

1. Situation of Consolidated Profit and Loss .....  1
2. Profits Change Factor (vs plan) ..... 2
3. Profits Change Factor (vs last year) .....  3
4. Consolidated Balance Sheet and Change Factor .....  4
5. Investment, Depreciation, Cash Flow .....  6
6. Projections .....  7
7. Sales Information .....  8
8. Number of Vending Machines, Share .....  11
9. Home Market Share by industry .....  11

## 1. Situation of Consolidated Profit and Loss

(January 1, 2008 to March 31, 2008)


* The above plan is based on performance forecast announced as of February 7, 2008.
<Reference> Operating income comparison with impact of accounting method removed

|  |  | (million yen, \%) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \text { 1Q } \\ 2007 \\ \text { actual } \end{gathered}$ | $\begin{gathered} \text { 1Q } \\ 2008 \\ \text { actual } \end{gathered}$ | change | \% change |
| Operating income | (A) | 1,030 | 242 | -787 | -76.5 |
| Review sales equipment depreciation method | (B) | 711 |  |  |  |
| Change advanced payment depreciation method of Kinki in 2007 (In order to unify accounting method in Coca-Cola West Group, Kinki CCBC changed it from one time depreciation to time depreciation.) | (C) | 333 |  |  |  |
| Operating income after considering items impacting comparability |  | -15 | 242 | 257 | - |



## 2. Profits Change Factor (vs plan)

(January 1, 2008 to March 31, 2008)

|  | $\text { 1Q } 2008$ |  | change | (million yen) |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Major factors for increase/decrease |  |
|  | plan(*1) | actual |  |  |
| Net Sales | 91,400 | 88,296 | -3,103 |  |  |
| Cost of goods sold | 51,900 | 50,643 | -1,256 |  |  |
| Gross profit | 39,500 | 37,652 | -1,847 | Impact from sales companies(*2) <br> Sales volume increase <br> Decrease by sales mix(*3) <br> Increase in profit from toll fee Other | $\begin{array}{r} -490 \\ -1,171 \\ -60 \\ -126 \end{array}$ |
| SG\&A | 39,200 | 37,409 | -1,790 | Decrease in advertising cost <br> Decrease in personnel cost <br> Decrease in sales commission <br> Decrease in service fee <br> Decrease in sales equipment cost <br> Decrease in depreciation cost <br> Other | $\begin{aligned} & \hline-600 \\ & -227 \\ & -225 \\ & -201 \\ & -154 \\ & -137 \\ & -246 \end{aligned}$ |
| Operating income | 300 | 242 | -57 |  |  |
| Non-operating income | 500 | 379 | -120 |  |  |
| Non-operating expenses | 300 | 245 | -54 |  |  |
| Rucurring income | 500 | 376 | -123 |  |  |
| Extraordinary income | 100 | 329 | 229 | Gain on sales of investment securities Gain on sales of property, plant, equipment | 259 -30 |
| Extraordinary losses | 200 | 218 | 18 | Expense related to the group restruction <br> Expense for anti-earthquake procautions cost | 39 -21 |
| Income before income taxes, minority interests and other adjustments | 400 | 487 | 87 |  |  |
| Income taxes | 300 | 294 | -5 |  |  |
| Minority interests | 0 | 4 | 4 |  |  |
| Net income | 100 | 188 | 88 |  |  |

*1 The above plan is based on performance forecast announced as of February 7, 2008.
*2 Sales companies are CCWJ, KINKI CCBC, and MIKASA CCBC.
*3 Sales mix : Composite of products by brand, channel, package, etc. The difference between budget and actual sales or cost of sales might be affected by a chage in product sales mix as well as a change in unit price.

## 3. Profits Change Factor (vs last year)

(January 1, 2008 to March 31, 2008)

|  | (million yen) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1Q 2007 | 1Q 2008 | change | Major factors for increase/decrease |  |
| Net sales | 89,903 | 88,296 | -1,607 |  |  |
| Cost of goods sold | 50,804 | 50,643 | -161 |  |  |
| Gross profit | 39,098 | 37,652 | -1,445 | Impact from sales companies(*1) <br> Sales volume increase <br> Decrease by sales mix(*2) <br> Increase in profit from toll fee Other | $\begin{array}{r} 331 \\ -1,829 \\ 163 \\ -110 \end{array}$ |
| SG\&A | 38,067 | 37,409 | -658 | Impact of accounting method review <br> Review of sales equipment depreciation method <br> Review of advanced payment depreciation method of Kinki <br> Increase in maintenance and repair <br> Decrease in depreciation cost <br> Decrease in advertising cost <br> Decrease of personnel cost (salary) <br> Decrease in sales commission <br> Other | $\begin{array}{r} 711 \\ 333 \\ 102 \\ -797 \\ -617 \\ -262 \\ -163 \\ 35 \end{array}$ |
| Operating income | 1,030 | 242 | -787 |  |  |
| Non-operating income | 465 | 379 | -85 |  |  |
| Non-operating expenses | 240 | 245 | 5 |  |  |
| Recurring income | 1,255 | 376 | -879 |  |  |
| Extraordinary income | 217 | 329 | 111 | Gain on sales of investment securities <br> Gain on sales of property, plant, equipment | $\begin{array}{r} 259 \\ -147 \end{array}$ |
| Extraordinary losses | 35 | 218 | 183 | Expense for anti-earthquake procautions cost <br> Expense related to the group restruction |  |
| Income before income taxes, minority interests and other adjustments | 1,438 | 487 | -950 |  |  |
| Income taxes | 655 | 294 | -361 |  |  |
| Minority interests | 1 | 4 | 2 |  |  |
| Net income | 780 | 188 | -592 |  |  |

*1 Sales companies are CCWJ, KINKI CCBC, and MIKASA CCBC.
*2 Sales mix : Composite of products by brand, channel, package, etc. The difference between budget and actual sales or cost of sales might be affected by a chage in product sales mix as well as a change in unit price.
4. Consolidated Balance Sheet and Change Factor



|  |  |  |  |  | (million yen) |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Dec. } 31 \\ 2007 \end{gathered}$ | $\begin{gathered} \text { Mar. } 31 \\ 2008 \end{gathered}$ | change | Major factors for increase/decrease |  |
| Current liabilities | 42,099 | 26,087 | -16,011 |  |  |
| Trade notes and account payable Short-term debt Current portion of long-term debt Other account payable Note payable for equipment Accrued income taxes Other | $\begin{array}{r} 5,222 \\ 10,500 \\ 2,000 \\ 13,638 \\ 87 \\ 3,270 \\ 7,380 \end{array}$ | $\begin{array}{r} 4,086 \\ - \\ - \\ 13,229 \\ 161 \\ 461 \\ 8,148 \end{array}$ | $\begin{array}{r} -1,136 \\ -10,500 \\ -2,000 \\ -409 \\ 74 \\ -2,808 \\ 768 \end{array}$ | Decrease by paying the company debt <br> Decrease by paying Kinki's debt <br> Decrease by income taxes payment |  |
| Long-term liabilities | 19,548 | 18,269 | -1,278 |  |  |
| Allowance for employee' retirement benefits <br> Liabilities for directors' and corporate auidtors' retirement benefits <br> Goodwill <br> Deferred tax liabilities <br> Other | $\begin{array}{r} 5,180 \\ 65 \\ \\ 1,452 \\ 9,040 \\ 3,809 \end{array}$ | $\begin{array}{r} 5,182 \\ \\ 13 \\ 1,348 \\ 7,973 \\ 3,751 \end{array}$ | $\begin{array}{r} 1 \\ -52 \\ -103 \\ -1,066 \\ -57 \end{array}$ |  |  |
| Total liabilities | 61,647 | 44,357 | -17,289 |  |  |
| Common stock <br> Additional paid-in capital <br> Retained earnings <br> Treasury stock <br> Net unrealized gains on other marketable securities <br> Gain on deferred hedges <br> Minority interests | $\begin{array}{r} 15,231 \\ 109,074 \\ 140,432 \\ -11,271 \\ 488 \\ 4 \\ 64 \\ \hline \end{array}$ | $\begin{array}{r} 15,231 \\ 109,074 \\ 138,285 \\ -14,589 \\ -1,226 \\ -182 \\ 63 \end{array}$ | $\begin{array}{r} 0 \\ -2,147 \\ -3,317 \\ -1,715 \\ -186 \\ -1 \end{array}$ | Decrease by dividents payment Share buy back <br> Decline in market value |  |
| Total shareholders' equity | 254,025 | 246,656 | -7,368 |  |  |
| Total liabilities and net assets | 315,672 | 291,014 | -24,658 |  |  |



## 5. Investment, Depreciation, Cash Flow(consolidated)

(January 1, 2008 to March 31, 2008)
(1)Investment, Depreciation

|  |  | (million yen) |  |
| :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} 1 \mathrm{Q} \\ 2007 \end{gathered}$ | $\begin{gathered} 1 \mathrm{Q} \\ 2008 \end{gathered}$ |
| $\begin{aligned} & \text { B } \\ & \text { D } \\ & 0 \\ & B \\ & 0 \\ & 0 \\ & 0 \end{aligned}$ | Land | 19 |  |
|  | Buildings | 244 | 176 |
|  | Machinery \& Equipment | 56 | 180 |
|  | Sales equipment | 4,188 | 3,675 |
|  | Other | 669 | 1,170 |
|  | Total | 5,176 | 5,201 |
| Depreciation |  | 5,237 | 5,277 |

(2)Cash Flow

|  | (million yen) |  |
| :--- | ---: | ---: |
|  | $1 Q$ <br> 2007 | $1 Q$ <br> 2008 |
| Cash flow from <br> operating activities | 6,843 | 3,929 |
| Cash flow from <br> investing activities | $-4,267$ | 6,457 |
| Cash flow from <br> financing activities | 8,144 | $-18,159$ |
| Cash and cash equivalents <br> at end of quarter | 33,004 | 27,792 |

## 6. Projections(consolidated)

(January 1, 2008 to March 31, 2008)
(1)Earnings
(million yen, \%)

|  | (million yen, \%) |  |  |  |
| :--- | ---: | ---: | ---: | ---: |
|  | 2007 <br> actual |  | 2008 <br> plan | change |

(2)Investment, Depreciation

|  |  | (million yen) |  |
| :---: | :---: | :---: | :---: |
|  |  | $\begin{aligned} & 2007 \\ & \text { actual } \end{aligned}$ | $\begin{aligned} & \hline 2008 \\ & \text { plan } \\ & \hline \end{aligned}$ |
|  | Land | 109 |  |
|  | Buildings | 2,750 | 3,240 |
|  | Machinery \& Equipment | 3,703 | 2,834 |
|  | Sales equipment | 10,012 | 11,800 |
|  | Other | 3,377 | 2,126 |
|  | Total | 19,951 | 20,000 |
| Depreciation |  | 22,533 | 22,400 |

(3)Cash Flow

|  | (million yen) |  |
| :--- | ---: | ---: |
| 2007 <br> actual | 2008 <br> plan |  |
| Cash flow from <br> operating activities | 33,000 | 28,400 |
| Cash flow from <br> investing activities | $-23,306$ | $-26,800$ |
| Cash flow from <br> financing activities | 3,586 | $-17,100$ |
| Cash and cash equivalents <br> at end of year | 35,564 | 20,000 |

## 7. Sales information

(January 1, 2008 to March 31, 2008)
<Sales Volume by brand>
(thousand cases, \%)

|  |  | 1Q 2007 | 1Q 2008 | \% change |
| :---: | :---: | :---: | :---: | :---: |
| $\stackrel{0}{2}$ | Coca-Cola | 2,857 | 3,278 | +14.8 |
|  | Georgia | 10,776 | 10,826 | +0.5 |
|  | Soukenbicha | 2,893 | 2,766 | -4.4 |
|  | Aquarius | 2,876 | 2,818 | -2.0 |
|  | Hajime/Ayataka | 1,520 | 1,502 | -1.2 |
|  | Fanta | 1,498 | 1,410 | -5.9 |
|  | Water | 1,224 | 1,747 | +42.7 |
|  | Minute Maid | 394 | 440 | +11.5 |
| Other |  | 15,070 | 14,700 | -2.5 |
| Total |  | 39,108 | 39,487 | +1.0 |

* Actuals are the sum of CCWJ, KINKI CCBC and MIKASA CCBC.

Changing quartity equivalent in some products, we adjust sales volume as far as 2007.
<Composition of brand>

<Sales volume by package>

| - |  | (thousand cases, \%) |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | 1Q 2007 | 1Q 2008 | \% change |
| Bottle |  | 416 | 427 | +2.8 |
| PET | Small-sized (less than 1001ml) | 7,996 | 8,196 | +2.5 |
|  | Large-sized (more than 1,001ml) | 5,326 | 5,764 | +8.2 |
|  | Subtotal | 13,322 | 13,960 | +4.8 |
| Can (include bottle can) |  | 14,386 | 14,198 | -1.3 |
| Other |  | 1,211 | 1,210 | -0.1 |
| Syrup, powder, food |  | 9,773 | 9,692 | -0.8 |
| Total |  | 39,108 | 39,487 | +1.0 |

* Actuals are the sum of CCWJ, KINKI CCBC and MIKASA CCBC.

Changing quartity equivalent in some products, we adjust sales volume as far as 2007.
<Composition of package>

<Sales volume by channel>

|  |  | (thousand cases, \%) |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | 1Q 2007 | 1Q 2008 | \% change |
| Vending | *1 | 13,239 | 13,158 | -0.6 |
| Chain store | *2 | 7,114 | 7,518 | +5.7 |
| CVS | *3 | 4,414 | 4,245 | -3.8 |
| Retail | *4 | 4,936 | 4,966 | +0.6 |
| Food service | *5 | 3,801 | 3,894 | +2.5 |
| Other |  | 5,604 | 5,706 | +1.8 |
| Total |  | 39,108 | 39,487 | +1.0 |

* Actuals are the sum of CCWJ, KINKI CCBC and MIKASA CCBC.

Changing quartity equivalent in some products, we adjust sales volume as far as 2007.
*1 Vending : Retail sales business to distribute products through vending machine to consumers
*2 Chain store : Wholesale business for supermarket chains
*3 CVS : Wholesale business for convenience store chains
*4 Retail : Wholesale business for grocery stores, liquor shops and other over-the-counter outlets
*5 Food service : Syrup sale business for fast food restaurants, movie theaters, sports arena,
'family restaurants,' and theme parks
*6 Distributor : Middleman who works for Coca-Cola to hundle our products in remote areas and islands
<Composition of channel>


## 8. Number of vending machines, Share

(1)Number of vending machines (actual)

|  |  |  |  | (Units) |
| :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{aligned} & \text { End of } \\ & 2007 \end{aligned}$ | $\begin{gathered} \text { End of } \\ \text { 1Q } 2008 \end{gathered}$ | change |
| $\begin{aligned} & 0 \\ & \text { 关 } \\ & 0 \end{aligned}$ | Regular (cans) | 54,194 | 52,886 | -1,308 |
|  | Full service (cans) | 178,407 | 179,153 | +756 |
|  | Cup machine | 19,797 | 19,408 | -389 |
|  | Subtotal | 252,398 | 251,457 | -941 |
| Number of machines sold (cans) |  | 955 | 927 | -28 |
| Number of vending machines |  | 253,353 | 252,384 | -969 |

* The abole numbers are the sum of total number of CCWJ, KINKI CCBC and MIKASA CCBC

Changing classification (regular and full service), we adjust the number of machines as far as end of 2007.
(2)Market Share

|  | (\%) |  |
| :--- | ---: | ---: |
|  | 2007 | 2008 |
| Out market share | 36.0 | - |

(Source : AC Nielsen Corporation Japan Store Audit)

## 9. Home market share by industry

(January 1, 2008 to March 31, 2008)

|  | (\%) |  |
| :---: | :---: | :---: |
|  | $\begin{gathered} \text { 1Q } \\ 2007 \end{gathered}$ | $\begin{gathered} 1 \mathrm{Q} \\ 2008 \end{gathered}$ |
| Total | 22.6 | 22.3 |
| Supermarkets | 22.2 | 22.3 |
| CVS | 20.4 | 19.6 |
| Liquor stores | 22.9 | 23.4 |
| Grocery stores | 38.0 | 38.9 |
| Drug stores | 20.9 | 20.3 |

(Source : Intage Inc. of Store Audit)

* The home market share is a manufacturer's share at supermarkets, convenience stores, liquor shops and grocery stores.

