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Coca-Cola **West**

Results briefing for the 2nd quarter
of Fiscal Year ending December
2013

July 29, 2013

Coca-Cola West Company, Limited (2579)

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Agenda

I. Account settlement for the 1st half

II. Plans for the 2nd half and Full-year

[Reference]

Account settlement for Q2 (April-June)

Trend of OTC market share

Mix by brand/by channel

Sales update on vending machines by channel

Q2 Actual sales volume (by channel and by package)

Sales volume by channel and by package

2H Volume plan

Performance trend / managerial KPI trend

Coca-Cola System in Japan / Affiliated companies

I. Account settlement for the 1st half

Account settlement for 1H (Jan-June) - Volume

Our sales volume finished slightly behind target and PY with market share negative versus PY.

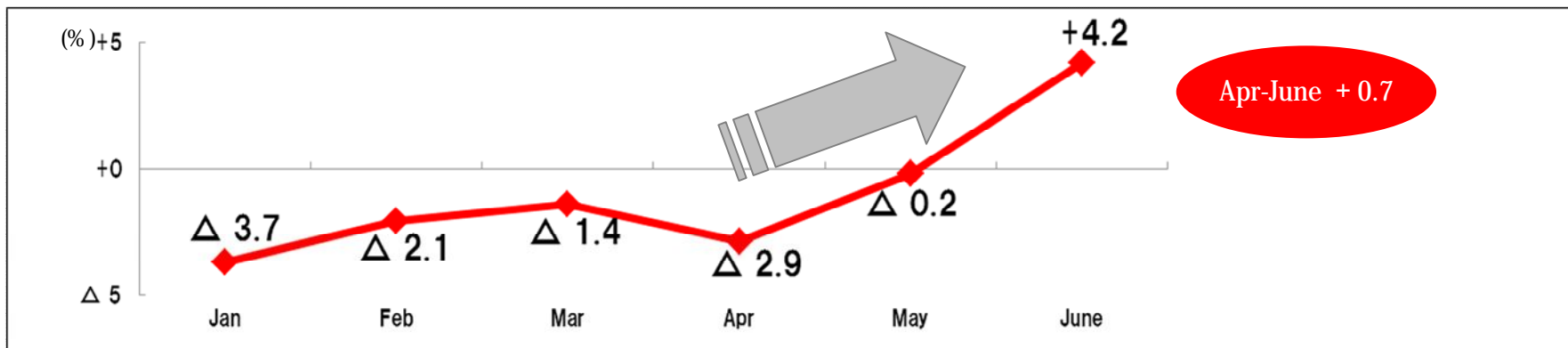
Volume, however, has been on the recovery trend since May.

(Unit: K cases, %)	2013 1H actual	Vs. Target* ¹		Vs. PY	
		Diff	%	Diff	%
Volume	94,672	-769	-0.8	+8,548	+9.9
CCW area	85,520				
M Kyushu area (Apr-June)	9,152				

[Ref] Real comparison	
Vs. PY* ²	
Diff	%
-519	-0.5

*1 Target refers to the figures based on the performance forecast published on May 1, 2013.
 *2 PY actual figures include April-June performance of Minami Kyushu CCBC.

Monthly volume trend (vs. PY*²)



Account settlement for 1H (Jan-June) – Sales volume by channel

Chain Store outperformed the target and PY.

Favorable results in Supermarket V. target and PY impacted by PoC captured through campaigns and bolstered sales of SS PET.

On the other hand, Convenient stores was unfavorable V. target and PY, struggled with Georgia.

Highly profitable Vending underperformed both the target and PY in volume.

Active Vending machines did not meet the plan and on the declining trend from PY.

VPM^{*1} dropped.

(Unit: K c/s, %)

	1H actual	vs. target ^{*2}		vs. PY	
		Diff	%	Diff	%
Supermarket ^{*3}	26,232	+547	+2.1	+3,852	+17.2
Convenience store	10,743	-425	-3.8	+591	+5.8
Chain Store total	36,976	+122	+0.3	+4,444	+13.7
Vending	26,724	-560	-2.1	+1,889	+7.6
Retail	6,474	-396	-5.8	+758	+13.3
Food Service	9,681	-145	-1.5	+550	+6.0
Other	14,818	+211	+1.4	+906	+6.5
Total	94,672	-769	-0.8	+8,548	+9.9

[Ref] Real comparison

vs. PY ^{*4}	
Diff	%
+1,057	+4.2
-382	-3.4
+675	+1.9
-946	-3.4
-301	-4.4
-174	-1.8
+227	+1.6
-519	-0.5

*1 Sales volume per unit of vending machine

*2 Target refers to the figures based on the performance forecast published on May 1, 2013

*3 Drug store/Discounter/Home center are included in supermarket

*4 PY actual figures include April-June performance of Minami Kyushu CCBC.

Account settlement for 1H (Jan-June) – Sales volume by package

Highly profitable SS PET was nearly on target and outperformed PY.

Bolstered sales of SS PET and Mini PET in Supermarket.

Vending proactively switched to SS PET from Cans.

On the other hand, high-yielding Canisters were remarkably behind target and PY.

Strategic switchover to PET (resealable products)

Stagnated sales of Georgia.

(Unit: Kc/s, %)		1H actual	vs. target* ²		vs. PY		vs. PY * ²	
			Diff	%	Diff	%	Diff	%
PET	SS (1,000ml or smaller)	24,682	-71	-0.3	+4,821	+24.3	+2,201	+9.8
	MS (smaller than 1,500ml)	714	-109	-13.3	+202	+39.4	+152	+27.1
	LS (1,500ml or larger)	17,548	+291	+1.7	+1,759	+11.1	+118	+0.7
	Total	42,944	+110	+0.3	+6,781	+18.8	+2,471	+6.1
	Can (incl. bottle can)	25,839	-1,024	-3.8	+56	+0.2	-3,137	-10.8
	Others	6,173	+141	+2.3	+544	+9.7	+350	+6.0
	Syrup, powder	19,715	+5	+0.0	+1,167	+6.3	-203	-1.0
	Total	94,672	-769	-0.8	+8,548	+9.9	-519	-0.5

[Ref] Real comparison

*1 Target refers to the figures based on the performance forecast published on May 1, 2013

*2 PY actual figures include April-June performance of Minami Kyushu CCBC.

Account settlement for 1H (Jan-June) – Sales volume by brand

Coca-Cola Zero turned positive both V. target and PY, as Zero limit campaign leveraging EXILE worked.

Sokenbicha recovered since Q2 through deployment of “National referendum campaign” and bolstered sales at the time of product renewal.

Georgia declined V. target and PY, especially in Vending and Convenient stores.

(Unit: K c/s, %)		1H actual	vs. target ^{*2}		vs. PY		[Ref] Real comparison	
			Diff	%	Diff	%	Diff	%
Core 8	Coca-Cola	6,621	-49	-0.7	+656	+11.0	-30	-0.4
	Coca-Cola Zero	3,289	+158	+5.1	+625	+23.4	+340	+11.5
	Fanta	3,764	+72	+1.9	+478	+14.6	+99	+2.7
	Georgia	20,523	-993	-4.6	+1,027	+5.3	-1,489	-6.8
	Sokenbicha	5,038	+87	+1.8	+426	+9.2	+90	+1.8
	Aquarius	8,772	+441	+5.3	+1,569	+21.8	+666	+8.2
	Ayataka	5,772	+194	+3.5	+1,382	+31.5	+515	+9.8
	I-Lohas	4,244	-198	-4.5	+621	+17.2	+246	+6.1
	Subtotal	58,024	-289	-0.5	+6,784	+13.2	+436	+0.8
Other	16,933	-485	-2.8	+597	+3.7	-751	-4.2	
RTD ^{*2} Products		74,957	-773	-1.0	+7,380	+10.9	-315	-0.4
Syrup, powder		19,715	+5	+0.0	+1,167	+6.3	-203	-1.0
Total		94,672	-769	-0.8	+8,548	+9.9	-519	-0.5

*1 Packaged products

*2 Target refers to the figures based on the performance forecast published on May 1, 2013

*3 PY actual figures include April-June performance of Minami Kyushu CCBC.

Account settlement for 1H (Jan-June)

(Unit: MM JPY, %)

	2013 1H actual	Target*	Vs. target		2012 1H actual	Vs. PY	
			Diff	%		Diff	%
Revenue	196,225	199,300	-3,074	-1.5	184,300	+11,924	+6.5
Gross profit on sales	98,227	99,900	-1,672	-1.7	90,720	+7,506	+8.3
Operating income	4,783	4,700	+83	+1.8	3,157	+1,625	+51.5
Ordinary profit	5,672	5,200	+472	+9.1	3,086	+2,585	+83.8
Current net profit	11,056	2,700	+8,356	+309.5	1,003	+10,053	—

* Target refers to the figures based on the performance forecast published on May 1, 2013

[Ref] Real comparison (PY actual figures include April-June performance of Minami Kyushu CCBC)

(Unit: MM JPY, %)

	2013 1H actual	Vs. PY	
		Diff	%
Revenue	196,225	-3,119	-1.6
Operating income	4,783	+1,238	+34.9

Impacts to 1H performance from Minami Kyushu CCBC being made a wholly-owned subsidiary

Booked Non-operating income (profit on equity-method investments)

1,046 MM JPY

- Increased our shares of Minami Kyushu CCBC in Q1 through acquisition of their treasury stocks (Mar.)

Recorded Extraordinary loss (from phased acquisition)

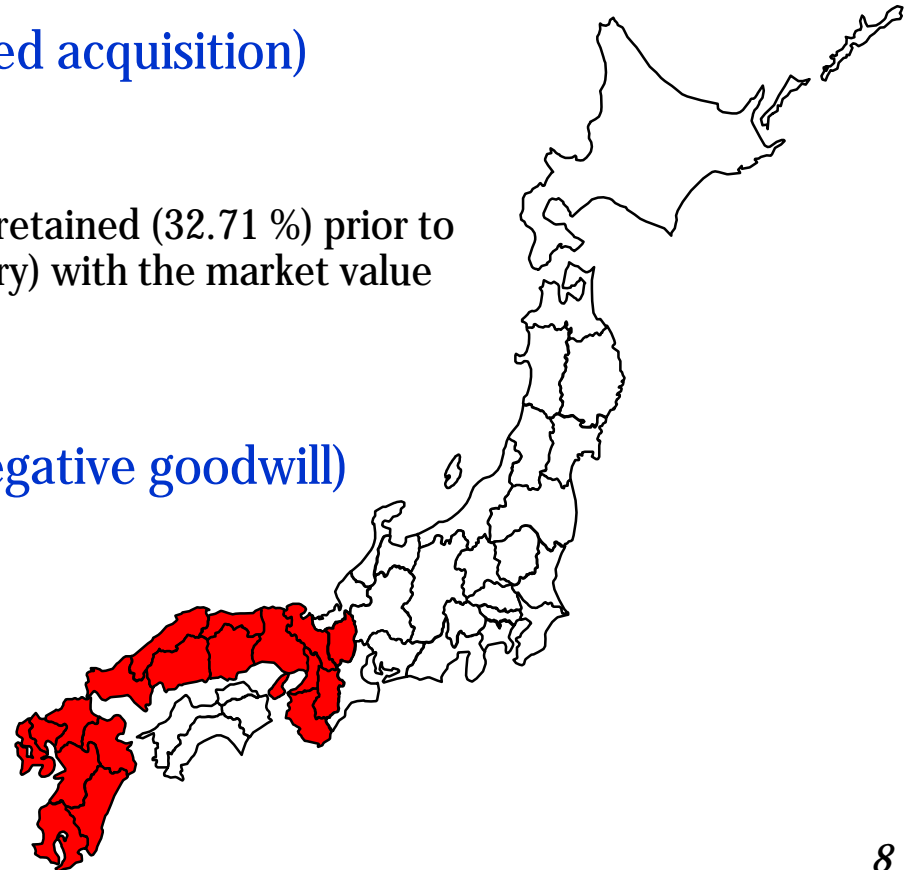
5,567 MM JPY

- Loss pertaining phased acquisition for the shares retained (32.71 %) prior to stock exchange (making a wholly-owned subsidiary) with the market value when the stocks were exchanged.

Registered Extraordinary profit (from negative goodwill)

14,438 MM JPY

- Gain on negative goodwill as the net value of accepted assets and assumed liabilities exceeded the value of acquired stocks.



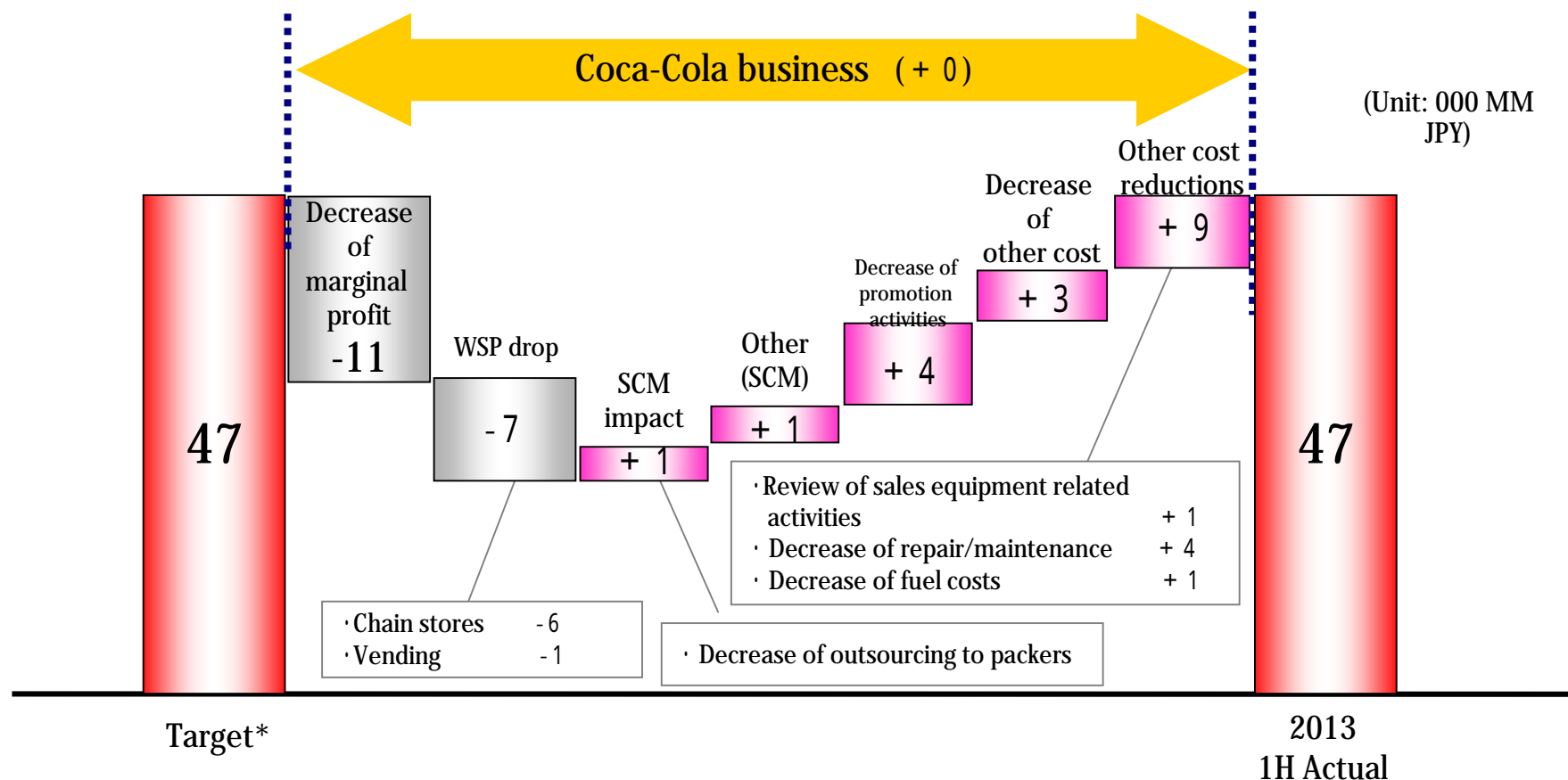
Account settlement for 1H (Jan-June)– Causes of Difference (comparison with Target*)

	Target*	2013 Q1 actual	Diff	(Unit: 000 MM JPY)	
Revenue	1,993	1,962	-30	Key causes	Diff (val)
				· Coca-Cola business	-31.7
				· Healthcare & Skincare business	+1.0
Gross profit on sales	999	982	-16	· Coca-Cola business	-17.4
				· Healthcare & Skincare business	+0.7
Gross profit on sales	47	47	+0	Increase/decrease of SG & A	
				· Decrease of promo/advertisement cost	+5.1
				· Decrease of outsourcing cost	+2.7
				· Decrease of sales equipment	+2.0
				· Decrease of depreciation costs	+2.0
				· Decrease of sales commissions	+1.4
				· Decrease of labor cost	+0.8
				· Increase of transportation cost	-4.6
				· Healthcare & Skincare business	-0.5
Ordinary profit	52	56	+4	· Decrease of Non-operating costs (loss on disposal of fixed assets etc.)	+2.8
Current net profit	27	110	+83	· Increase of extraordinary profit (on negative goodwill)	+144.3
				· Increase of extraordinary loss (pertaining to phased acquisition etc.)	-65.6
				· Corporate tax etc.	-0.1

* Target refers to the figures based on the performance forecast published on May 1, 2013

Account settlement for 1H (Jan-June)– Causes of Difference in operating income (Comparison with Target*)

Despite marginal profit decline in Coca-Cola business due to dropped sales volume & WSP or worsened package mix, corporate-wide cost reductions delivered results of OI at 2.5 billion JPY as planned. Healthcare & Skincare business also finished with OI at 2.2 billion JPY according to plan.



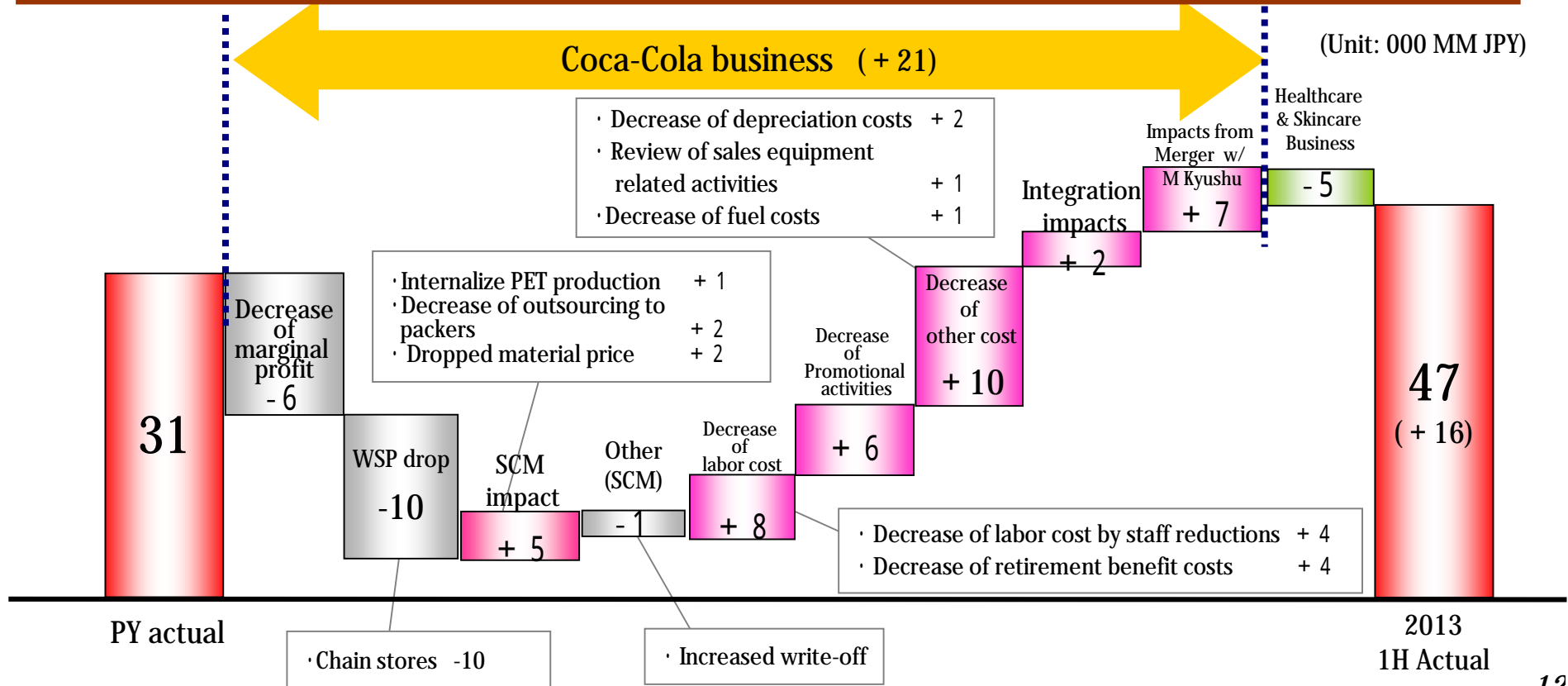
* Target refers to the figures based on the performance forecast published on May 1, 2013

Account settlement for 1H (Jan-June)– Causes of Difference (Comparison with PY)

	PY	2013 1H actual	Diff	(Unit: 000 MM JPY)	
Revenue	1,843	1,962	+119	Key causes	Diff (value)
Gross profit on sales	907	982	+75	· Coca-Cola business	+115.7
Operating income	31	47	+16	· Healthcare & Skincare business	+3.5
				· Coca-Cola business	+71.7
				· Healthcare & Skincare business	+3.3
				Increase/decrease of SG & A	
				· Increase of labor cost	-18.6
				· Increase of sales commission	-12.3
				· Increase of transportation cost	-11.5
				· Increase of sales equipment	-8.4
Ordinary profit	30	56	+25	· Increase of depreciation cost	-3.4
				· Decrease of promo/advertisement cost	+2.7
Current net profit	10	110	+100	· Healthcare & Skincare business	-8.4
				· Increase of non-operating income (profits gained from equity-method investments etc.)	+10.4
				· Increase of extraordinary profit (on negative goodwill)	+144.3
				· Increase of extraordinary loss (pertaining to phased acquisition etc.)	-67.3
				· Corporate tax etc.	-2.2

Account settlement for 1H (Jan-June)– Causes of Difference in operating income (Comparison with PY)

Despite marginal profit decline in Coca-Cola business due to dropped sales volume & WSP or worsened package mix, impacts from business integration with Minami Kyushu CCBC and decreased labor costs contributed to gained OI of 2.1 billion JPY V. PY. On the other hand, Healthcare & Skincare business finished with OI as planned. On the other hand, Healthcare & Skincare business's OI dropped by 500 MM JPY from PY due to aggressive promotional costs invested in an attempt to boost future Revenue & OI by capturing new shoppers.



II. Plans for the 2nd half and Full-year

2H (July-Dec) Volume target by brand

Core 8 brands are targeted for 3.1% positive V. PY*¹

(Unit: K c/s, %)		2H Target	V. PY		V. PY* ¹	
			Diff	%	Diff	%
Core 8	Coca-Cola	8,392	+1,475	+21.3	+97	+1.2
	Coca-Cola Zero	3,908	+628	+19.1	+38	+1.0
	Fanta	4,819	+801	+19.9	+2	+0.0
	Georgia	24,738	+5,251	+26.9	+73	+0.3
	Sokenbicha	7,279	+1,445	+24.8	+679	+10.3
	Aquarius	14,269	+2,703	+23.4	+604	+4.4
	Ayatata	7,848	+2,046	+35.3	+26	+0.3
	I-Lohas	6,217	+1,544	+33.1	+784	+14.4
	Subtotal	77,471	+15,893	+25.8	+2,303	+3.1
	Other	22,223	+4,102	+22.6	+1,325	+6.3
	RTD* ² Products	99,694	+19,995	+25.1	+3,627	+3.8
	Syrup, powder	22,420	+20,991	+6.8	-1,716	-7.1
	Total	122,114	+21,424	+21.3	+1,911	+1.6

[Ref] Real comparison

V. PY* ¹	
Diff	%
+97	+1.2
+38	+1.0
+2	+0.0
+73	+0.3
+679	+10.3
+604	+4.4
+26	+0.3
+784	+14.4
+2,303	+3.1
+1,325	+6.3
+3,627	+3.8
-1,716	-7.1
+1,911	+1.6

*1 PY actual figures include 2H performance of Minami Kyushu CCBC

*2 Packaged products

Brand strategy

Key activities

New products, renewals & communication



- ▶ **Summer campaign**
Reinforce communication in all channels with "Ice Cold Coca-Cola" as a theme.
Launch summer-limited Vanilla Coca-Cola



Summer-exclusive design packages

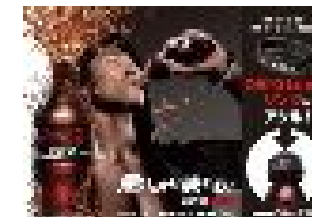


Summer campaign

Summer-limited Vanilla Coca-Cola



- ▶ **Post-Summer campaign**
Deploy campaigns with currently starring EXILE.



Zero Limit campaign

Current graphic



- ▶ **Summer campaign**
Raise canned coffee demand for summer with "Hiyashi Georgia" as a theme and activate market.
- ▶ **Renewal of European**
Deploy campaigns upon renewal
- ▶ **Reinforce multi-packs**
- ▶ **Launch area-exclusive original products (for Autumn)**



Summer-limited products



Summer campaign

Multi-pack reinforcement



Brand strategy

Key activities

New products, renewals & communication



- ▶ Reinforce communication by theme such as anti-heatstroke or cold
- ▶ Launch new packages
 - Aquarius 6X dilution type
 - Aquarius Zero Stick powder
- ▶ Aquarius vitamin guard renewal



- ▶ NST leisure campaigns
- ▶ NST Autumn campaigns
 - Activate PoC leveraging Premiums



- ▶ Campaigns with "Disaster Prevention" as a theme
 - Drive case sales of mineral water in line with Disaster Preparedness day (Sep 1)



2H (July-Dec) Volume target by channel

Boost Revenue and profit by enhancing volume and per-case Revenue in Chain stores.
In Vending, increase active vending machines and improve VPM*¹ to expand not only volume but revenue and profit.

(Unit: K c/s, %)

	2H target	V. PY	
		Diff	%
Supermarket * ²	37,067	+8,157	+28.2
Convenience store	13,574	+2,646	+24.2
Chain store total	50,641	+10,803	+27.1
Vending	34,254	+7,292	+27.0
Retail	8,731	+1,890	+27.6
Food Service	11,880	+1,182	+11.1
Other	16,610	+257	+1.6
Total	122,114	+21,424	+21.3

*1 Sales volume per unit of vending machine

*2 Drug store/Discounter/Home center are included in supermarket

[Ref] Real comparison

V. PY* ³	
Diff	%
+1,889	+5.4
+592	+4.6
+2,481	+5.2
+1,460	+4.5
-303	- 3.4
-468	- 3.8
-1,258	- 7.0
+1,911	+1.6

*3 PY actual figures include 2H performance of Minami Kyushu CCBC.

Channel strategy – Chain store

Shifting from the uniform sales strategy in the past, identify target competitors through analyzing circumstances by prefecture. In doing so, develop and execute marketing strategies combining locally defined category & packages to maximize ROI.

	Area		Competitors			Strategies								
In the past	Regional Division		None			Competitors			Uniform	Category	×	Package	×	Price/ Promotion
From now on	Regional Division	Prefecture	Com- pany A	Com- pany B	Com- pany C	Tailor made			Category	×	Package	×	Price/ Promotion	
	· Further segment areas		· Identify competitors by area			· Execute individual strategies			· Limit how we play					

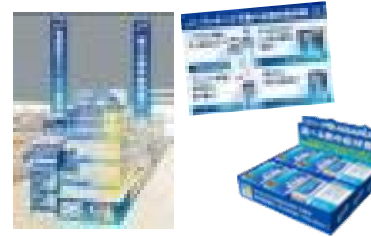
Channel strategy – Chain store

Initiatives to expand sales volume

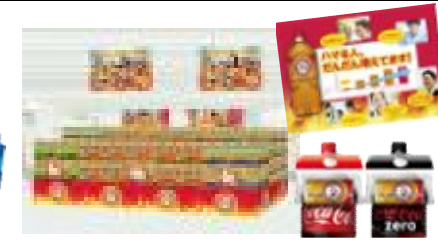
Activate PoCs fully aligned with campaign



Coca-Cola TM Summer campaign



Aquarius TM anti-heatstroke



Mate-cha trial campaign

Initiatives to boost per-case revenue

Improve per-case revenue

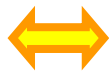
Package differentiation between customers' business categories

- Ensure coverage of Discounter-exclusive packages to restrain price competitions among segmentations.


Supermarket



1.0L 1.5L



Discounter

 Coverage plan (customers) + 200 outlets (End of June, 2013 : 750 outlets)	 Coverage plan (customers) + 50 outlets (End of June, 2013 : 1,150 outlets)
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Initiatives in performance management

- Improve P/L management accuracy by account.
- Consider possible P/L management by outlet.
Connect with sales activities suited for characteristics of outlets (pricing, promotions etc.)

Improve package mix

Place coolers and racks

- Enhance sales of SS PET by taking advantage of sales equipment fit for sections.

[Deli section]



[Liquor section]



2H placement plan

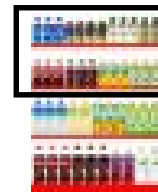
+ 2,700 units

(Number of active racks as of end of June 2013: 40,900 units)

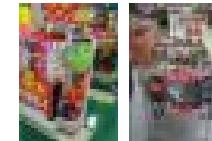
Expand coverage of mini PET(300ml)

- Rigorously capture check-out PoC (cooler)
- Enhance ambient deployment (rack)

[Check-out]



[Ambient]

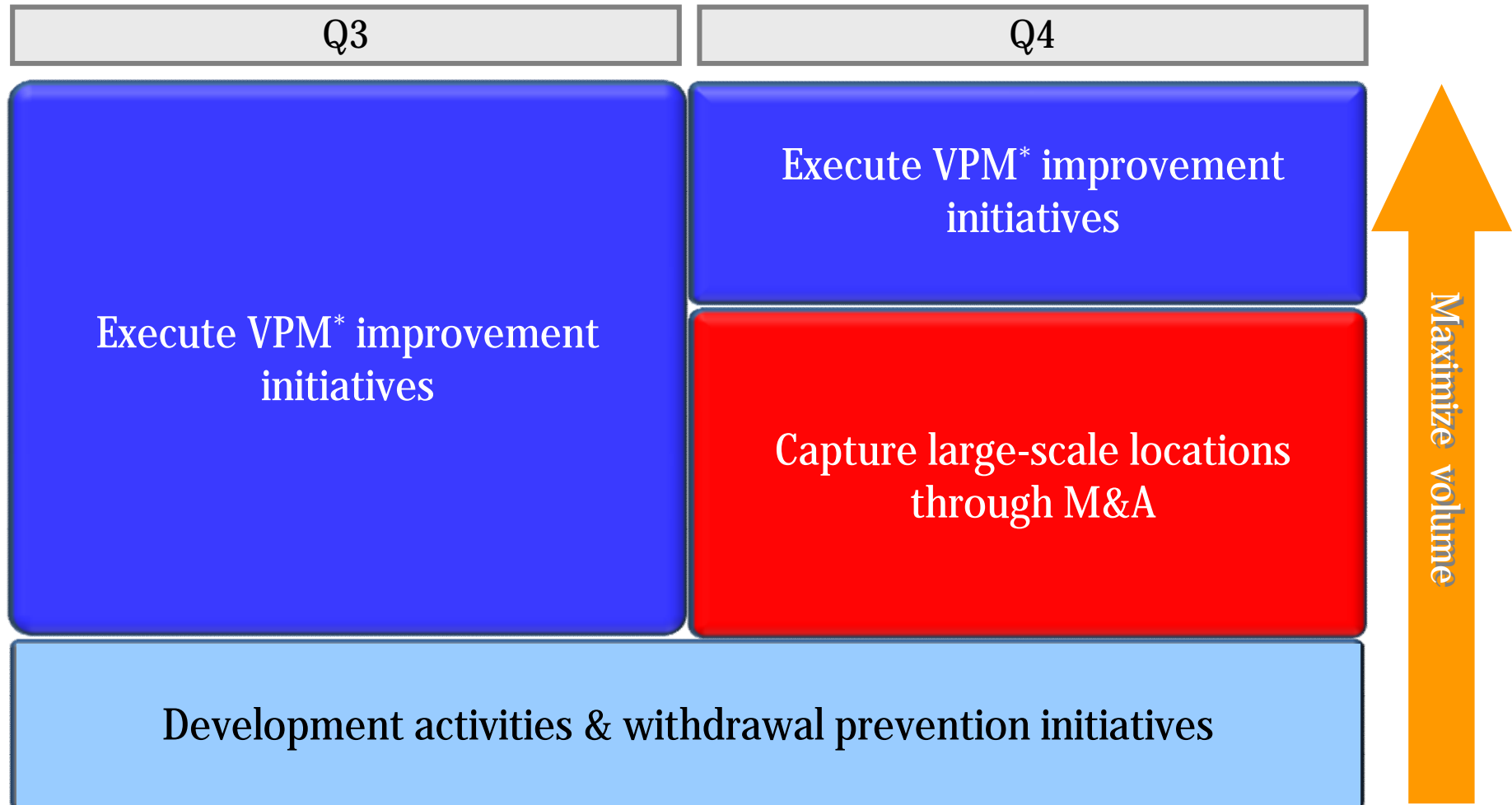


Coverage plan (customers)
+ 1,050 outlets

(End of June, 2013 : 2,750 outlets)

Channel strategy - Vending

Focus on VPM* improvement initiatives for peak season to drive volume growth.



* Sales volume per vending machine

Channel strategy - Vending

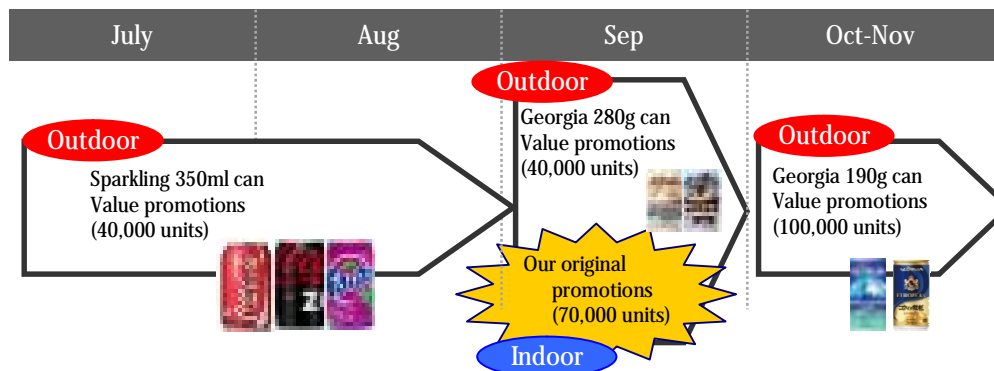
Enhance VPM*

Reinforce line-up

- Lineup optimized products per machine.
Ensure product mix suitable for location characteristics shifting from lineup mainly with core 8.

Promotions

- Activate seasonally limited promotions by identifying profit-rich locations.
- Roll out our unique, original promotions.



* Sales volume per vending machine

Maximize placement

Strengthen development activities

- Capitalize on “Peak Shift” vending machines
Deploy “Peak Shift” vending machines primarily at indoor locations.
(2H placement plan: 2,100 units)



- Increase number of dedicated developers.

2H new placement plan **11,900 units**

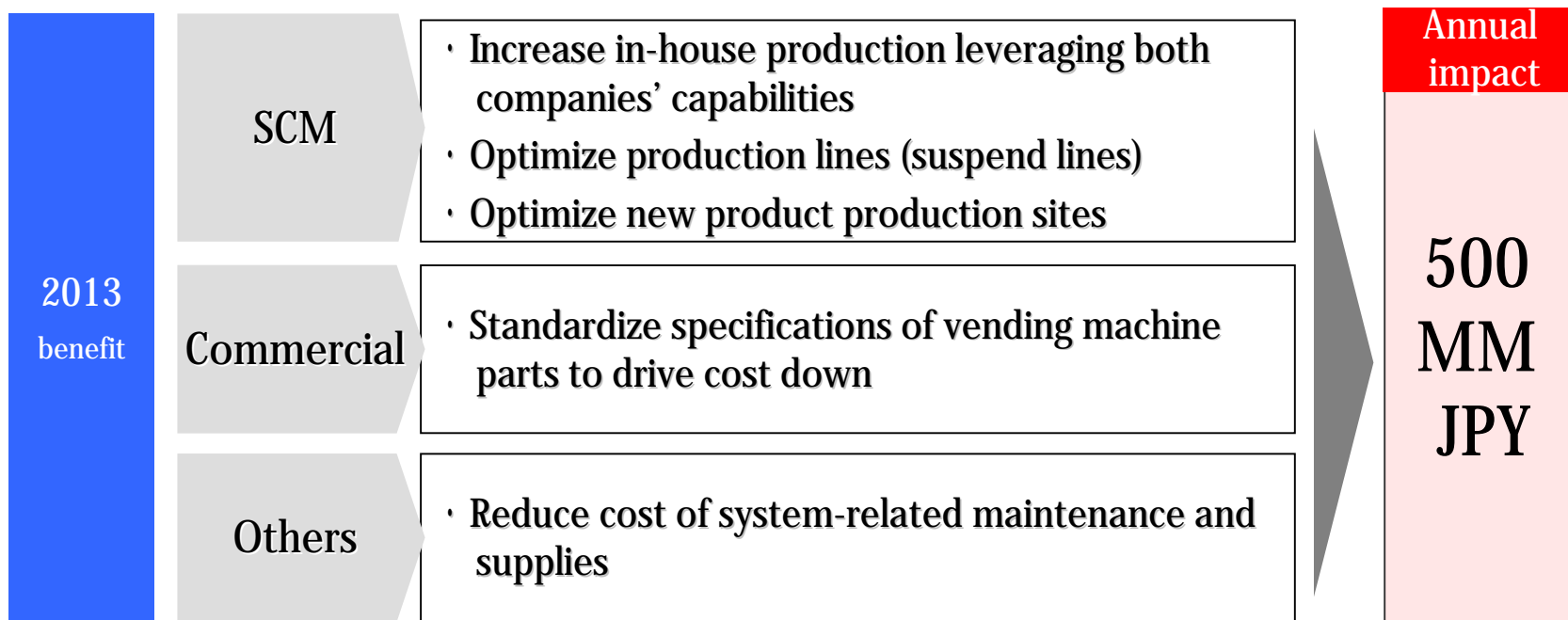
Impacts from business integration with Minami Kyushu CCBC

Consolidate sales strategies.

Deploy service model optimization even in Minami Kyushu CCBC to enable alignment of sales structure.

We expect to deliver impact of 500 MM JPY this fiscal year by moving forward integration initiatives and operation consolidations focusing on SCM and Commercial areas.

[Key integration cost and benefits]



Business Plan for 2H (July-Dec) & Full-year (Jan-Dec)

Target full-year consolidated Operating Income at 17.8 billion JPY, up by 4.3 billion V. PY.

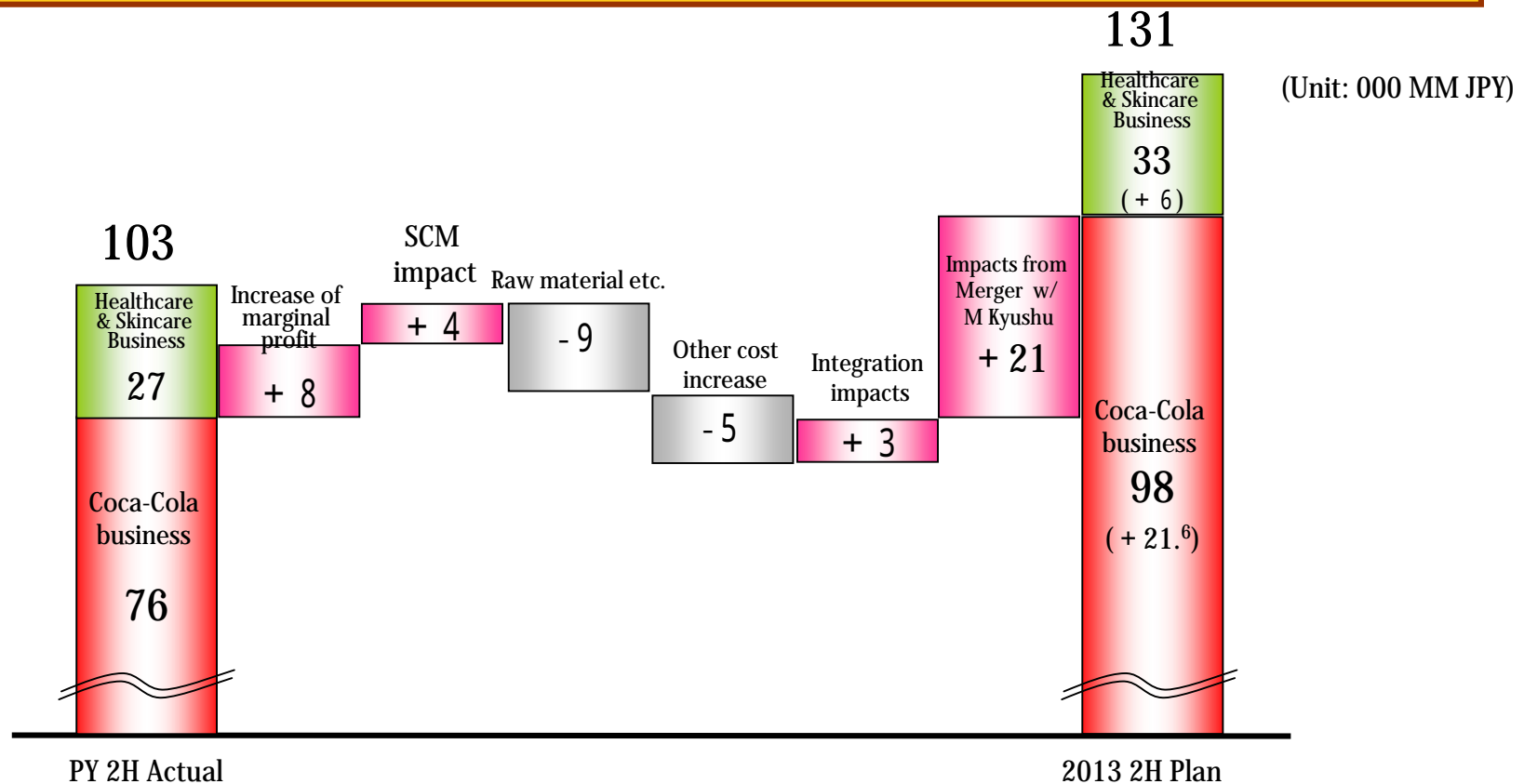
Consolidated						
(Unit: MM JPY, %)	2H			Full-year		
	Target	vs. PY		Target	vs. PY	
		Diff	%		Diff	%
Revenue	244,500	+42,163	+20.8	440,600	+53,962	+14.0
Gross profit on sales	124,300	+24,225	+24.2	222,400	+31,604	+16.6
Operating income	13,100	+2,793	+27.1	17,800	+4,336	+32.2
Ordinary profit	12,400	+1,640	+15.3	17,900	+4,054	+29.3
Current net profit	6,700	+1,672	+33.3	17,700	+11,668	+193.5

Coca-Cola business							[Ref] Real comparison	
(Unit: MM JPY, %)	2H			Full-year			Full-year	
	Target	vs. PY		Target	vs. PY		vs. PY*	
		Diff	%		Diff	%	Diff	%
Revenue	225,200	+40,942	+22.2	402,600	+52,489	+15.0	+3,851	+1.0
Operating income	9,800	+2,158	+28.3	12,300	+4,238	+52.6	+1,917	+18.5

*PY actual figures include performance of Minami Kyushu CCBC from Apr- Dec. 23

2H plan (July-Dec) - Scenario to achieve OI target (compared with PY)

Boost marginal profit of Coca-Cola business with Revenue growth in Chain stores and Volume growth in Vending. Moreover, profit increase of 2.2 billion JPY V. PY is expected for Operating Income of Coca-Cola business through impacts of making Minami Kyushu CCBC a wholly-owned subsidiary and from its integrations. On the other hand, we expect Healthcare & Skincare business to deliver 600 MM JPY profit increase as initially planned.



Summary

Further sub-segment areas in Chain stores to identify target competitors by Prefecture. It allows us to execute carefully defined marketing activities in category & package in pursuit for maximized ROI.

Ensure to tackle on VPM* enhancement initiatives in Vending in peak season. In addition to extending product lineup, shift from price strategies to promotion deployment fit to locations or seasons.

Accelerate collaborations with Minami Kyushu CCBC to maximize the synergetic effects through the business integration.

* Sales volume per vending machine

[Reference]

Account settlement for Q2 (April-June)

(Unit: MM JPY, %)

	2013 Q2 actual	Target*	vs. Target		2012 Q2 actual	vs. PY	
			Diff	%		Diff	%
Revenue	113,567	116,700	-3,132	-2.7	99,593	+13,974	+14.0
Gross profit on sales	57,322	59,100	-1,777	-3.0	48,694	+8,627	+17.7
Operating income	5,151	5,100	+51	+1.0	3,134	+2,017	+64.4
Ordinary profit	5,058	4,700	+358	+7.6	3,245	+1,813	+55.9
Current net profit	10,734	2,400	+8,334	+347.3	1,550	+9,183	+592.2

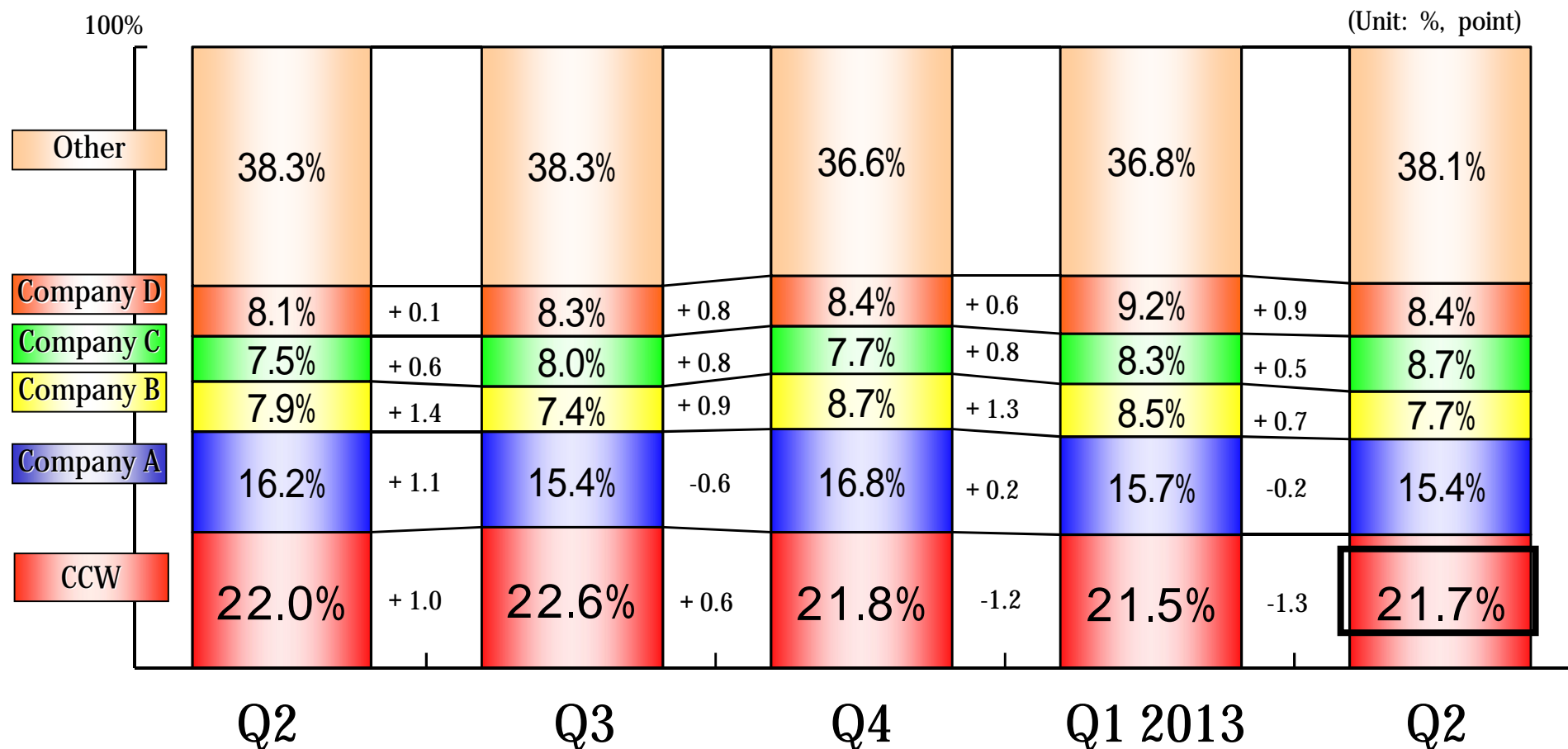
[Ref] Coca-Cola business

(Unit: MM JPY, %)

	2013 Q2 actual	Target*	vs. Target		2012 Q2 actual	vs. PY	
			Diff	%		Diff	%
Revenue	103,998	107,200	-3,201	-3.0	90,294	+13,703	+15.2
Operating income	3,734	3,700	+34	+0.9	1,654	+2,080	+125.8

* Target refers to the figures based on the performance forecast published on May 1, 2013

Trend of OTC market share (Except for VM)



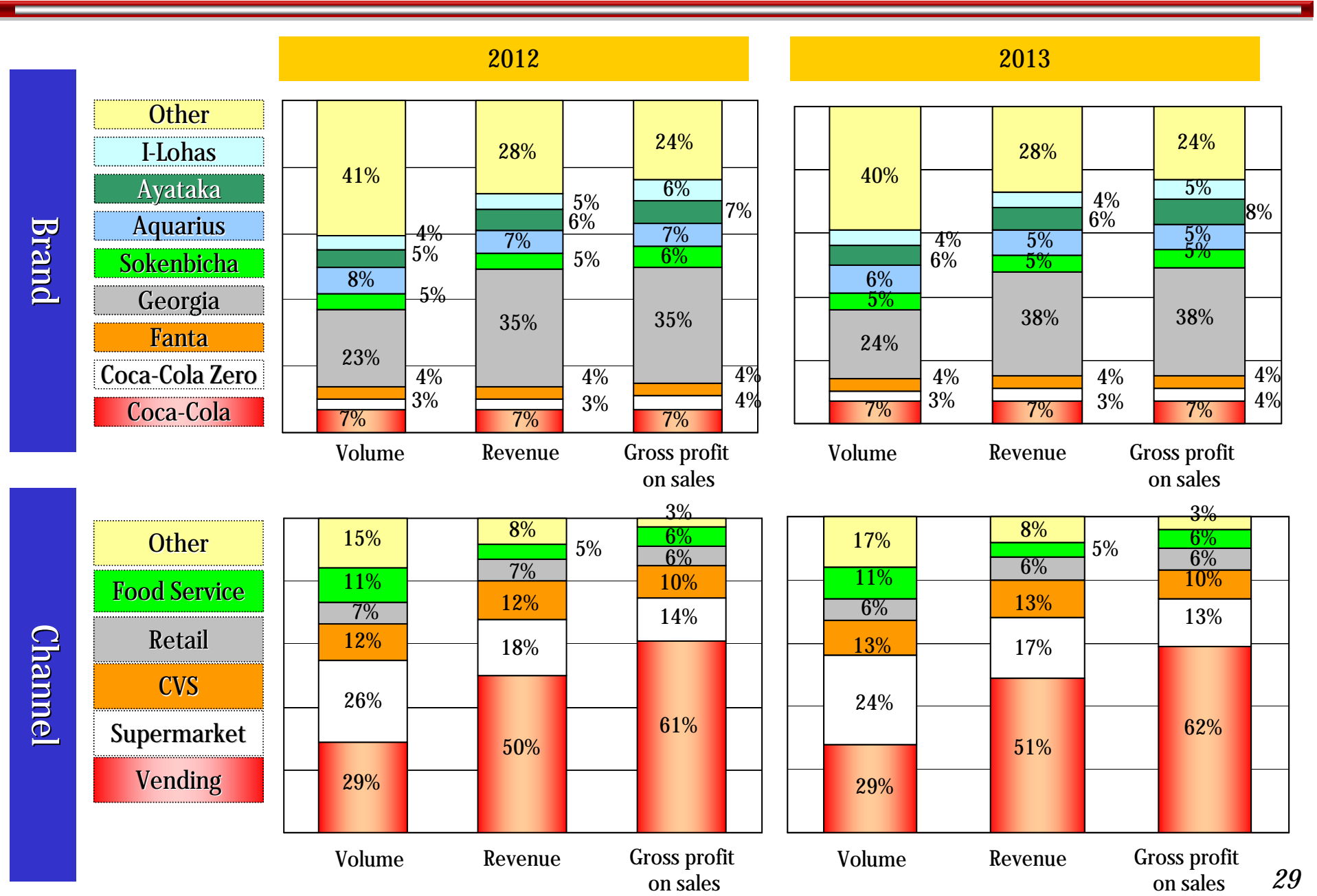
· Values put on side of bars shows year-over-year variances.

· Data acquisition method of the research company has been changed since Q1 2013. Along with this change, we revised year-over-year differences of the same period retroactively.

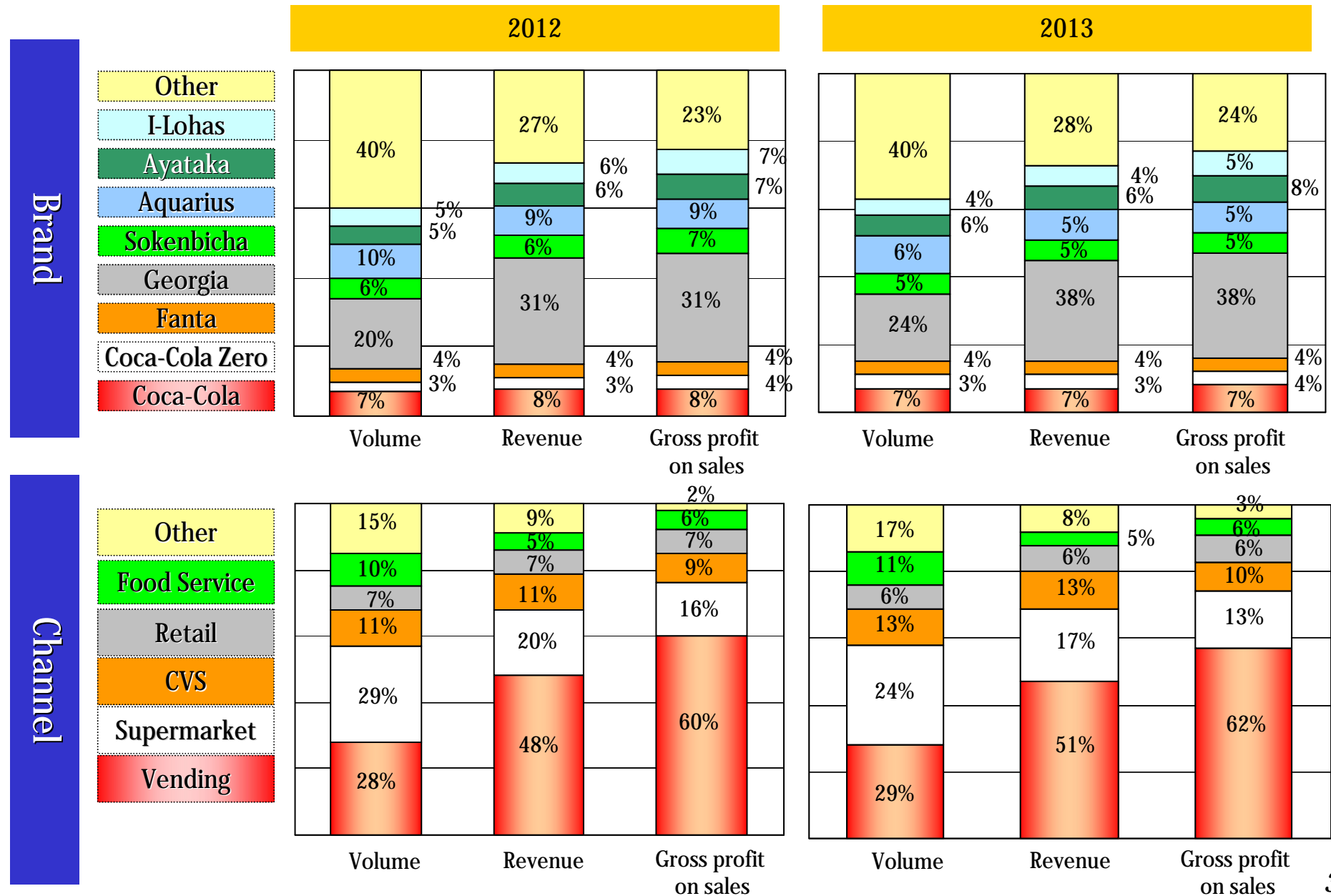
(Source: Intage)

· The market share includes Minami Kyushu area from Q2 2013.

Account settlement for 1H (Jan-June) – Mix by brand/by channel



Account settlement for Q2 (April-June) – Mix by brand/by channel



Sales update on vending machines by channel

Vs. PY of VPM* of Full Service CAN VM

[CCW area]

Sub-channel	vs. PY (%)						
	Jan	Feb	Mar	Apr	May	June	Total
At work white	-4.7	-10.3	-4.7	-3.4	-2.7	-5.2	-5.1
At work blue	-5.8	-10.6	-7.6	-4.2	-3.4	-7.0	-6.4
Mass retailer	-5.0	-6.7	-2.6	-4.7	-4.3	-3.0	-4.3
Transportation	-2.4	-6.1	-0.6	-2.9	-0.6	-0.6	-2.1
School	-2.6	-8.8	+ 1.1	-3.5	+ 2.4	+ 0.8	-1.2
Leisure	-2.4	-6.1	-1.4	-1.9	-4.6	-2.7	-3.2
Pachinko	-5.1	-8.1	-6.7	-6.8	-5.8	-4.6	-6.2
Sports facility	-3.8	-1.1	+ 0.9	-5.2	-1.3	-0.9	-1.8
Hospital	-2.8	-8.2	-3.7	-2.7	-1.1	-2.1	-3.3
Accommodation	-0.3	-3.9	-1.5	-0.9	+ 0.5	+ 0.2	-0.9
Other (Indoor)	-4.9	-9.9	-3.9	-4.2	-3.2	-4.3	-5.0
Outdoor	-6.3	-8.5	-2.7	-6.0	-3.2	-3.1	-4.8
Total	-4.9	-8.4	-3.9	-4.7	-3.0	-3.7	-4.6

[Minami Kyushu area]

Total	-3.3	-4.3	-3.6	+ 3.9	-1.6	-3.6	-2.0
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* Sales volume per vending machine

Account settlement for Q2 (April-June) –Volume by channel

(Unit: K c/s, %)

	Q2 actual	V. Target* ¹		V. PY	
		Diff	%	Diff	%
Supermarket * ²	17,272	+547	+3.3	+3,710	+27.4
Convenience store	5,954	-425	-6.7	+790	+15.3
Chain store total	23,225	+122	+0.5	+4,500	+24.0
Vending	15,694	-560	-3.4	+2,453	+18.5
Retail	4,080	-396	-8.8	+872	+27.2
Food Service	5,453	-145	-2.6	+613	+12.7
Other	8,203	+211	+2.6	+1,019	+14.2
Total	56,656	-769	-1.3	+9,458	+20.0

[Ref] Real comparison

V. PY* ³	
Diff	%
+915	+5.6
-184	-3.0
+731	+3.3
-382	-2.4
-187	-4.4
-111	-2.0
+340	+4.3
+391	+0.7

*¹ Target refers to the figures based on the performance forecast published on May 1, 2013.

*² Drug store/Discounter/Home center are included in supermarket.

*³ PY actual figures include April-June performance of Minami Kyushu CCBC.

Account settlement for Q2 (April-June) –Volume by package

(Unit: K c/s, %)		Q2 actual	Vs. Target* ¹		Vs. PY		[Ref] Real comparison	
			Diff	%	Diff	%	Diff	%
PET	SS (smaller than 1,000ml)	15,337	-71	-0.5	+3,761	+32.5	+1,141	+8.0
	MS (smaller than 1,500ml)	451	-109	-19.5	+138	+44.1	+88	+24.4
	LS (1,500ml or larger)	11,538	+291	+2.6	+1,985	+20.8	+344	+3.1
	Total	27,326	+110	+0.4	+5,883	+27.4	+1,573	+6.1
Can (incl. bottle can)		14,744	-1,024	-6.5	+1,743	+13.4	-1,449	-8.9
Other		3,604	+141	+4.1	+406	+12.7	+212	+6.3
Syrup, powder		10,982	+5	+0.0	+1,425	+14.9	+55	+0.5
Total		56,656	-769	-1.3	+9,458	+20.0	+391	+0.7

*1 Target refers to the figures based on the performance forecast published on May 1, 2013.

*2 PY actual figures include April-June performance of Minami Kyushu CCBC.

Account settlement for Q2 (April-June) –Volume by brand

[Ref] Real comparison

		(Unit: K c/s, %)	Q2 actual	Vs. Target* ¹		Vs. PY		Vs. PY* ³	
				Diff.	%	Diff.	%	Diff.	%
Core 8	Coca-Cola		4,095	-49	-1.2	+728	+21.6	+42	+1.0
	Coca-Cola Zero		2,021	+158	+8.5	+537	+36.2	+252	+14.2
	Fanta		2,321	+72	+3.2	+527	+29.3	+147	+6.8
	Georgia		11,211	-993	-8.1	+1,873	+20.1	-643	-5.4
	Sokenbicha		3,242	+87	+2.7	+548	+20.3	+212	+7.0
	Aquarius		6,423	+441	+7.4	+1,525	+31.1	+622	+10.7
	Ayataka		3,622	+194	+5.7	+1,215	+50.4	+348	+10.6
	I-Lohas		2,731	-198	-6.8	+379	+16.1	+3	+0.1
	Subtotal		35,665	-289	-0.8	+7,331	+25.9	+983	+2.8
Other		10,008	-485	-4.6	+701	+7.5	-647	-6.1	
RTD* ² products		45,674	-773	-1.7	+8,032	+21.3	+337	+0.7	
Syrup, powder		10,982	+5	+0.0	+1,425	+14.9	+55	+0.5	
Total		56,656	-769	-1.3	+9,458	+20.0	+391	+0.7	

*¹ Target refers to the figures based on the performance forecast published on May 1, 2013.

*² Packaged products

*³ PY actual figures include April-June performance of Minami Kyushu CCBC.

Account settlement for 1H (Jan-June)–volume by channel and package

Chain Store (Unit: K C/S, %)	1H Actual	Vs. target* ¹		Vs. PY		[Ref] Real comparison Vs. PY* ²	
		Diff	%	Diff	%	Diff	%
SS PET (smaller than 1,000ml)	12,146	+39	+0.3	+2,172	+21.8	+1,038	+9.3
MS PET (smaller than 1,500ml)	629	-112	-15.1	+169	+36.9	+125	+24.7
LS PET (1,500ml or larger)	16,305	+290	+1.8	+1,748	+12.0	+204	+1.3
Can	6,651	+15	+0.2	+214	+3.3	-670	-9.1
Other	1,245	-110	-8.1	+142	+12.9	-22	-1.7
Total	36,976	+122	+0.3	+4,444	+13.7	+675	+1.9

Vending (Unit: K C/S, %)	1H Actual	Vs. target* ¹		Vs. PY		Vs. PY* ²	
		Diff	%	Diff	%	Diff	%
SS PET (smaller than 1,000ml)	9,524	+45	+0.5	+2,151	+29.2	+1,188	+14.2
LS PET (1,500ml or larger)	136	+37	+37.8	+32	+31.0	+29	+26.6
Can	14,920	-722	-4.6	-357	-2.3	-1,771	-10.6
Other (bottle can etc.)	1,698	+73	+4.5	+29	+1.8	-136	-7.4
Syrup/Powder	442	+5	+1.1	+31	+7.7	-256	-36.7
Total	26,724	-560	-2.1	+1,889	+7.6	-946	-3.4

Retail & Food service (Unit: K C/S, %)	1H Actual	Vs. target* ¹		Vs. PY		Vs. PY* ²	
		Diff	%	Diff	%	Diff	%
SS PET (smaller than 1,000ml)	2,703	-127	-4.5	+424	+18.6	+10	+0.4
MS PET (smaller than 1,500ml)	82	+1	+1.1	+30	+59.0	+26	+46.2
LS PET (1,500ml or larger)	1,104	-37	-3.3	-21	-1.9	-115	-9.4
Can	1,701	-161	-8.6	+243	+16.6	-223	-11.6
Other	1,145	+17	+1.5	+182	+18.9	+78	+7.3
Syrup/Powder	9,420	-235	-2.4	+451	+5.0	-250	-2.6
Total	16,155	-542	-3.2	+1,308	+8.8	-474	-2.9

*1 Target refers to the figures based on the performance forecast published on May 1, 2013

*2 PY actual figures include 1H performance of Minami Kyushu CCBC.

Account settlement for Q2 (April-June)–volume by channel and package

Chain Store (Unit: K C/S, %)	Q2 actual	Vs. target* ¹		Vs. PY		[Ref] Real comparison Vs. PY* ²	
		Diff	%	Diff	%	Diff	%
SS PET (smaller than 1,000ml)	7,471	+39	+0.5	+1,728	+30.1	+595	+8.7
MS PET (smaller than 1,500ml)	409	-112	-21.5	+127	+45.2	+83	+25.3
LS PET (1,500ml or larger)	10,748	+290	+2.8	+1,921	+21.8	+378	+3.6
Can	3,805	+15	+0.4	+577	+17.9	-306	-7.4
Other	792	-110	-12.2	+147	+22.8	-17	-2.1
Total	23,225	+122	+0.5	+4,500	+24.0	+731	+3.3

Vending (Unit: K C/S, %)	Q2 actual	Vs. target* ¹		Vs. PY		Vs. PY* ²	
		Diff	%	Diff	%	Diff	%
SS PET (smaller than 1,000ml)	5,935	+45	+0.8	+1,548	+35.3	+585	+10.9
LS PET (1,500ml or larger)	102	+37	+57.5	+37	+56.1	+33	+48.0
Can	8,324	-722	-8.0	+526	+6.7	-889	-9.7
Other (bottle can etc.)	977	+73	+8.1	+170	+21.1	+5	+0.5
Syrup/Powder	353	+5	+1.4	+170	+93.3	-118	-25.0
Total	15,694	-560	-3.4	+2,453	+18.5	-382	-2.4

Retail & Food service (Unit: K C/S, %)	Q2 actual	Vs. target* ¹		Vs. PY		Vs. PY* ²	
		Diff	%	Diff	%	Diff	%
SS PET (smaller than 1,000ml)	1,727	-127	-6.9	+371	+27.4	-42	-2.4
MS PET (smaller than 1,500ml)	39	+1	+2.4	+9	+28.7	+4	+12.0
LS PET (1,500ml or larger)	686	-37	-5.2	+27	+4.1	-67	-8.9
Can	1,105	-161	-12.7	+331	+42.8	-135	-10.9
Other	671	+17	+2.6	+186	+38.4	+82	+13.9
Syrup/Powder	5,306	-235	-4.2	+560	+11.8	-140	-2.6
Total	9,534	-542	-5.4	+1,485	+18.4	-298	-3.0

*1 Target refers to the figures based on the performance forecast published on May 1, 2013

*2 PY actual figures include April-June performance of Minami Kyushu CCBC.

2H (July-Dec) –Volume target by package

(Unit: K c/s, %)		2H target	Vs. PY	
			Diff	%
PET	SS (smaller than 1,000ml)	33,147	+7,606	+29.8
	MS (smaller than 1,500ml)	1,296	+491	+61.0
	LS (1,500ml or larger)	25,596	+4,887	+23.6
	Total	60,039	+12,984	+27.6
Can (incl. bottle can)		32,225	+6,244	+24.0
Other		7,429	+767	+11.5
Syrup, powder		22,420	+1,429	+6.8
Total		122,114	+21,424	+21.3

[Ref] Real comparison

Vs. PY*	
Diff	%
+2,020	+6.5
+359	+38.3
+923	+3.7
+3,301	+5.8
+6	+0.0
+320	+4.5
-1,716	-7.1
+1,911	+1.6

* PY actual figures include 2H performance of Minami Kyushu CCBC.

2H (July-Dec) – Volume target by channel and package

Chain Store (Unit: K c/s, %)	2H target	vs. PY	
		Diff	%
SS PET (smaller than 1,000ml)	15,520	+3,385	+27.9
MS PET (smaller than 1,500ml)	1,205	+500	+71.1
LS PET (1,500ml or larger)	24,087	+4,913	+25.6
Can	7,994	+1,625	+25.5
Other	1,835	+380	+26.1
Total	50,641	+10,803	+27.1

Vending (Unit: K c/s, %)	2H target	vs. PY	
		Diff	%
SS PET (smaller than 1,000ml)	13,273	+3,190	+31.6
LS PET (1,500ml or larger)	81	-25	-23.3
Can	18,249	+3,394	+22.8
Other (bottle can etc.)	2,053	+404	+24.5
Syrup/Powder	594	+327	+122.4
Total	34,254	+7,292	+27.0

Retail & Food service (Unit: K c/s, %)	2H target	vs. PY	
		Diff	%
SS PET (smaller than 1,000ml)	3,863	+900	+30.4
MS PET (smaller than 1,500ml)	88	-11	-10.8
LS PET (1,500ml or larger)	1,426	-0	-0.0
Can	2,447	+942	+62.6
Other	1,368	+307	+29.0
Syrup/Powder	11,418	+934	+8.9
Total	20,610	+3,072	+17.5

[Ref] Real comparison

vs. PY*	
Diff	%
+985	+6.8
+380	+46.1
+1,191	+5.2
-65	-0.8
-3	-0.2
+2,481	+5.2

vs. PY*	
Diff	%
+1,081	+8.9
-38	-32.0
+657	+3.7
+15	+0.7
-255	-30.1
+1,460	+4.5

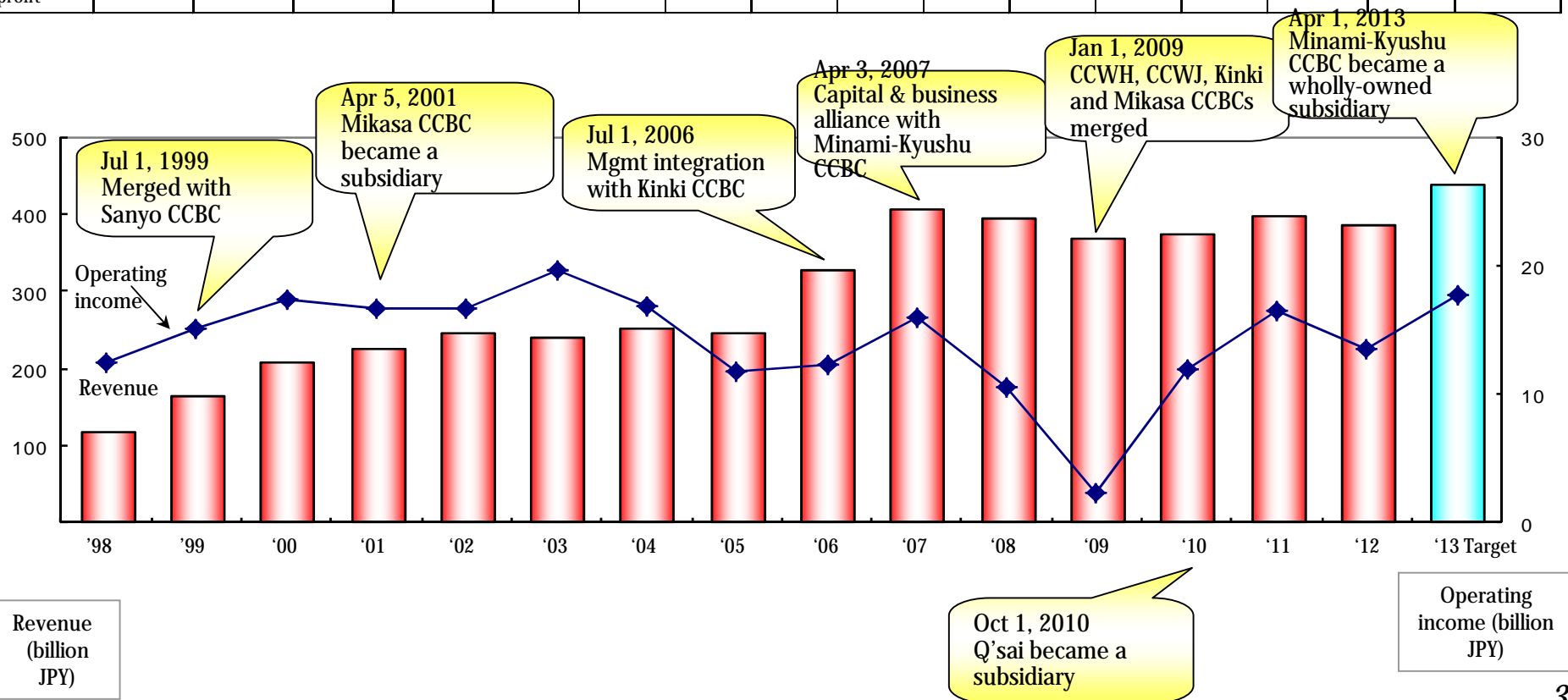
vs. PY*	
Diff	%
+32	+0.8
-21	-19.6
-229	-13.9
+49	+2.1
+60	+4.6
-662	-5.5
-771	-3.6

* PY actual figures include 2H performance of Minami Kyushu CCBC.

Performance trend

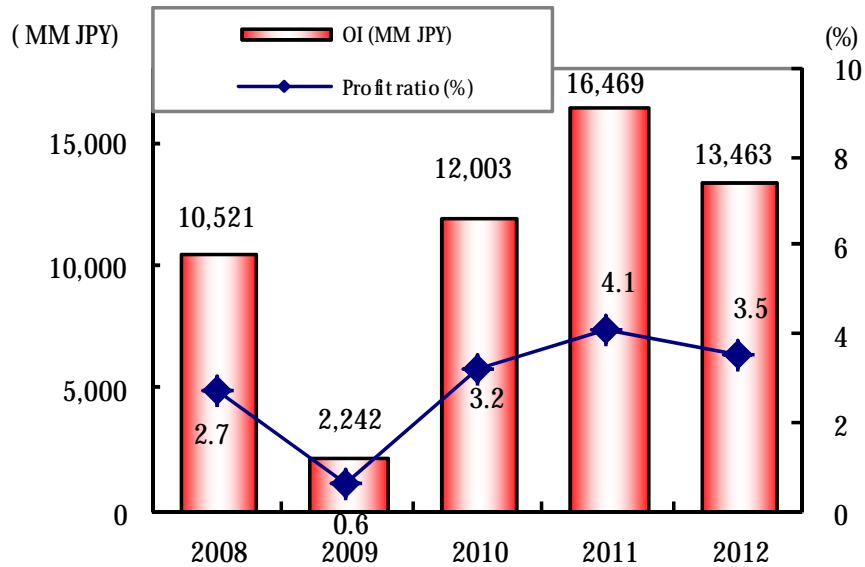
(Unit: MM JPY)

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013 target
Revenue	117,991	164,731	207,827	226,111	247,737	240,825	253,248	245,874	327,821	409,521	395,556	369,698	375,764	399,717	386,637	440,600
OI	12,533	15,160	17,449	16,634	16,704	19,638	16,860	11,830	12,321	16,056	10,521	2,242	12,003	16,469	13,463	17,800
Ordinary profit	12,510	15,889	18,516	16,021	17,005	19,895	17,065	12,256	13,225	17,493	11,048	2,085	12,659	16,044	13,845	17,900
Current net profit	5,872	6,823	5,700	1,420	7,086	9,380	8,564	7,305	7,570	9,375	129	Δ7,594	7,582	6,997	6,031	17,700

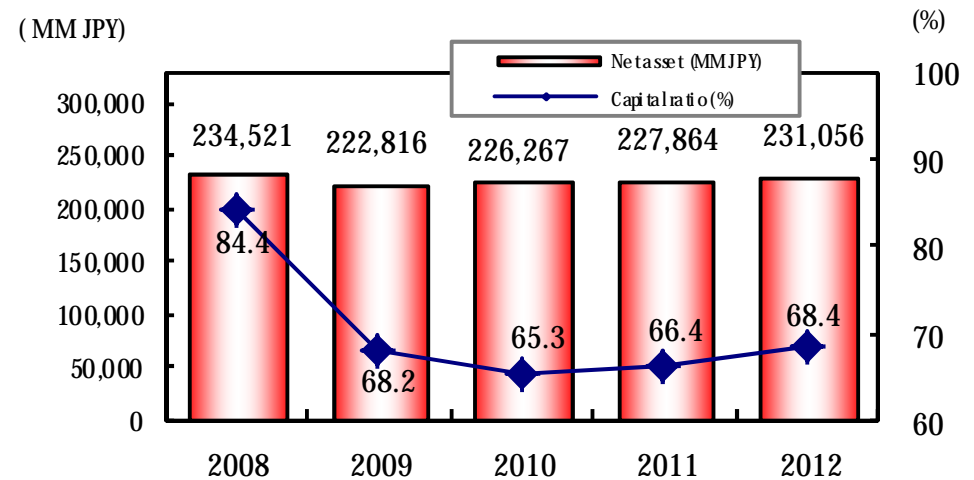


Changes of Management metrics

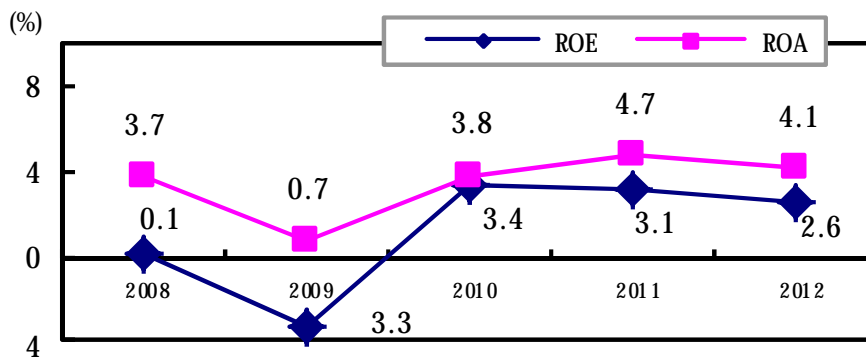
<Operating profit/operating profit ratio>



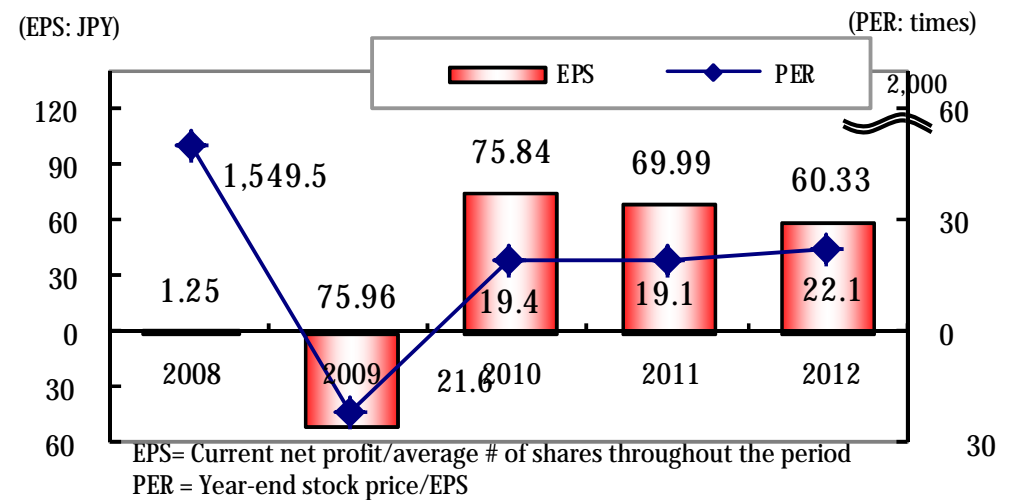
<Net asset/capital ratio>



<Return on Assets (ROA)/ Return on Equity (ROE)>



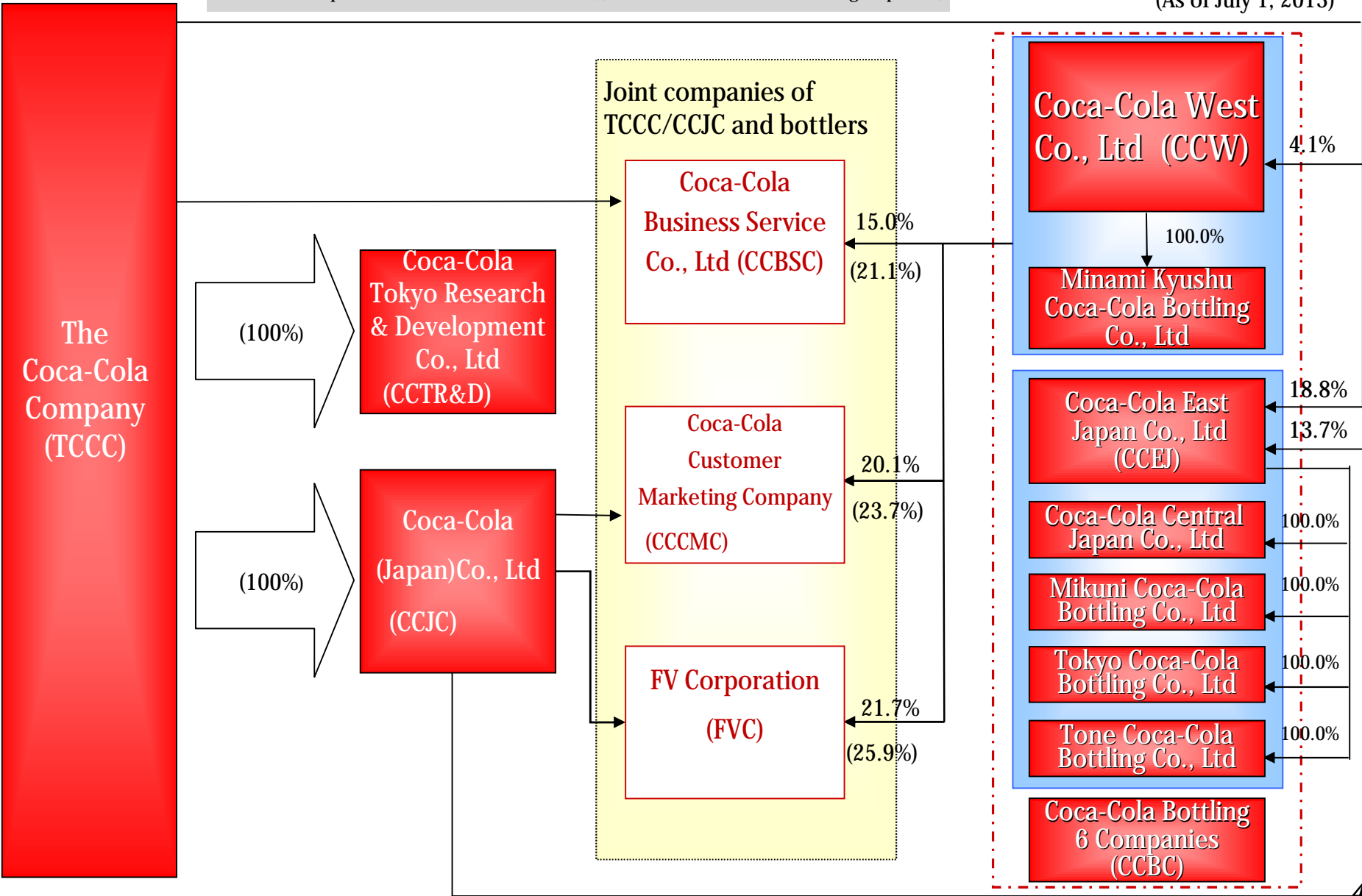
<Earnings per Share (EPS)/Price Earnings Ratio (PER)>



Coca-Cola system in Japan - Funding relations

→ Capital: Investment ratio, and % in () refers to the one within CCW group total

(As of July 1, 2013)



Coca-Cola affiliated companies and their roles

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. Minami Kyushu Coca-Cola Bottling Co., Ltd. became its wholly-owned subsidiary on April 1, 2013.

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.

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.

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.

Coca-Cola bottlers (CCBCs)

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

Coca-Cola Business Service Co., Ltd. (CCBSC)

Established through joint investment by TCCC and its bottling partners in Japan, in June 1999. 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 procures raw materials.

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.

FV Corporation Co., Ltd. (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

Term	Explanation
Channel	
· Vending	Retail sale business to distribute products through vending machines to consumers
· Chain store	Wholesale business for supermarket chain
· Convenience Store (CVS)	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 restaurants, movie theaters, sports areas and theme parks
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
· Out-market vendhing machine	An outdoor machine whose users are relatively unspecific
· In-market vending machine	An indoor machine whose users are relatively specific
· VPM	Volume Per Machine
· VPPM	Volume and Profit Per Machine
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
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
· OBPPC	Occasion, Brand, Package, Price, Channel
· PicOS	Picture Of Success
· HORECA	Hotel, Restaurant, Café, etc

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 price competition in the marketplace
- Change in economic trends surrounding our business
- Major fluctuations in capital markets
- Uncertain factors other than those above