

News Release

August 18, 2020

Coca-Cola Bottlers Japan Inc.

Signing of Comprehensive Collaboration Agreement with Asahi City, Chiba Prefecture **Collaboration across various areas including fostering Olympic momentum and improving public service**

On Tuesday, August 18, Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter “CCBJI”) concluded a Comprehensive Collaboration Agreement with Asahi City, Chiba Prefecture (Mayor: Tadanao Akechi).

In anticipation of the Olympic and Paralympic Games Tokyo 2020, Asahi City has been making efforts to foster momentum for the Olympics and to generate a legacy for the next generation. With the signing of this agreement, CCBJI and Asahi City will work closely through dialog, promote improved public services and revitalize communities as part of efforts to foster momentum for the Olympics, and advance initiatives in various areas that improve the lives of the citizens, including crime/disaster prevention, sports & culture, education, etc.

Under our corporate philosophy to “Deliver happy moments to everyone while creating values”, CCBJI will remain committed to CSV (Creating Shared Value) and provide solutions through our business for the challenges that regions face and continue to seek collaboration with all our partners.



From left: Mayor Tadanao Akechi of Asahi City, Tomohiro Ichikawa, CCBJI Head of Kanto District

[Comment from Mayor Akechi of Asahi City]

I am very pleased with the conclusion of this agreement, which makes effective use of both parties' assets to foster Olympic momentum and revitalize communities. I hope that this agreement leads to collaborative efforts in various fields, so that we may continue to work toward community development in the coming year and thereafter.

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

I am happy to be working with Asahi City as a result of this agreement, as we collaborate on community revitalization and improvement of public services. Through the deployment of Torch Relay Memorial VMs and many events, we will collaborate in various arenas including fostering momentum for the Olympics/Paralympics and in crime/disaster prevention, sports & culture, education, etc., to assist in delivering even more happy moments to the people of Asahi City.

*This news release is based on the information available as of the day of the release. Please note that it may differ from the latest information.