one team. Gambarimasho!



■ Importance of Mission, Vision and Values

As the first step, we would like you all to gain a deep understanding of our corporate philosophy, “Mission, Vision and Values” and its underlying principles we collectively refer to as “Paint it RED! Mirai o nurikaero”. We not only want you to understand these underlying principles conceptually but also embody them by putting all of them into practice.

Our corporate philosophy is a statement that defines the significance of our existence and the value we deliver as a company. It serves as the cornerstone of our corporate management. In order for all of us to be able to fulfill our shared mission, we would like you all to always act with the following four core values in mind.

We want you to keep “Learning” a lot to enrich your knowledge, act and respond with “Agility”, get things done with a “Result-oriented” mindset, and engage in all these activities with “Integrity”. Your activities that align with all these four values will lead to our motto, “Paint it RED! Mirai o nurikaero”.

In particular, “Learning” is a value that matters a great deal. That is because we, as well as our business, can only grow by learning from new discoveries and insights, embracing innovative ideas, acting with agility and making sure we get things done to produce the results we aimed to achieve. So please remember to keep learning even after you join our workforce. The more you enhance your individual capabilities by acquiring more advanced professional skills, the better position we will be to grow together and achieve greater results as an enterprise.

■ Self-discipline to work hard every day to get closer to making big wishes and dreams come true

I can well imagine that you are filled with hope and holding on to a big dream as you each start your new life today as a working member of the society. The key to fulfill your hopes and dreams can be found in numerous areas if you search through the “many attractive opportunities offered in the global Coca-Cola business”, become an “integral part of the Coca-Cola Bottlers Japan Group that is filled with potentials of growing and expanding much bigger” and stay focused on putting your best “in your everyday duties”.

I look forward to seeing each one of you hold the pride and confidence as the employee of Coca-Cola Bottlers Japan Group and play an active role in contributing to the growth of our business by never forgetting to continue your self-improvement efforts that will get you closer to where you hope to reach and make your dream come true.

“Paint it RED! Let’s repaint our future!” and build Coca-Cola Bottlers Japan Group together into an even more influential enterprise that can exhibit stronger leadership and increase its presence in the global beverage industry!

*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.