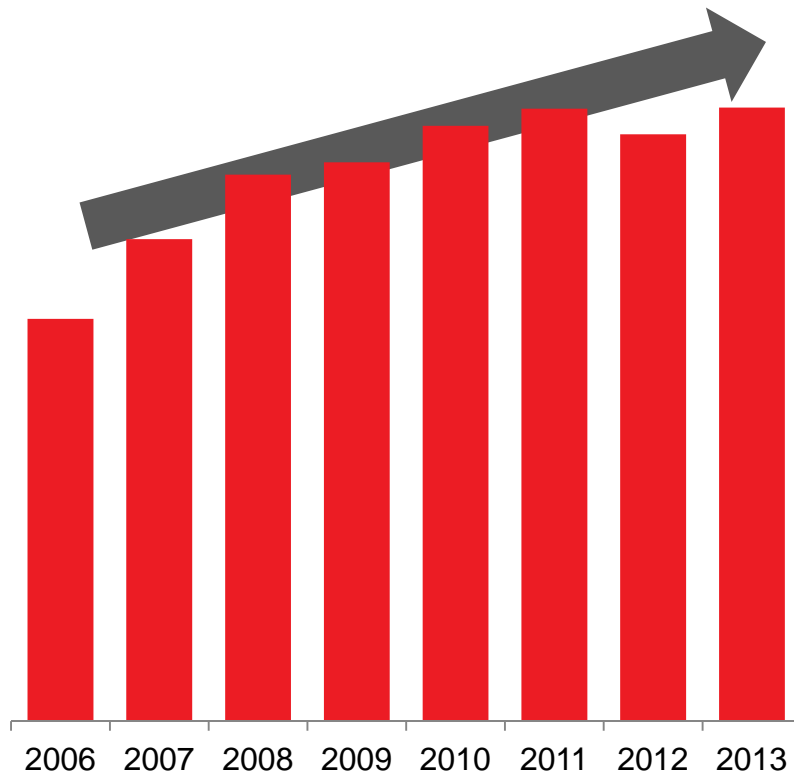




# Sparkling Category Overview

# Refreshing a Thirsty Japan

Stabilized Business Growth



Broad Portfolio that Covers Consumer Needs



All Ages 20-30s

**No.1**  
(Sparkling)

20-30s

**No.1**  
(Zero SSD)

Teen

**No.1**  
(Flavor SSD)

20-30s

**No.2**  
(Clear SSD)

40+

**NEW**  
(2012-)

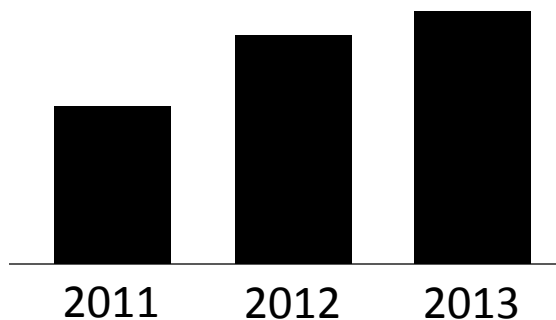
## Accelerating Sparkling Growth Led by Coca-Cola

- No.1 share in sparkling category
- Cola category represents 1/3 of total SSD market in Japan, led by Brand Coca-Cola
- 100% Brand Awareness
- Huge Opportunity
- Consistent Formula for 127 years
- No added preservatives, artificial flavors



# Innovative Coca-Cola Zero with EXILE Campaign

Lead growth of zero SSD



Strong Advertising

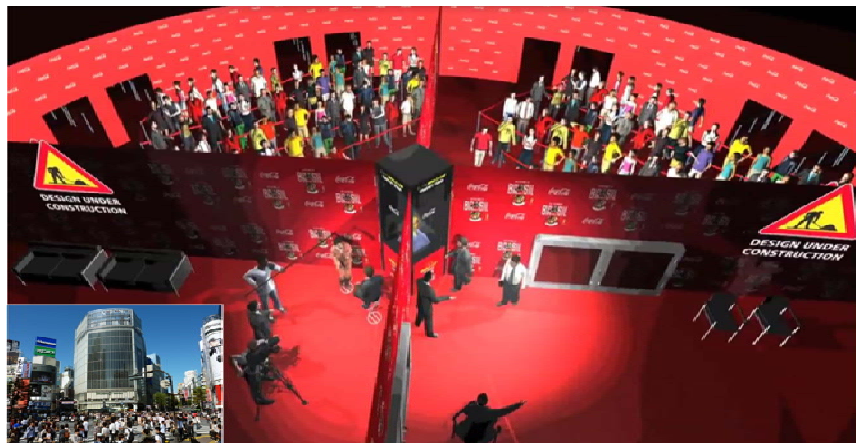


Trial Experience



# Coca-Cola Exclusive Campaign: FIFA World Cup

Leverage Global Partnership  
(April 10-13 FIFA World Cup Trophy Tour)



Engage with Consumers/Shoppers  
(March 12 – July FIFA World Cup Campaign)



# Connect with Communities via Passion for Football

Copa Coca-Cola Japan Event (November 2013 –)

Globally, too





# Coffee Category Overview

# Coca-Cola Coffee Portfolio Strategy

Offer the Best Coffee Experience  
with 3 Pillar Approach

Coffee Traditionalist



30-50 Male Canned Coffee Lover:  
Prefer Sweet Taste  
Want Variety

Coffee Explorers / Female Opportunities



30-50 Quality Seeker:  
Prefer Black Coffee  
Prefer Bottle Can



Working Female:  
Prefer Café-like Experience  
Prefer Chilled/PET

Coca-Cola





# New Georgia Campaign from Jan. 27

## “The world is made up of someone’s work”



Weekly Georgia



## Georgia European Restage from April 7

Deliver authentic coffee taste by partnership  
with specialty coffee shop



*Coca-Cola*

## Luana Renewal from May 19

**Deliver café-like experience for non ready-to-drink coffee consumers/females**



*Coca-Cola*



# Tea Category Overview

# Tea - Sustain growth momentum

1

**ENHANCE**  
AYATAKA Green Tea

The image shows the packaging for Ayataka Green Tea. It features a white rectangular label with green Japanese calligraphy. The characters 'あやたか' (Ayataka) are written vertically on the right, and '綾鷹' (Ayataka) is written vertically on the left. The background of the packaging is a light green with a subtle pattern of tea leaves.

2

**SOLIDIFY**  
SKB Momentum

The image shows the packaging for SKB Momentum. It features a white rectangular label with blue Japanese text '爽健美茶' (Soubihei Cha). The background is a vibrant green with images of fresh tea leaves and a small basket of tea.

3

**RENEW**  
Mate Tea

The image shows the packaging for Mate Tea. It features a white rectangular label with a circular design of colorful, swirling lines. The Japanese text '太陽の マテ茶' (Taiyō no Mate Cha) is prominently displayed in the center.

4

**ESTABLISH**  
FOSHU Tea

The image shows the packaging for Foshu Tea. It features a white rectangular label with a dark brown background. The Japanese text 'からだすこやか茶.W' (Karadasukoyaka Cha.W) is written in white. Above the text, there is a small image of a tea plantation.

5

**MAINTAIN OTHERS**



# “New Ayataka Challenge” Campaign (March 17)

## Ayataka Belief Communication (Compassion)



## Ayataka Tea Party (Experience)



New 525ml PET

# Sokenbicha 2013 – Regain growth momentum

An advertisement for Sokenbicha National Poll. It features a smiling woman's face in the center, wearing yellow gloves. She is holding two bottles of Sokenbicha tea, one in each hand. The background is white with colorful, stylized hands reaching up from the bottom. The text is in Japanese and includes the poll title and voting information.

あなたの1票が決めるリニューアブル  
みんなの すこやかな ミライのために  
爽健美茶国民投票  
どっちが好き?  
いつもの味  
あたらしい味  
投票方法はWEBで  
sokenbicha.jp

Sokenbicha 20<sup>th</sup> Anniversary Campaign (Feb. 19)

## Launch 1994 Revival Blend Sokenbicha





# Taiyo no Mate Cha Renewal (April 21)

## Product Renewal



## FIFA World Cup™ Campaign



# Karada Sukoyaka Cha W (April 7)



**The Japan's First W-FOSHU\*  
Two Effects in a Single Bottle**

**Control the absorption of fat**

**Ease the absorption of carbohydrates**

\* First product to be approved in Japan as a FOSHU tea beverage with two health uses