

March 19, 2020

Coca-Cola Bottlers Japan Inc.

Agreement on Comprehensive Collaboration signed with Sousa City, Chiba Prefecture

Collaboration towards better services for citizens and community revitalization

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter “CCBJI”) on Thursday, March 19 signed a Comprehensive Collaboration Agreement with Sousa City, Chiba Prefecture (Mayor: Yasunori Ota).

As the Tokyo 2020 Olympic and Paralympic Games approach, Sousa-shi is promoting efforts on “creating momentum for the Olympics for the citizens and building legacies for the next generation”. With the signing of this agreement, CCBJI and Sousa City, as partners, will work closely together through dialog to improve public services and drive the growth and development of the city. Furthermore, we will promote regional revitalization by fostering momentum in Tokyo 2020, and promote efforts to improve the life of the citizens in a wide range of fields, including, education and people development, crime prevention and prevention, health and sports.

Continuing to uphold “community-based” as the corporate philosophy, CCBJI will come close to the people’s lives and daily livings, and contribute to local communities as a total beverage company that delivers happy, refreshing moments every day, and in every occasion of their lives.



Vending Machines installed as part of the comprehensive collaboration agreement.

Left: JOC Olympic Support VM in Nosaka Office, Right: Coca-Cola Torch Relay Memorial VM (Sousa City Hall entrance)

【Comment by Yasunori Ota, Mayor of Sousa 】

I would like to express my respect for Coca-Cola Bottlers Japan Inc.'s proactive efforts to build momentum for the Olympics and Paralympics and on the related businesses in the time leading to the Tokyo 2020 Olympic and Paralympic Games. We are also very honored to have signed this agreement to work with CCBJI to build momentum for the games. Our city will host "Tokyo 2020 Olympics Torch Relay" on July 2, and we are currently preparing for it.

By signing a continued and comprehensive partnership agreement, we hope to work together with CCBJI on various fields and businesses and further activate our city and improve our public services.

【Comments by Tomohiro Ichikawa, Head of Chiba, Saitama Division, Kanto Area Sales, CCBJI】

I'm delighted that we have signed this agreement with Sousa City, our important customer, to collaborate for better public services and community revitalization.

Sousa City is fostering momentum for the Olympics and creating legacies for the next generation, 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, sports, and crime/disaster prevention by placing Coca-Cola's torch relay commemorative vending machines in the city and through various events.