



Third Quarter 2009 Results

October 30th, 2009

Coca-Cola West Company, Limited (2579)

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Summary

3Q results

➤ Sales volume : 3Q : -4.6% (vs. plan) , -4.4% (vs. last year)

【Main factor for decrease】

Unfavorable weather in July
weak economy

➤ Financial results : Operating income fall short of guidance due to the short of sales volume and decrease of market price

4Q plan / Full-year plan

【Earning forecast】

We change earning forecasts of full-year which announced as of May 1, 2009

➤ Revenues (full-year) : 374,100 million yen

➤ Operating income (full-year) : 2,000 million yen

Toward 2010

➤ Points of making business plan in 2010

I . 3Q Results

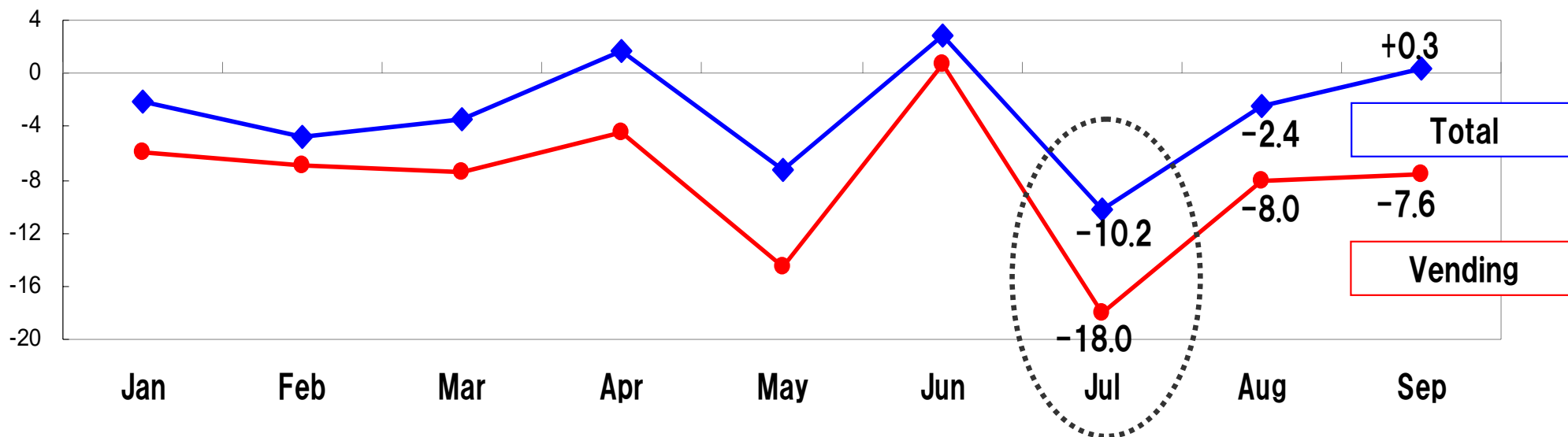
3Q (Jul-Sep) Sales volume

(thousand cases, %)	3Q 2009 actual	vs. plan *1		vs. last year *2	
		change	%	change	%
Sales volume	53,454	-2,564	-4.6	-2,438	-4.4

*1 The plan is based on the performance forecast announced as of July 31, 2009.

*2 Changing quantity equivalent in some products, we adjust sales volume as far as 2008.

Monthly Sales Volume (YOY)



■ Weather (compare to last year)

		Fukuoka	Osaka	Hiroshima
July	Precipitation (mm)	+571.5	+38.5	+471.0
	Average Temperature (°C)	-2.2	-1.4	-2.7
	Daylight hours (hrs)	-136.6	-102.9	-159.7

3Q (Jul-Sep) Sales volume by Brand

(thousand cases, %)		3Q 2009 actual	vs. plan *1		vs. last year*2	
			change	%	change	%
B I G 6	Coca-Cola	4,001	-438	-9.9	-257	-6.0
	Coca-Cola Zero	1,764	-487	-21.6	+316	+21.8
	Fanta	3,092	-268	-8.0	-83	-2.6
	Georgia	9,839	+89	+0.9	+186	+1.9
	Sokenbicha	4,453	-150	-3.3	-427	-8.7
	Aquarius	7,398	-1,031	-12.2	-1,025	-12.2
	sub-total	30,547	-2,285	-7.0	-1,291	-4.1
Other		22,907	-279	-1.2	-1,148	-4.8
Total		53,454	-2,564	-4.6	-2,438	-4.4

*1 The plan is based on forecast announced as of July 31, 2009
 *2 Changing quantity equivalent in some products, we adjust sales volume as far as 2008.

■ Coca-Cola (Red)

decreased 6.0% with rebound of extremely hot summer

■ Coca-Cola Zero

continued to grow strongly supported by “wild health” campaign as well as “J-league” promotion.

■ Fanta

decreased 2.6% reflecting unfavorable weather

■ Georgia

increased 1.9% by impact of the renewal of ‘European blend in August.

■ Sokenbicha

decreased 8.7%, but new products ‘Kurosae’ is selling well.

■ Aquarius

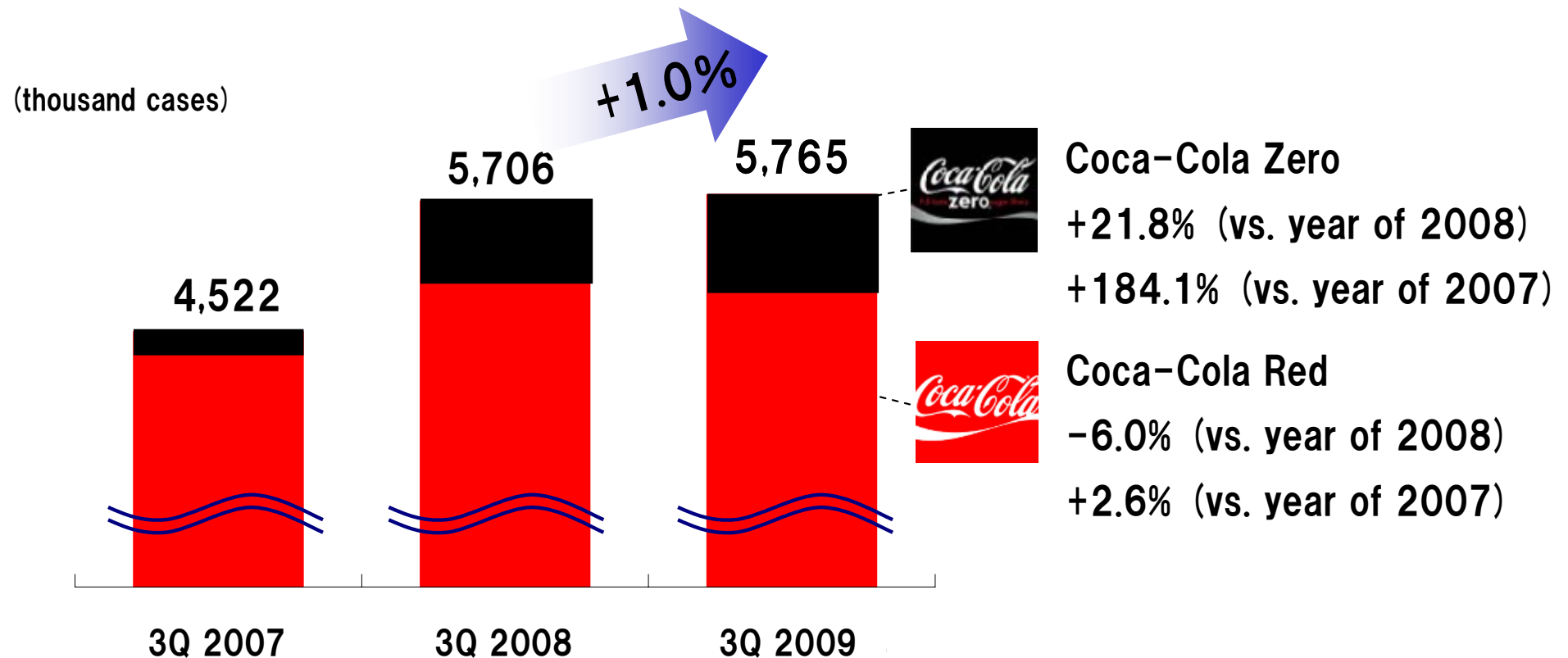
decreased 12.2% due to the unfavorable weather, but gained market share.

Brand – Big 6 “Coca-Cola”, “Coca-Cola Zero”

■ Changing consumer taste to zero-calorie, sales of Coca-Cola Zero has done well. Sales of Red & Zero has grown since year of 2007.

- Coca-Cola Zero : +21.8% (vs. ly)
- Coca-Cola Zero + Coca-Cola Red : +1.0% (vs. ly)

Sales volume of Coca-Cola & Coca-Cola Zero

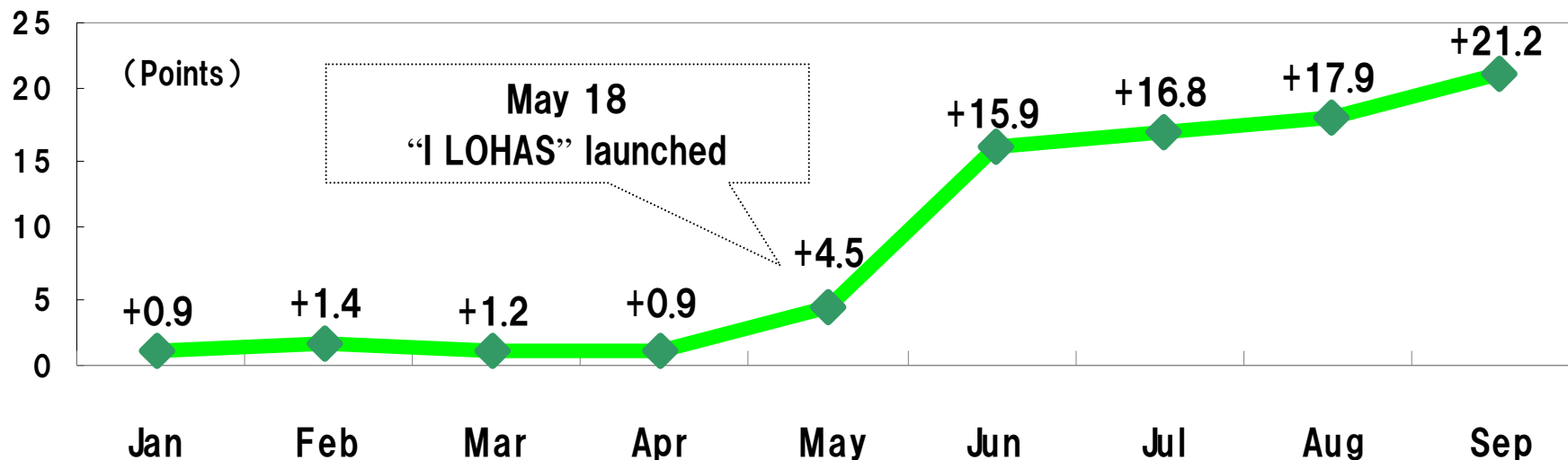


Brand – New product “I LOHAS”

- “I LOHAS” has been selling well since its launch on May 18, especially in CVS.



CVS market share of mineral water (YOY)



Source: Intage

3Q (Jul-Sep) Sales volume by Channel

(thousand cases, %)		3Q 2009 actual	vs. plan* ¹		vs. last year* ²	
			change	%	change	%
Chain store	Supermarket * ³	16,516	-441	-2.6	+615	+3.9
	CVS	5,332	-221	-4.0	-116	-2.1
	sub-total	21,848	-662	-2.9	+500	+2.3
Vending		16,621	-1,442	-8.0	-2,152	-11.5
Retail		4,114	-114	-2.7	-380	-8.4
Food service		5,097	-167	-3.2	-361	-6.6
Other		5,774	-178	-3.0	-46	-0.8
Total		53,454	-2,564	-4.6	-2,438	-4.4

- *1 The plan is based on forecast announced as of July 31, 2009
- *2 Changing quantity equivalent in some products, we adjust sales volume as far as 2008.
- *3 Supermarket includes drug store, discount store and home center

■ Chain store

Supermarket gained share driven by favorable sales in local supermarket.
Sales in drug store and discount store increased strongly supported recent economic environment.
CVS gained share driven by favorable sales of "I LOHAS".

■ Vending

VPM declined because of unfavorable weather in summer, channel shift from vending to chain store impacted on weak economy, and one fewer operating day in September.

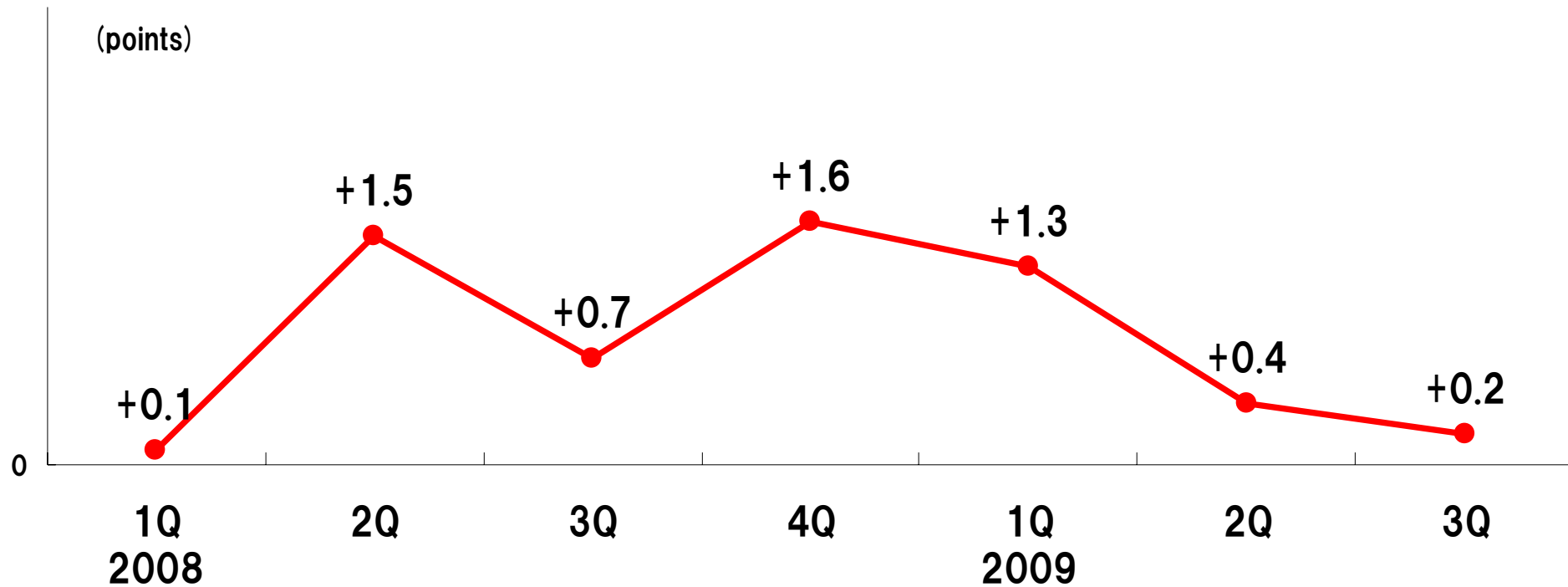
■ Retail/Food service

Shrinking of retail market has been continued.

Channel – Market share in supermarket

➤ Market share in supermarket has grown up since 1Q 2008.

Supermarket market share (YOY)



Source: Intage

3Q (Jul-Sep) Channel – Vending

■ Sales conditions by vending location type (vs. last year)

- Sales in July fell especially out-door locations, impacted on unfavorable weather.
- Sales have been weak in occupational field due to the severe employment situation, financial savings and also effected on one fewer operating day in September.

Type	vs. last year (%)			
	Jul	Aug	Sep	3Q
Occupational field (office, etc)	-17.3	-8.3	-9.1	-7.8
Occupational field (factory, etc)	-24.0	-15.1	-15.7	-15.6
Large scale retail store	-22.1	-10.5	-8.5	-10.1
Traffic	-20.8	-8.2	-5.9	-8.6
School	-17.4	-0.5	-6.4	-5.7
Amusement facility	-16.2	-8.2	-2.2	-6.7
Pachinko	-5.5	-7.0	-7.6	-5.3
Sports facility	-10.1	-3.0	-4.1	-4.4
Hospital	-15.2	-8.2	-7.0	-6.0
Other (in-door)	-20.3	-10.9	-6.9	-10.7
Out-door	-24.3	-11.2	-7.0	-10.2
Total	-20.3	-9.9	-8.2	-9.4

Reform of sales (main activities in 3Q)

	3Q activities	Result/evaluation
Chain store	<ul style="list-style-type: none">▶ Strengthening investment and sales activities to core accounts▶ Improve profitability for each account	<ul style="list-style-type: none">▶ 3Q sales : +2.3% (YOY) driven by core customers Gold : +7.6%, Silver : +13.1%, Bronze : -0.3%▶ Make P/L by each customer and profit improvement plans
Vending	<ul style="list-style-type: none">▶ Executing marketing plans based on customer segmentation →considering seasonality, shift activities from value promotion to up-sizing (package) in carbonated & coffee category	<ul style="list-style-type: none">▶ 3Q sales : -11.5% (YOY) sales in July decreased 18% due to unfavorable weather▶ Sales of vending machines loaded larger-sized packages : +4.4% (YOY) surpassed the last year sales, but not the company target reflected unfavorable weather
Retail / Food service	<ul style="list-style-type: none">▶ Increasing sales by developing on-premise market →setting benchmark by starting Coke Town project	<ul style="list-style-type: none">▶ 3Q sales : -7.4% (YOY)▶ Start Coke Town in Fukuoka▶ Could not develop new customers as planned

3Q (Jul-Sep) Sales volume by channel / package

(thousand cases, %)

■Chain store	3Q 2009 actual	vs. plan* ¹		vs. last year* ²	
		change	%	change	%
Large PET (1.5~2.0L)	10,820	-98	-0.9	+87	+0.8
Small PET (~1.0L)	6,203	-488	-7.3	+225	+3.8
Can	4,334	+81	+1.9	+313	+7.8
Other	492	-157	-24.2	-126	-20.4
Total	21,848	-662	-2.9	+500	+2.3

(thousand cases, %)

■Vending	3Q 2009 actual	vs. plan* ¹		vs. last year* ²	
		change	%	change	%
Large PET (1.5~2.0L)	63	+3	+4.5	-17	-21.0
Small PET (~1.0L)	4,563	-359	-7.3	-596	-11.6
Can	9,868	-1,083	-9.9	-845	-7.9
Syrup, powder	375	+149	+66.3	-435	-53.7
Other	1,752	-152	-8.0	-259	-12.9
Total	16,621	-1,442	-8.0	-2,152	-11.5

(thousand cases, %)

■Retail / Food service	3Q 2009 actual	vs. plan* ¹		vs. last year* ²	
		change	%	change	%
Large PET (1.5~2.0L)	807	-82	-9.2	-29	-3.5
Small PET (~1.0L)	1,629	+16	+1.0	-78	-4.6
Can	1,077	-154	-12.5	-207	-16.1
Other	629	+58	+10.1	-66	-9.4
Syrup, powder	5,069	-119	-2.3	-360	-6.6
Total	9,211	-281	-3.0	-740	-7.4

*1 The plan is based on forecast announced as of July 31, 2009

*2 Changing quantity equivalent in some products, we adjust sales volume as far as 2008.

Reform of SCM

3Q activities

Strengthening of corporation between sales and SCM functions

- ▶ Establish the supply system collaborated with sales and SCM functions
 - Strengthen communication with sales department
 - New launch system in line with CCW intentions

SCM system centering on CCWEST in Western Japan area

- ▶ Establish the supply system collaborated with western bottlers
 - • • produce 90% of sales
 - Collaboration with bottling companies in western Japan
 - Effective utilization of packers in our area
 - Start producing in the Akashi new line
- ▶ Expansion of the warehouse adjacent to the Daisen factory (Oct)
 - • • reduction of shipping costs and inventory costs

3Q (Jul-Sep) Results

(thousand cases, million yen,%)

	3Q 2009 actual	3Q 2009 plan*1	vs. plan		3Q 2008 actual*2	vs. last year	
			change	%		change	%
Sales volume	53,454	56,018	-2,564	-4.6	55,892	-2,438	-4.4
Revenues	107,033	115,500	-8,466	-7.3	114,632	-7,598	-6.6
Gross profit	46,227	52,400	-6,173	-11.8	47,517	-1,289	-2.7
Operating income	2,916	7,700	-4,784	-62.1	6,562	-3,646	-55.6
Recurring income	2,681	7,800	-5,118	-65.6	6,804	-4,122	-60.6
Net income	-4,204	4,200	-8,404	-	3,022	-7,226	-

*1 The sales volume plan is based on forecast announced as of July 31, 2009.

The financial plan is based on forecast announced as of May 1, 2009.

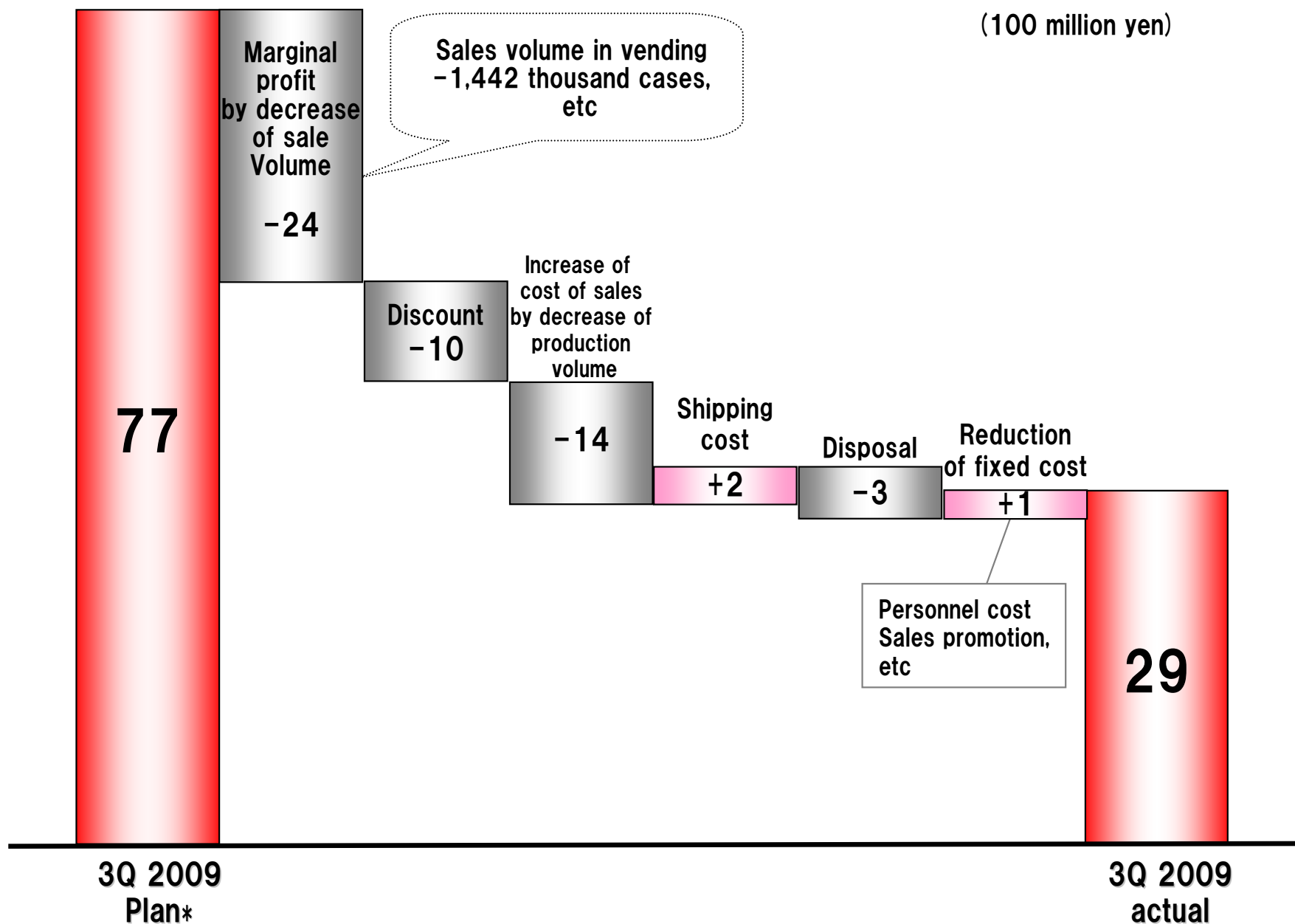
*2 Changing quantity equivalent in some products, we adjust sales volume as far as 2008.

3Q (Jul-Sep) results – Change factors (vs. plan)

	3Q 2009 plan*	3Q 2009 actual	change	(100 million yen)	
				Main factors for increase/decrease	change
Revenues	1,155	1,070	-84	<ul style="list-style-type: none"> • Impact on decrease of sales volume • Sales to other bottlers 	<ul style="list-style-type: none"> -68.2 -16.3
Gross profit	524	462	-61	<ul style="list-style-type: none"> • Impact on decrease of sales volume • Sales to other bottlers 	<ul style="list-style-type: none"> -54.5 -6.5
Operating income	77	29	-47	Change of SG&A <ul style="list-style-type: none"> • Decrease in sales commission • Decrease in personnel cost • Decrease of transportation cost • Decrease of sales promotion, advertising cost 	<ul style="list-style-type: none"> +8.1 +4.7 +1.5 +1.1
Recurring income	78	26	-51		
Net income	42	-42	-84	<ul style="list-style-type: none"> • Extraordinary losses • Income taxes 	<ul style="list-style-type: none"> -61.0 +28.6

* The plan is based on forecast announced as of May 1, 2009

3Q (Jul-Sep) Results – Operating income change factors (vs. plan)



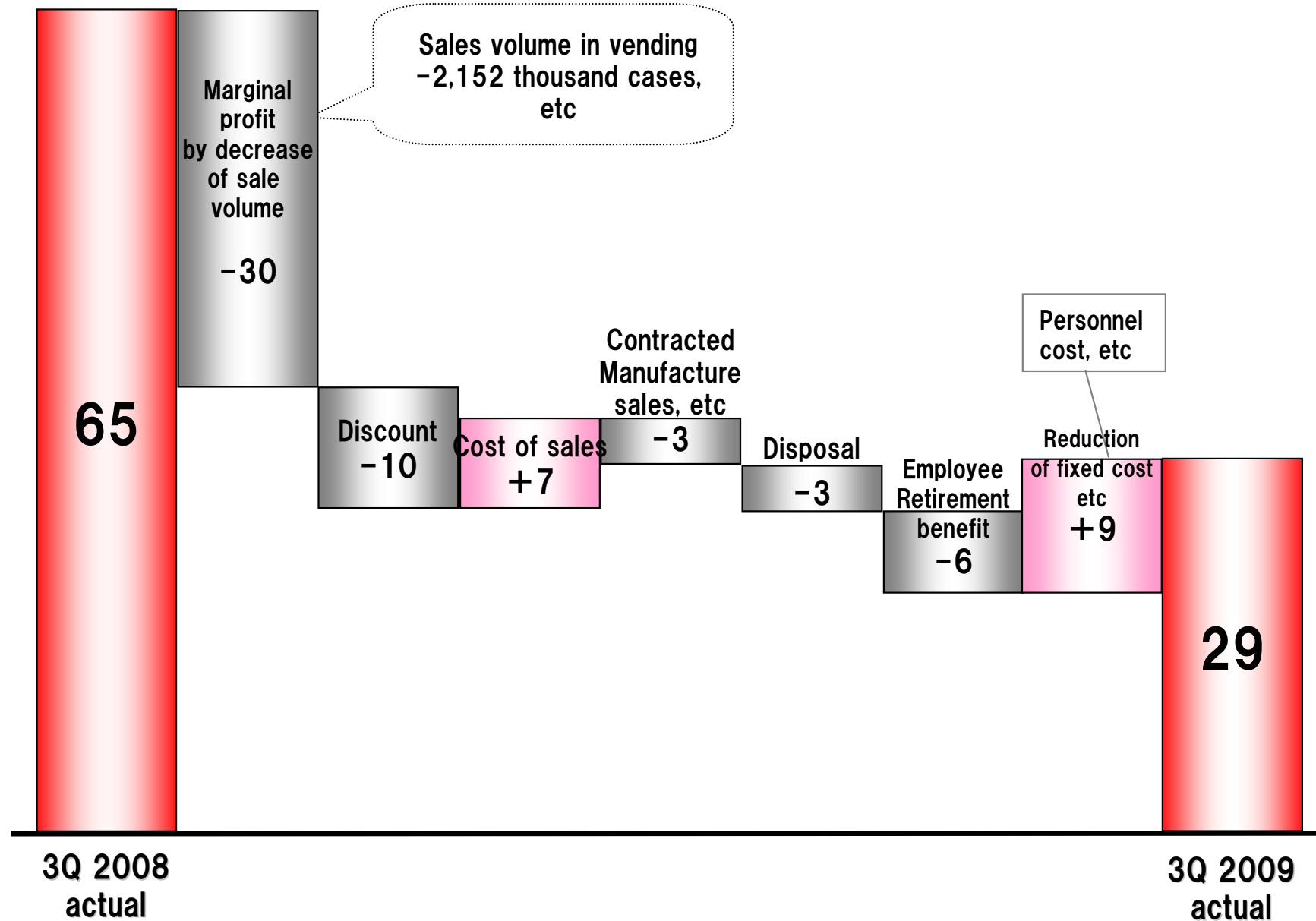
* The plan is based on forecast announced as of May 1, 2009

3Q (Jul-Sep) Results – Change factors (vs. last year)

	3Q 2008 actual	3Q 2009 actual	change	(100 million yen)	
				Main factors for increase/decrease	change
Revenues	1,146	1,070	-75	•Impact on reform of SCM system	-77.2
				•Impact on decrease of sales volume	-79.7
				•Sales to other bottlers	+78.5
				•Impact from subsidiary companies	+2.4
Gross profit	475	462	-12	•Impact on reform of SCM system	+35.6
				•Impact on decrease of sales volume	-55.5
				•Sales to other bottlers	+6.4
				•Impact from subsidiary companies	+0.5
Operating income	65	29	-36	Increase/decrease of SG&A	
				•Impact on reform of SCM system	-35.6
				•Increase of employee retirement benefit	-5.7
				•Decrease of personnel cost	+9.7
				•Decrease of sales commission	+6.0
				•Decrease of fuel cost	+2.2
Recurring income	68	26	-41		
Net income	30	-42	-72	•Extraordinary losses	-51.1
				•Income taxes	+20.0

3Q Results (Jul-Sep) – Operating income change factors (vs. last year)

(100 million yen)



3Q Results (Jan-Sep)

(thousand cases, million yen,%)

	3Q 2009 actual	Plan ^{*1}	vs. plan		3Q 2008 actual ^{*2}	vs. last year	
			change	%		change	%
Sales volume	138,251	140,815	-2,563	-1.8	142,554	-4,303	-3.0
Revenues	284,221	293,700	-9,478	-3.2	303,202	-18,980	-6.3
Gross profit	125,192	131,800	-6,607	-5.0	126,916	-1,723	-1.4
Operating income	1,569	5,500	-3,930	-71.5	9,705	-8,136	-83.8
Recurring income	1,567	5,700	-4,132	-72.5	10,580	-9,013	-85.2
Net income	-5,912	1,900	-7,811	—	3,455	-9,368	—

*1 The sales volume plan is based on forecast announced as of July 31, 2009.

The financial plan is based on forecast announced as of May 1, 2009.

*2 Changing quantity equivalent in some products, we adjust sales volume as far as 2008.

II. Full year / 4Q plan

Full year – sales volume plan / performance forecast

We change the earning projections which released on May 1.

(thousand cases, million yen, %)

	2009 plan	2008 actual		vs. last year	
		change	%	change	%
Sales volume *	180,377	186,409	-6,033	-3.2	
Revenues	374,100	395,556	-21,456	-5.4	
Gross profit	165,600	163,931	+1,669	+1.0	
Operating income	2,000	10,521	-8,521	-81.0	
Recurring income	2,100	11,048	-8,948	-81.0	
Net profit	-10,400	129	-10,529	-	

* Changing quantity equivalent in some products, we adjust sales volume as far as 2008.

Full year – Extraordinary loss

(100 million yen)

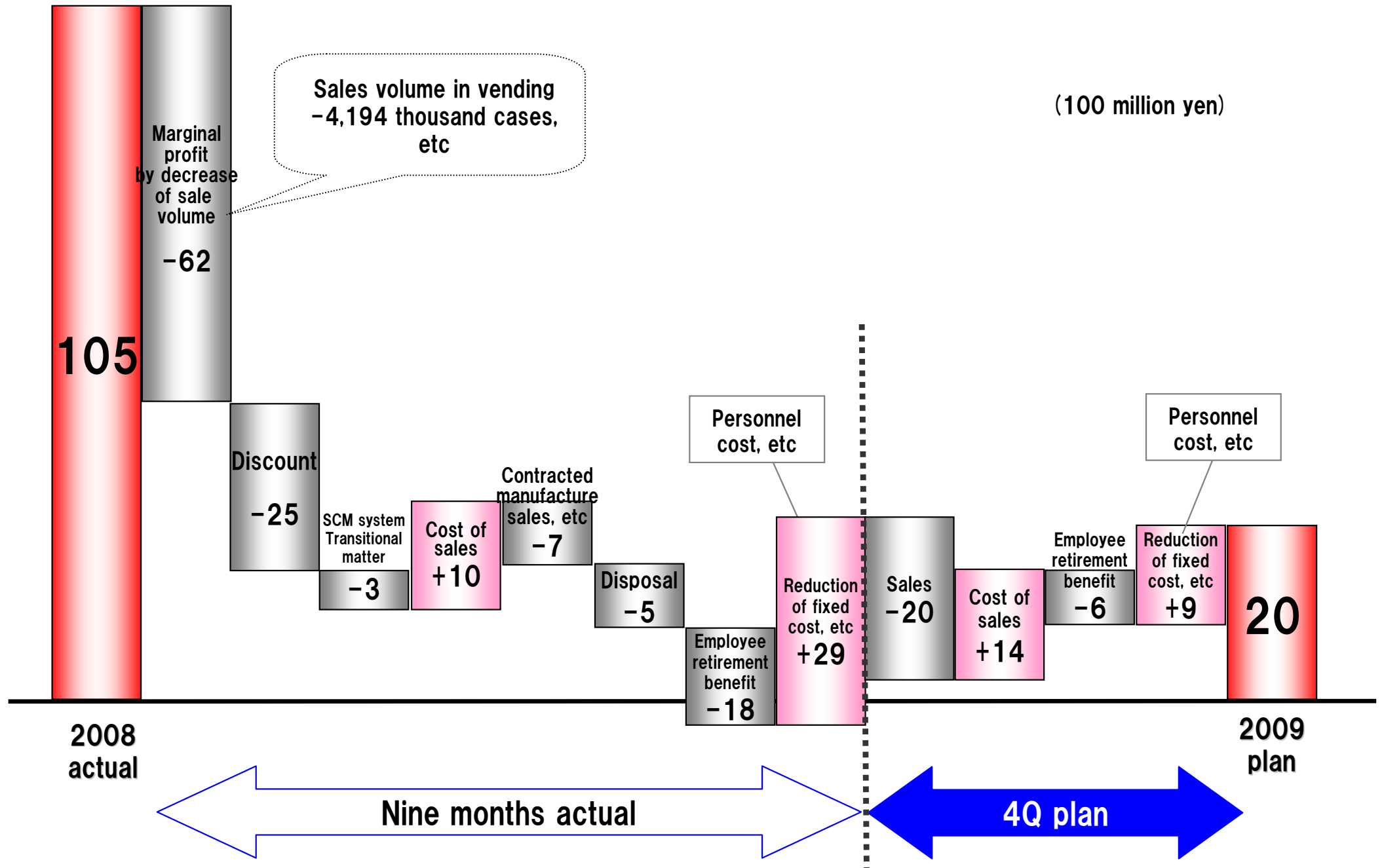
	Jan-Sep	Oct-Dec	Full year
Impairment loss on fixed assets※	60	—	60
Transfer lump-sum payment / early retirement bonus	—	45	45
Expense for provision for sales equipment installation	7	20	27
Group restructuring cost, etc	18	15	33
Total	85	80	166

※Impairment loss on fixed assets・・・

to increase business efficiency

to restore management reconstruction for next year or later

Full year – Operating income change factors (vs. last year)



4Q (Oct–Dec) Sales volume plan / performance forecast

(thousand cases, million yen, %)

	4Q 2009 plan	4Q 2008 actual		vs. last year	
		change	%	change	%
Sales volume *	42,126	43,855	-1,729	-3.9	
Revenues	89,900	92,353	-2,453	-2.7	
Gross profit	40,400	37,014	+3,386	+9.1	
Operating income	500	815	-315	-38.7	
Recurring income	600	467	+133	+28.5	
Net profit	-4,400	-3,326	-1,074	-	

* Changing quantity equivalent in some products, we adjust sales volume as far as 2008.

4Q (Oct–Dec) Consolidated P/L change factor vs. last year

(million yen, %)

	4Q 2008	4Q 2009	vs. last year	
			change	%
Revenues	92,353	89,900	-2,453	-2.7
Beverage	86,772	89,900	+3,128	+3.6
(sales in the territory)	(85,544)	(81,462)	(-4,082)	(-4.8)
(sales to other bottlers)	(1,228)	(8,438)	(+7,210)	(+587.1)
Contracted manufacture	5,581		-5,581	-100.0
COGS	55,338	49,500	-5,838	-10.5
Beverage	49,793	49,935	+142	+0.3
(sales in the territory)	(48,624)	(42,084)	(-6,540)	(-13.5)
(sales to other bottlers)	(1,169)	(7,851)	(+6,682)	(+571.6)
Contracted manufacture	5,545	-435	-5,980	-107.8
Gross profit	37,014	40,400	+3,386	+9.1
Beverage	36,978	39,965	+2,986	+8.1
(sales in the territory)	(36,920)	(39,378)	(+2,458)	(+6.7)
(sales to other bottlers)	(59)	(587)	(+528)	(+894.9)
Contracted manufacture	36	435	+399	+1,108.3
SG&A	36,199	39,900	+3,701	+10.2
Personnel cost	13,526	11,907	-1,619	-12.0
Employee retirement benefit	390	961	+571	+146.4
Distribution related cost		2,528	+2,528	-
Tax and dues	330	377	+47	+14.2
Advertising cost	1,952	3,054	+1,102	+56.5
Sales commission	8,522	8,269	-253	-3.0
Depreciation of software	396	423	+27	+6.8
Sell out consolidated companies		634	+634	-
Other	11,083	11,747	+664	+6.0
Operating income	815	500	-315	-38.7
Non-operating income	341	300	-41	-12.0
Non-operating expense	689	200	-489	-71.0
Recurring income	467	600	+133	+28.5
Extraordinary income	32	0	-32	-100.0
Extraordinary losses	5,961	8,000	+2,039	+34.2
Net income	-3,326	-4,400	-1,074	+32.3

4Q (Oct–Dec) Sales volume

Brand

(thousand cases, %)

		4Q 2009 plan	vs. last year* ¹	
			change	%
B I G 6	Coca-Cola	3,005	+138	+4.8
	Coca-Cola Zero	1,388	+455	+48.7
	Fanta	1,848	-53	-2.8
	Georgia	11,554	+148	+1.3
	Soukenbicha	3,020	-88	-2.8
	Aquarius	2,846	-77	-2.6
	sub-total	23,663	+524	+2.3
Other		18,463	-2,253	-10.9
Total		42,126	-1,729	-3.9

Channel

(thousand cases, %)

		4Q 2009 plan	vs. last year* ¹	
			change	%
	Supermarket * ²	9,935	+456	+4.8
	CVS	4,742	-77	-1.6
Chain Store		14,678	+379	+2.6
Vending		15,222	-189	-1.2
Retail		3,220	-303	-8.6
Food service		4,599	-104	-2.2
Other		4,408	-1,513	-25.6
Total		42,126	-1,729	-3.9

*1 Changing quantity equivalent in some products, we adjust sales volume as far as 2008.

*2 Supermarket includes drug store, discount store and home center

4Q (Oct-Dec) Sales volume by channel/package

(thousand cases, %)

■ Chain store	4Q 2009 plan	vs. last year*	
		change	%
Large PET (1.5~2.0L)	6,330	+171	+2.8
Small PET (~1.0L)	4,608	+319	+7.4
Can	3,569	+4	+0.1
Other	170	-116	-40.4
Total	14,678	+379	+2.6

(thousand cases, %)

■ Vending	4Q 2009 plan	vs. last year*	
		change	%
Large PET (1.5~2.0L)	33	-20	-38.2
Small PET (~1.0L)	3,498	+150	+4.5
Can	9,695	+185	+1.9
Syrup, powder	1,814	-165	-8.3
Other	182	-338	-65.0
Total	15,222	-189	-1.2

(thousand cases, %)

■ Retail/Food service	4Q 2009 plan	vs. last year*	
		change	%
Large PET (1.5~2.0L)	578	-28	-4.7
Small PET (~1.0L)	1,154	-33	-2.8
Can	1,194	+20	+1.7
Syrup, powder	4,532	-161	-3.4
Other	361	-204	-36.1
Total	7,819	-406	-4.9

* Changing quantity equivalent in some products, we adjust sales volume as far as 2008.

4Q (Oct-Dec) Activities points

Reform of sales organization toward 2010

4Q activity points

Chain store

- ▶ Strengthening investment and sales activities to core accounts
→ Gold +8.8% Silver +8.8% Bronze +2.2%
- ▶ Offer the profitable items such as Georgia or 500ml PET bottles

- ▶ Collective function of chain store department

Vending

- ▶ Improve volume per machine
→ Change number of hot items with temperature considered
→ Introduction of additional options / new Georgia campaign
- ▶ Increase number of vending machines

- ▶ Re-organization branches in Chugoku & Kyushu areas sales / distribution
- ▶ Fractionalize branches in northern Osaka for the further streng

Retail / Food service

- ▶ Increase the number of POP
→ Georgia
- ▶ Strengthen development by increasing salesmen

- ▶ Establish a new function for development in on-premise market

Brand strategy – “Georgia”

Improve brand value

- ▶ Strengthen core flavors
 - “European” (low sugar) renewal (end of August)
 - Launch new product “VINTAGE”
- ▶ Improve brand royalty
 - New campaign 「Welcome to Georgia world」
 - Royalty program 「Autumn-winter promotion」
- ▶ Provide a new drinking scene
 - 「Gohobi Break」



Royalty program



New campaign

Vending business

▶ Business alliance / M&A with vending operators

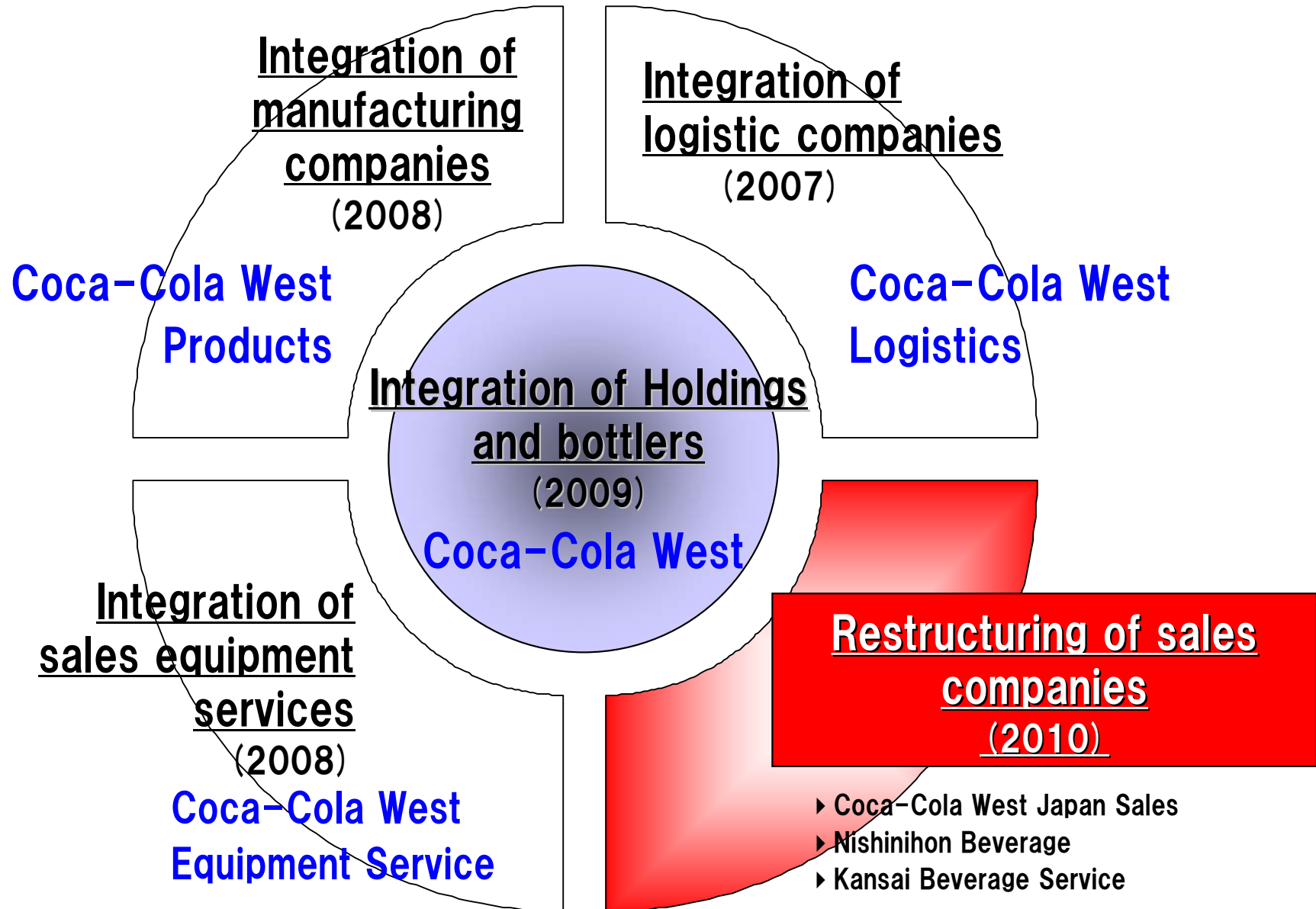
	Business alliance	M&A
Schedule	March, 2010 (Plan)	September 30, 2009
Company name	APEX: Vending operator	WEX: Vending operator
Number of VM in CCW area	26,000 units	3,300 units
Scheme	APEX establishes a company that operates in western Japan by company division. CCW will invest the company.	CCW takes WEX's stock and make the company subsidiary.
Purpose	<ul style="list-style-type: none"> • Develop new customers with collaborate sales proposals. • Improvement of vending operation. 	<ul style="list-style-type: none"> • Sales growth by the acquisition of Central Kansai market • Improvement of profitability with high sales volume vending machines.

Growth strategy of vending business



III. Toward 2010

Functionally integrated Coca-Cola West Group



Points of making business plan in 2010

- ▶ **Downsizing of sales structure**
- ▶ **Downsizing of head office departments**
- ▶ **Revise of personnel / revise the personnel system**
- ▶ **Restructuring of SCM structure**
 - ⇒ review / renewal of equipment
 - ⇒ reduction of inventory carrying cost / shipping cost



Establish a robust business bases toward the increase of sales and profits in future

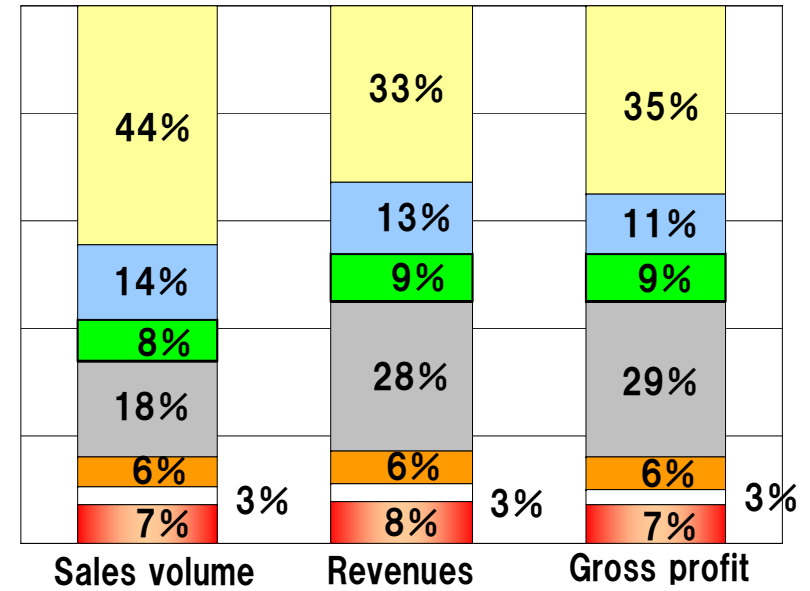
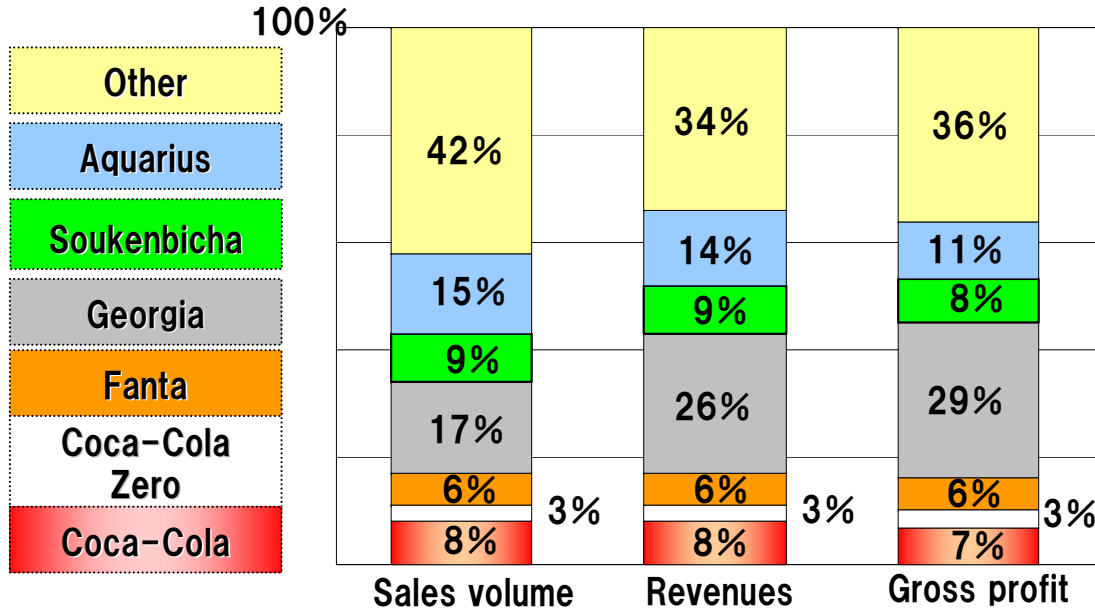
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3Q (Jul-Sep) - By brand/by channel Volume/Revenues/GP

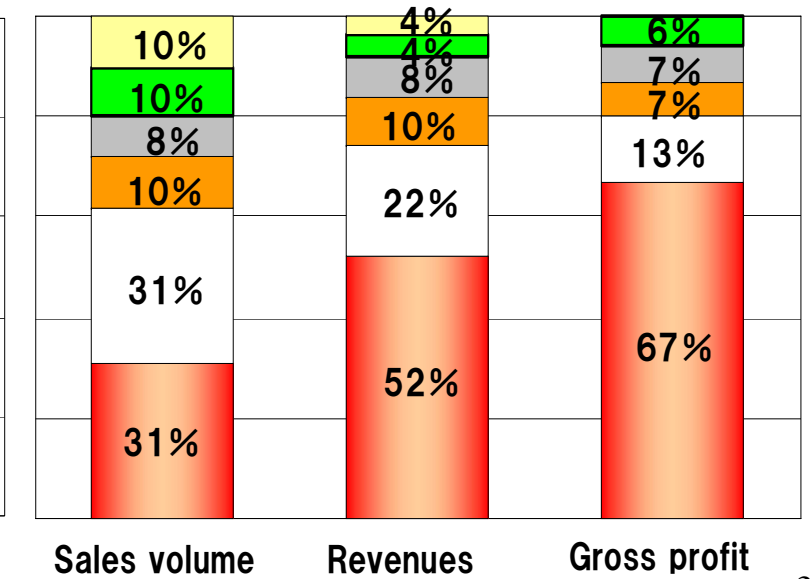
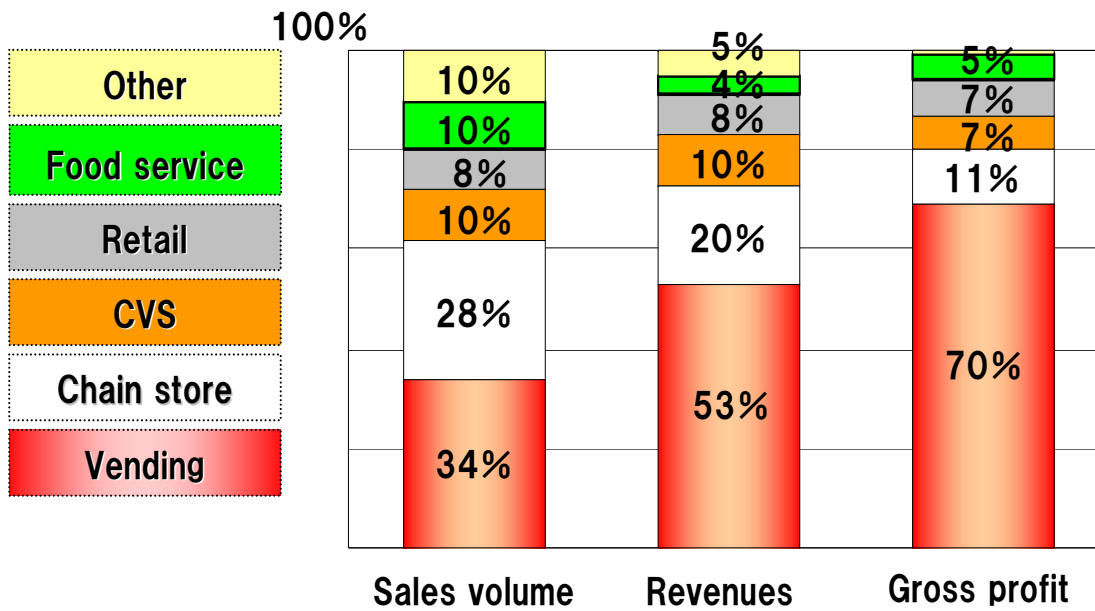
3Q 2008

3Q 2009

Brand



Channel

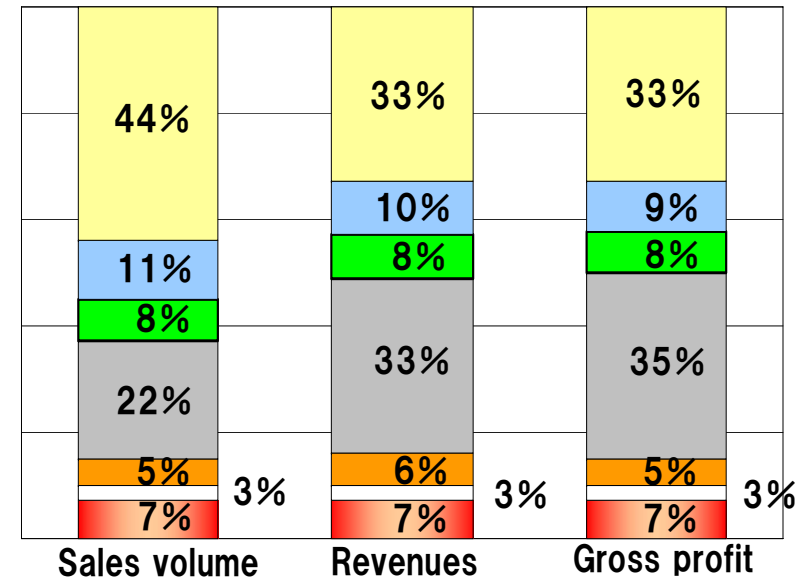
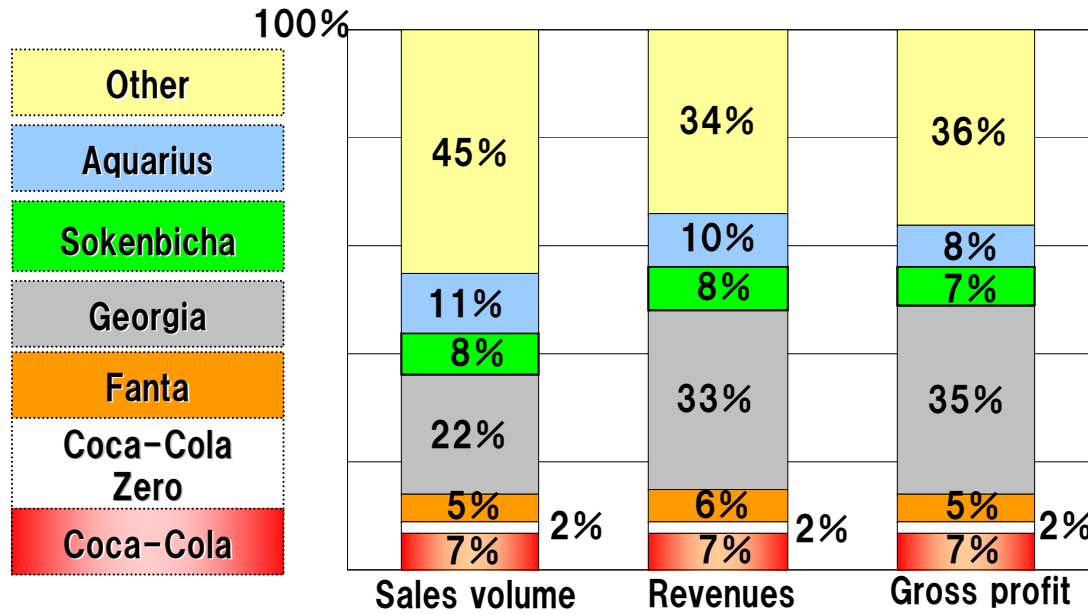


Nine months – By brand/by channel Volume/Revenues/GP

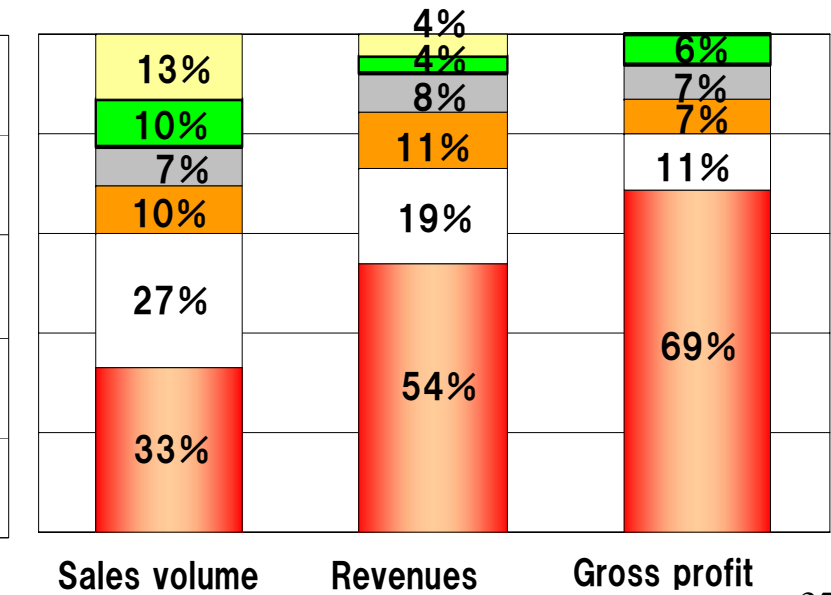
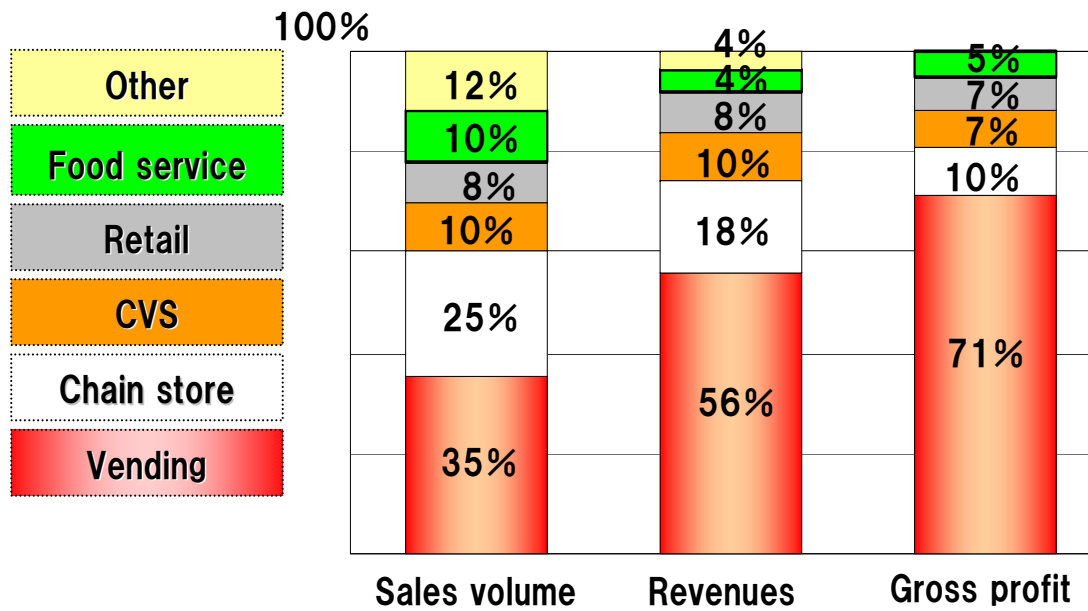
Nine months 2008

Nine months 2009

Brand



Channel



Nine months – Sales volume by brand

(thousand cases, %)		2009 Nine months	vs. plan* ¹		vs. last year* ²	
			change	%	change	&
B I G 6	Coca-Cola	10,036	-438	-4.2	+99	+1.0
	Coca-Cola Zero	4,333	-487	-10.1	+1,235	+39.9
	Fanta	7,321	-268	-3.5	-35	-0.5
	Georgia	30,064	+89	+0.3	-738	-2.4
	Sokenbicha	10,516	-150	-1.4	-640	-5.7
	Aquarius	14,979	-1,031	-6.4	-1,197	-7.4
	sub-total	77,248	-2,285	-2.9	-1,276	-1.6
Other		61,002	-280	-0.5	-3,028	-4.7
Total		138,251	-2,564	-1.8	-4,303	-3.0

*1 The plan is based on forecast announced as of July 31, 2009

*2 Changing quantity equivalent in some products, we adjust sales volume as far as 2008.

Nine months – Sales volume by channel

(thousand cases, %)		2009 Nine months	vs. plan* ¹		vs. last year* ²	
			change	%	change	%
Chain store	Supermarket* ³	38,016	-441	-1.1	+2,248	+6.3
	CVS	14,161	-221	-1.5	-124	-0.9
Chain store		52,177	-662	-1.3	+2,123	+4.2
Vending		46,204	-1,442	-3.0	-4,194	-8.3
Retail		10,367	-114	-1.1	-1,025	-9.0
Food service		13,573	-167	-1.2	-361	-2.6
Other		15,931	-178	-1.1	-847	-5.0
Total		138,251	-2,564	-1.8	-4,303	-3.0

*1 The plan is based on forecast announced as of July 31, 2009

*2 Changing quantity equivalent in some products, we adjust sales volume as far as 2008.

*3 Supermarket includes drug store, discount store and home center

3Q (Jul-Sep) – Sales volume by package

(thousand case, %)

		3Q 2009				
		actual	vs. plan *1		vs. last year *2	
			change	%	change	%
Bottle		585	+44	+8.2	-5	-0.8
PET	~ 1,000ml	12,540	-845	-6.3	-273	-2.1
	1,001ml ~	11,693	-258	-2.2	+40	+0.3
	subtotal	24,233	-1,104	-4.4	-232	-0.9
Can (include bottle can)		16,069	-1,151	-6.7	-1,329	-7.6
Other		1,766	-40	-2.2	-200	-10.2
Syrup, powder		10,802	-314	-2.8	-672	-5.9
Total		53,454	-2,564	-4.6	-2,438	-4.4

*1 The plan is based on forecast announced as of July 31, 2009

*2 Changing quantity equivalent in some products, we adjust sales volume as far as 2008.

Nine months – Sales volume by package

(thousand case, %)

		Nine months 2009				
		actual	vs. plan *1		vs. last year *2	
			change	%	change	%
Bottle		1,512	+44	+3.0	-22	-1.4
PET	~ 1,000ml	30,239	-845	-2.7	-622	-2.0
	1,001ml ~	26,792	-258	-1.0	+1,120	+4.4
	subtotal	57,031	-1,104	-1.9	+498	+0.9
Can (include bottle can)		44,723	-1,151	-2.5	-3,041	-6.4
Other		4,630	-40	-0.9	-373	-7.5
Syrup, powder		30,354	-314	-1.0	-1,364	-4.3
Total		138,251	-2,564	-1.8	-4,303	-3.0

*1 The plan is based on forecast announced as of July 31, 2009

*2 Changing quantity equivalent in some products, we adjust sales volume as far as 2008.

Nine months – Sales volume by package

■ Chain store

(thousand cases, %)

	Nine months 2009 actual	vs. plan*1		vs. last year*2	
		change	%	change	%
Larger PET (1.5~2.0L)	24,521	-98	-0.4	+1,165	+5.0
Small PET (~1.0L)	15,004	-488	-3.2	+692	+4.8
Can	11,541	+81	+0.7	+344	+3.1
Other	1,111	-157	-12.4	-78	-6.6
Total	52,177	-622	-1.3	+2,123	+4.2

■ Vending

(thousand cases, %)

	Nine months 2009 actual	vs. plan*1		vs. last year*2	
		change	%	change	%
Large PET (1.5~2.0L)	243	+3	+1.1	-41	-14.4
Small PET (~1.0L)	11,233	-359	-3.1	-1,002	-8.2
Can	28,051	-1,083	-3.7	-1,473	-5.0
Syrup, powder	1,181	+149	+14.5	-977	-45.3
Other	5,496	-152	-2.7	-701	-11.3
Total	46,204	-1,142	-3.0	-4,194	-8.3

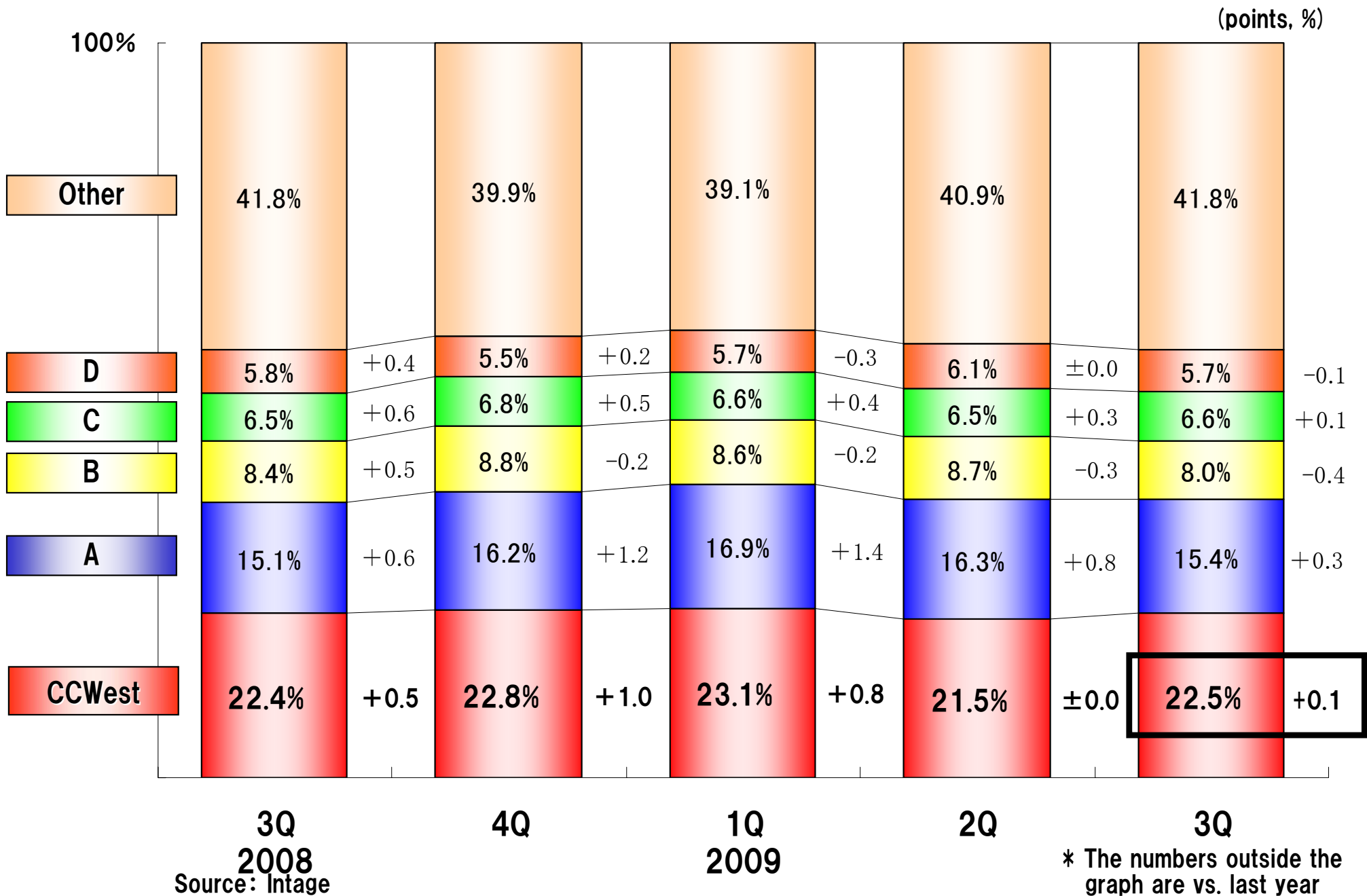
■ Retail & Food service

(thousand cases, %)

	Nine months 2009 actual	vs. plan*1		vs. last year*2	
		change	%	change	%
Large PET (1.5~2.0L)	2,021	-82	-3.9	-3	-0.1
Small PET (~1.0L)	3,810	+16	+0.4	-195	-4.9
Can	2,997	-154	-4.9	-637	-17.5
Syrup, powder	1,593	+58	+3.8	-152	-8.7
Other	13,519	-119	-0.9	-400	-2.9
Total	23,940	-281	-1.2	-1,386	-5.5

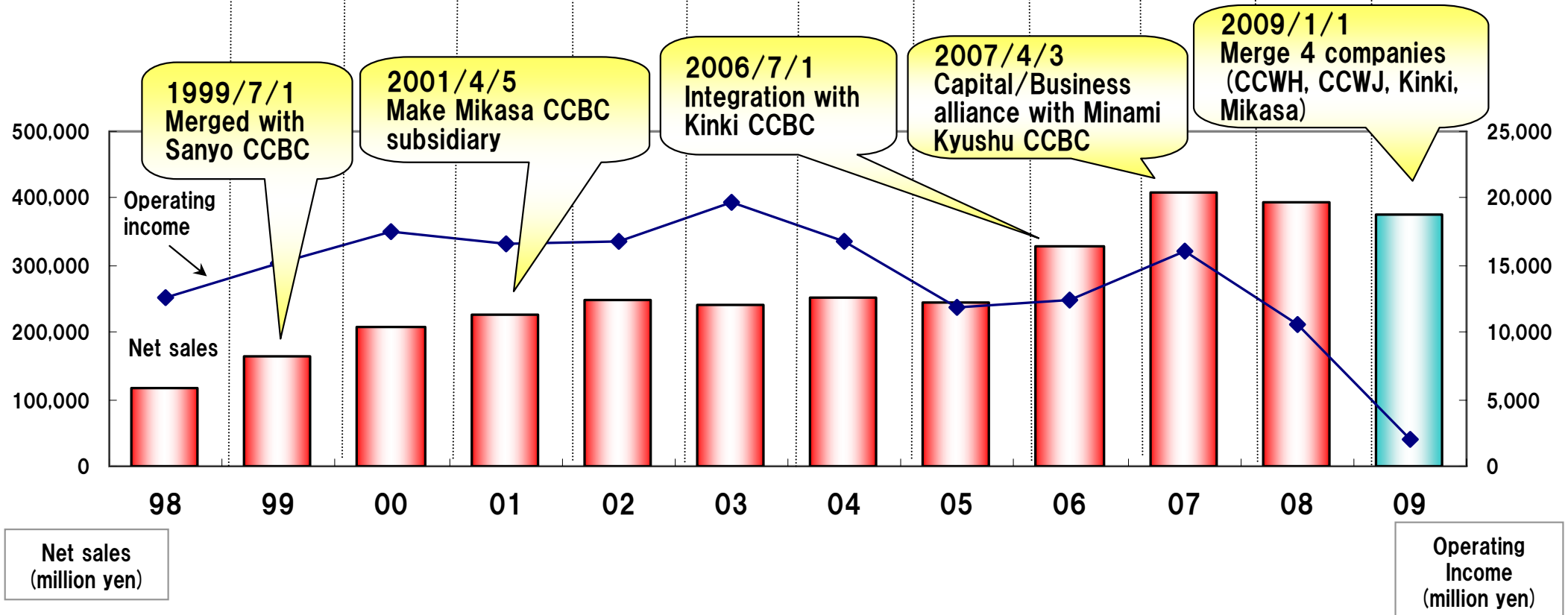
- *1 The plan is based on forecast announced as of July 31, 2009
 *2 Changing quantity equivalent in some products, we adjust sales volume as far as 2008.

Channel – OTC Market share (exclude VM)



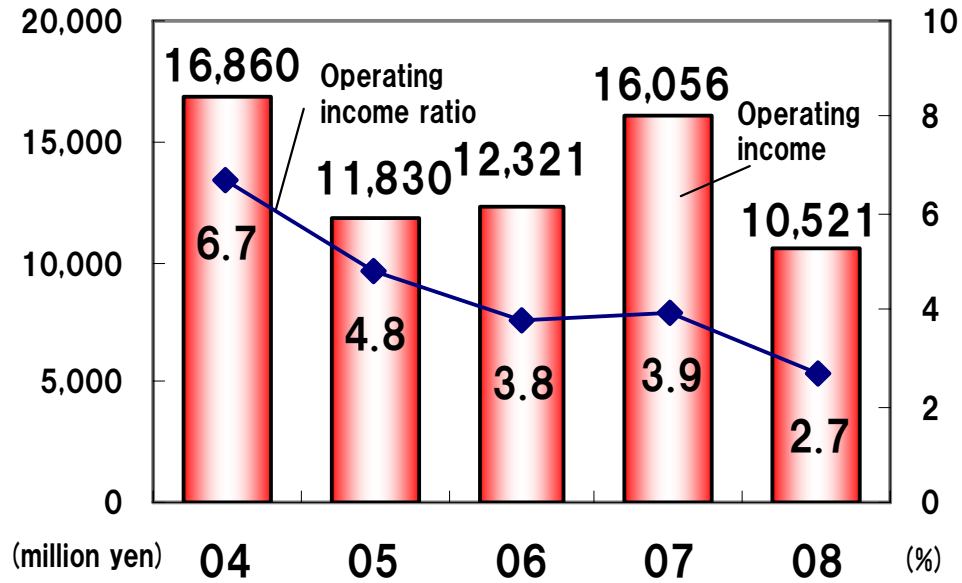
Performance trend

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009 plan
Net sales	117,991	164,731	207,827	226,111	247,737	240,825	253,248	245,874	327,821	409,521	395,556	374,100
Operating income	12,533	15,160	17,449	16,634	16,704	19,638	16,860	11,830	12,321	16,056	10,521	2,000
Recurring income	12,510	15,889	18,516	16,021	17,005	19,895	17,065	12,256	13,225	17,493	11,048	2,100
Net income	5,872	6,823	5,700	1,420	7,086	9,380	8,564	7,305	7,570	9,375	129	-10,400

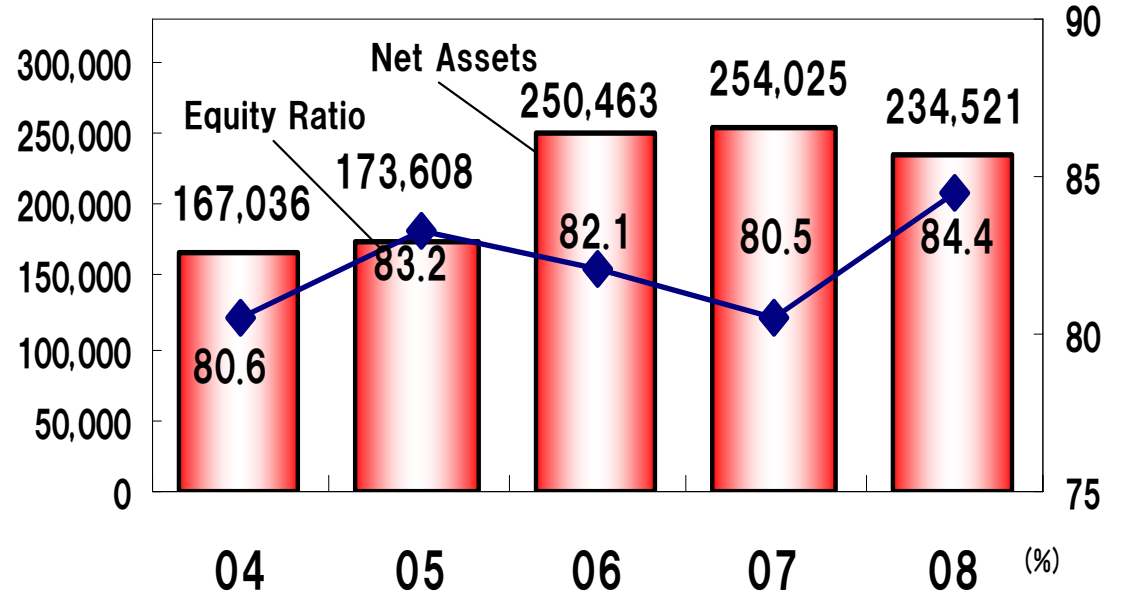


Financial Data

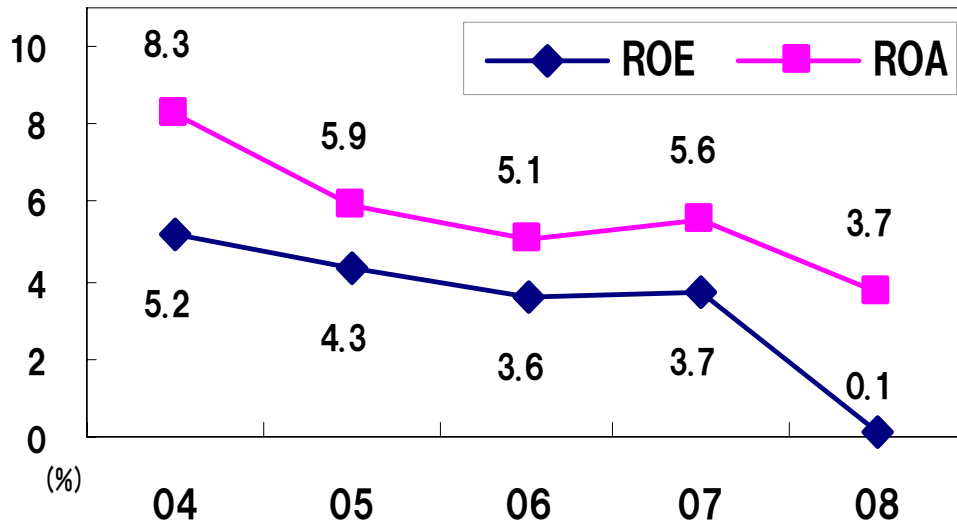
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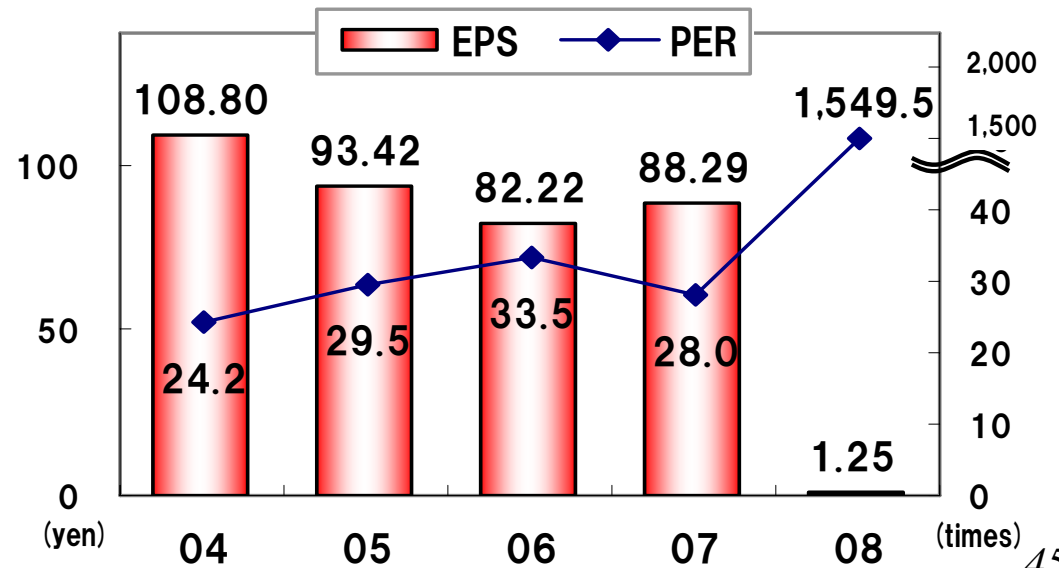
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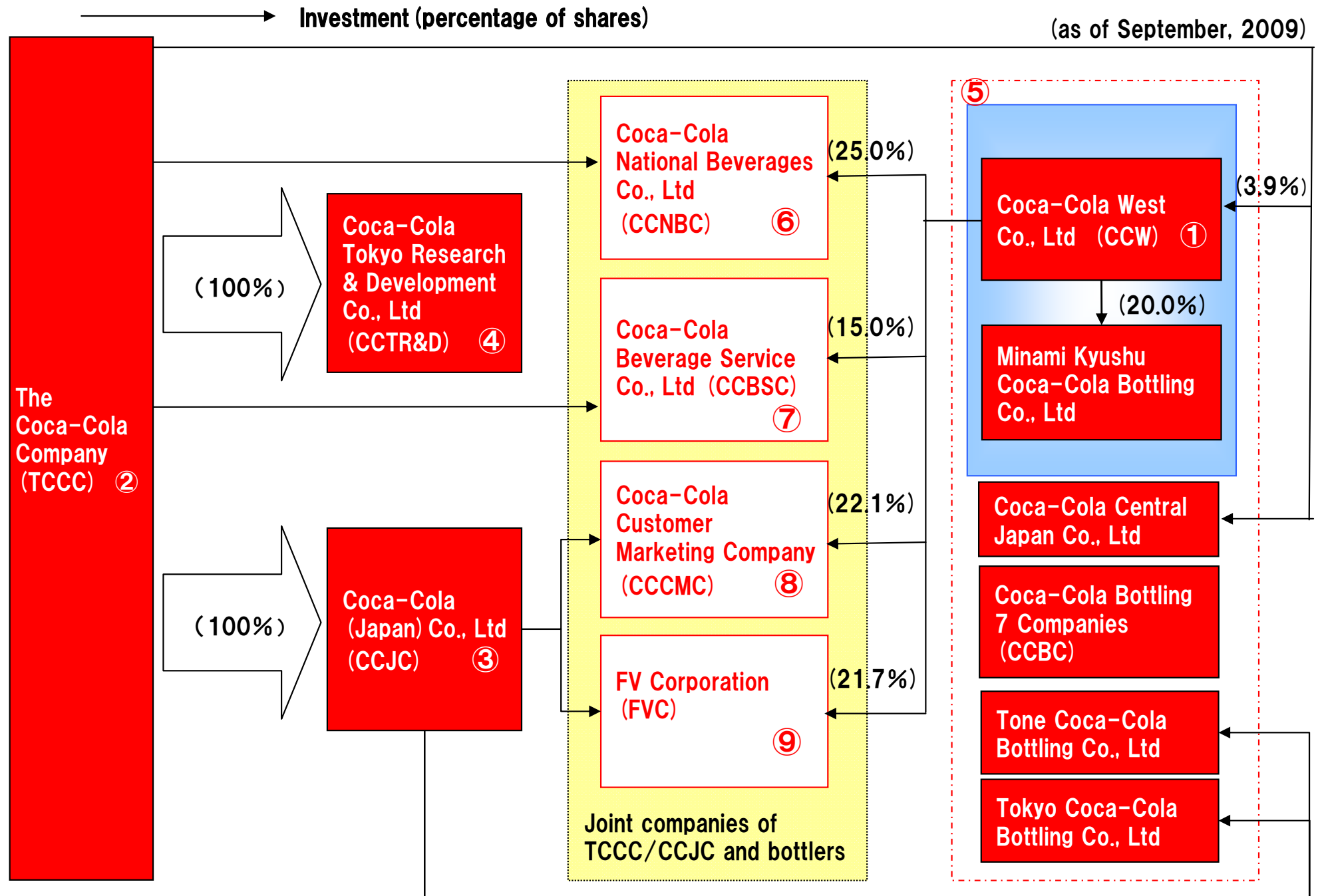
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Coca-Cola System in Japan



Coca-Cola Related Companies and Their Roles

1. Coca-Cola West Co., Ltd. (CCW)

In 2006, CCWJ and Kinki CCBC merged the management of both companies by establishing a joint holding company CCWH. In 2009, CCWH, CCWJ, Kinki CCBC and Mikasa CCBC merged and the trade name changed to Coca-Cola West Co., Ltd.

2. The Coca-Cola Company (TCCC)

Established 1919 in Atlanta, Georgia. Carries the rights to grant a license to manufacture and sell Coca-Cola products to the bottlers. TCCC (or its subsidiary) makes franchise agreements with the bottlers.

3. Coca-Cola (Japan) Co., Ltd. (CCJC)

Established 1957 in Tokyo, as “Nihon Inryo Kogyo K.K.,” a wholly-owned subsidiary of The Coca-Cola Company. The company name was changed in 1958 to Coca-Cola (Japan) Company, Limited. CCJC is responsible for marketing planning as well as manufacturing and distribution of concentrate in Japan.

4. Coca-Cola Tokyo Research & Development Co., Ltd. (CCTR&D)

Established in January 1993 as a wholly-owned subsidiary of The Coca-Cola Company. Since January 1995, carries out product development and technical support to respond to the needs of the Asian region.

5. Coca-Cola bottlers (CCBCs)

There are 12 bottlers in Japan, which are responsible for selling Coca-Cola products in the respective territories.

6. Coca-Cola National Beverages Co., Ltd. (CCNBC)

Jointly established in April 2003 by TCCC and CCBCs for the purpose of creating an optimal nationwide supply chain. It started operation in October 2003. CCNBC procures raw materials, coordinates manufacturing and supply/demand plans on a nationwide basis, and supply products to the bottlers. The company was reorganized at the end of 2008.

7. Coca-Cola Beverage Service Co., Ltd (CCBSC)

Established through joint investment by TCCC and its bottling partners in Japan, and the company began operations on January 1, 2007. It is charged with providing business consulting services to the Coca-Cola system in Japan, as well as developing and generally maintaining the information systems to support such work. The company has procured raw materials since Jan 2009.

8. Coca-Cola Customer Marketing Company (CCCMC)

Established through joint investment by Coca-Cola (Japan) Co., Ltd. and all of its bottling partners in Japan, and the company began operations on January 1, 2007. It is charged with holding business negotiations with major retailer outlets, such as nationwide convenience stores and supermarket chains, as well as developing proposals for sales promotions and storefront activities.

9. FV Corporation (FVC)

Jointly established in May 2001 by CCBCs and CCJC. FVC carries out sales negotiations with national chain vending operators, and deals with non-KO products as well as KO products.

Glossary

1. Channel (Business Unit)

Vending:

Retail sale business to distribute products through vending machines to consumers

Chain store:

Wholesale business for supermarket chains

Convenience Store:

Wholesale business for convenience store chains

Retail:

Wholesale business for grocery stores, liquor shops, and other over-the-counter outlets

Food Service:

Syrup sale business for fast food restaurants, movie theaters, sports arenas, "family restaurants," and theme parks

2. Vending

Regular vending machine:

A vending machine offered free of charge to a customer who supervises its operation and uses it to sell products purchased from us.

Full service vending machine:

A vending machine installed and managed directly by us (product supply, collection of proceeds etc.) .

Fees are paid to the location proprietors.

Out-market vending machine:

An outdoor machine whose users are relatively unspecific

Out-market vending machine:

An outdoor machine whose users are relatively unspecific

In-market vending machine:

An indoor machine whose users are relatively specific

VPM

Sales Volume Per Vending Machine

VPPM

Sales Volume and Profit Per Vending Machine

3. Chain Store

National chain:

National chain supermarket that CCCMC are responsible for negotiating

Regional chain:

Chain supermarket that owns its stores in the two or more bottlers' territories

Local chain:

Chain supermarket that owns its stores in the single bottler's territory

4. Other

Trade marketing

Trade marketing is a specific function that uses shopper and retail knowledge to develop in-store strategies that ultimately result in higher brand equity and an increase in the quantity and value of shopper purchases.

Forward-Looking Statement

The plans, performance forecasts, and strategies appearing in this material are based on the judgment of the management in view of data obtained as of the date this material was released. Please note that these forecasts may differ materially from actual performance due to risks and uncertain factors such as those listed below.

- Intensification of market price competition
- Change in economic trends affecting business climate
- Major fluctuations in capital markets
- Uncertain factors other than those above