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Coca-Cola **West**

Results briefing for the 2nd quarter of Fiscal Year ending December 2015

July 30, 2015

Coca-Cola West Company, Limited (2579)

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Sales update on vending machines by channel

Q2 Actual sales volume (by channel and by package)

2H Volume target

Performance trend / managerial KPI trend

Coca-Cola System in Japan / Affiliated companies

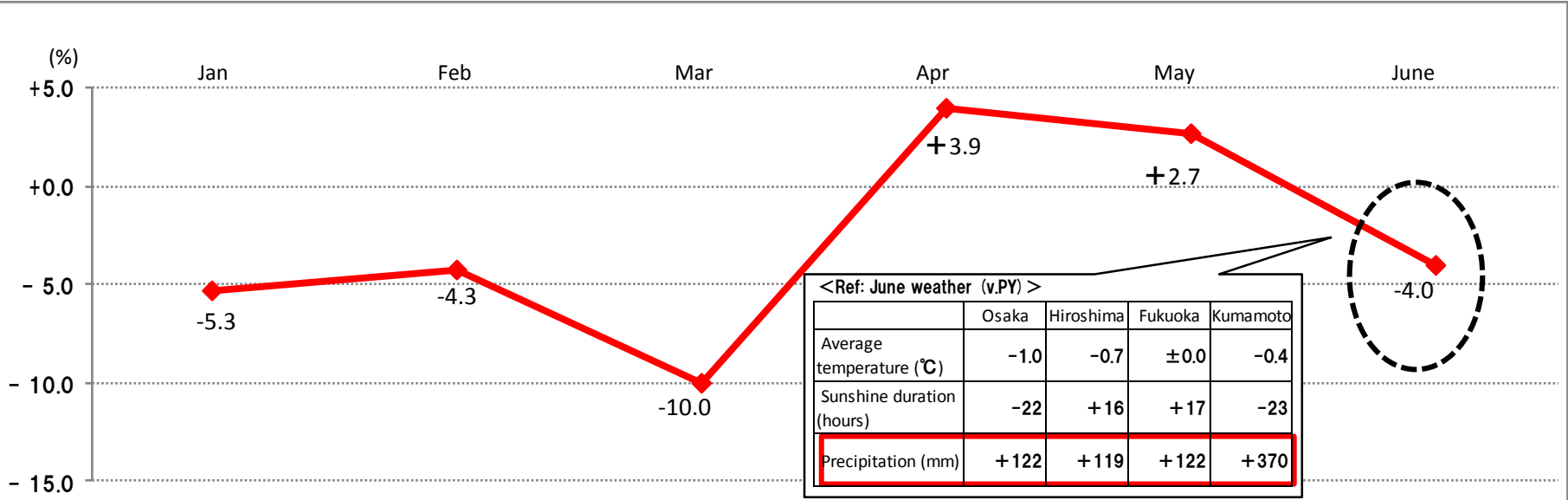
I. Account settlement for 1H

1H Sales Volume (Jan-June)

While Q1 Volume underperformed PY impacted by raised tax last year, Q2 turned positive partly owing to cyclic of the tax impact.

(Unit: K cases, %)	Volume	Vs. Target		Vs. PY	
		Diff	%	Diff	%
1H	98,993	-2,286	-2.3	-2,950	-2.9
Q1	44,226	-737	-1.6	-3,277	-6.9
Q2	54,767	-1,549	-2.8	+327	+0.6

Monthly volume trend (v. PY *)



Sales volume by channel

■ Channel mix improved from profitability standpoint as volume from highly profitable Vending and Convenience Store were on plan, while less from Supermarket.

■ As to PY comparison, volume grew in Convenience Store, but underperformed in Supermarket and Vending impacted by the shortfall in Q1.

→ Sales from jointly developed products with customer launched in April contributed to the result of Convenience Store.

→ Supermarket is on the recovery with Q2 turning positive V. PY as cyclic impact from the raised tax last year subsided.

	1H Actual (Unit: K C/S, %)	V. Plan		V. PY	
		Diff.	%	Diff.	%
Supermarket	29,778	-1,328	-4.3	-395	-1.3
Convenience store	12,604	+530	+4.4	+978	+8.4
Chain Store Total	42,382	-798	-1.8	+583	+1.4
Vending	32,765	-51	-0.2	-2,135	-6.1
Retail	5,285	-155	-2.9	-451	-7.9
Food Service	11,444	+594	+5.5	+787	+7.4
Others	7,117	-1,875	-20.9	-1,734	-19.6
Total	98,993	-2,286	-2.3	-2,950	-2.9

*Revised PY actual retroactively due to some changes made to sales channel segments

Sales volume by package

- While multi-serve PET, single-serve PET declined V. plan, CAN turned positive.
- Against PY, highly profitable single-serve PET turned positive in addition to the negative of multi-serve PET owing to cyclic fall from PY pre-tax demand surge.

(Unit: K C/S, %)		1H Actual	V. Plan		V. PY	
			Diff.	%	Diff.	%
PET	Small PET (<1,000ml)	28,120	-907	-3.1	+394	+1.4
	Medium PET (<1,500ml)	662	-244	-26.9	-89	-11.9
	Large PET (>=1,500ml)	19,585	-485	-2.4	-278	-1.4
	Sub total	48,367	-1,636	-3.3	+27	+0.1
	CAN (incl. Bottle CAN)	26,167	+924	+3.7	-1,468	-5.3
	Other	6,311	+16	+0.2	-333	-5.0
	Syrup, powder	18,148	-1,589	-8.1	-1,176	-6.1
	Total	98,993	-2,286	-2.3	-2,950	-2.9

Sales volume by brand

- Georgia turned positive v. plan driven by sales in Vending. Against PY, negative in volume in 1H turned positive in Q2 making its way to recovery.
- Ayataka outperformed plan and grew from PY helped by the sale of “Ayataka Maroyakajitate” launched last year and multi-serve PET “Pekoraku Bottle” deployment.
- I Lohas enjoyed 2-digit growth from PY with the contribution of new flavors and packages implemented, delivering the volume as planned.

(Unit: K cases, %)		1H actual	vs. target		vs. PY	
			Diff	%	Diff	%
Core 8	Coca-Cola	6,759	-157	-2.3	-509	-7.0
	Coca-Cola Zero	2,972	-170	-5.4	-352	-10.6
	Fanta	3,617	-245	-6.3	-567	-13.6
	Georgia	22,101	+643	+3.0	-521	-2.3
	Sokenbicha	4,605	-304	-6.2	-563	-10.9
	Aquarius	8,515	-404	-4.5	-339	-3.8
	Ayataka	7,642	+239	+3.2	+561	+7.9
	I-Lohas	6,209	-32	-0.5	+1,086	+21.2
	Subtotal	62,419	-429	-0.7	-1,205	-1.9
Other	18,426	-268	-1.4	-569	-3.0	
RTD* Total		80,845	-697	-0.9	-1,774	-2.1
Syrup, powder		18,148	-1,589	-8.1	-1,176	-6.1
Total		98,993	-2,286	-2.3	-2,950	-2.9

*Packaged products

1H Settlement (Jan-June)

- Consolidated revenue and operating profit both exceeded plans.
- Shikoku CCBC was made to be a wholly-owned subsidiary of CCW effective May 18. As their net assets exceeded the acquired value, CCW booked special profits of 84.45 billion JPY as negative goodwill accrued.

(Unit: MM JPY, %)

	2015 1H actual	Target	Vs. target		2014 1H actual	Vs. PY	
			Diff	%		Diff	%
Revenue	200,994	198,000	+2,994	+1.5	203,145	-2,150	-1.1
Gross profit on sales	101,252	100,600	+652	+0.6	102,260	-1,007	-1.0
Operating income	2,430	-1,100	+3,530	-	2,855	-425	-14.9
Ordinary profit	2,295	-1,300	+3,595	-	2,878	-582	-20.2
Current net profit	8,857	-1,600	+10,457	-	859	+7,997	+930.1

1H Settlement (Jan-June) — Variance factors(V. Plan)

(Unit: 100 MM JPY)

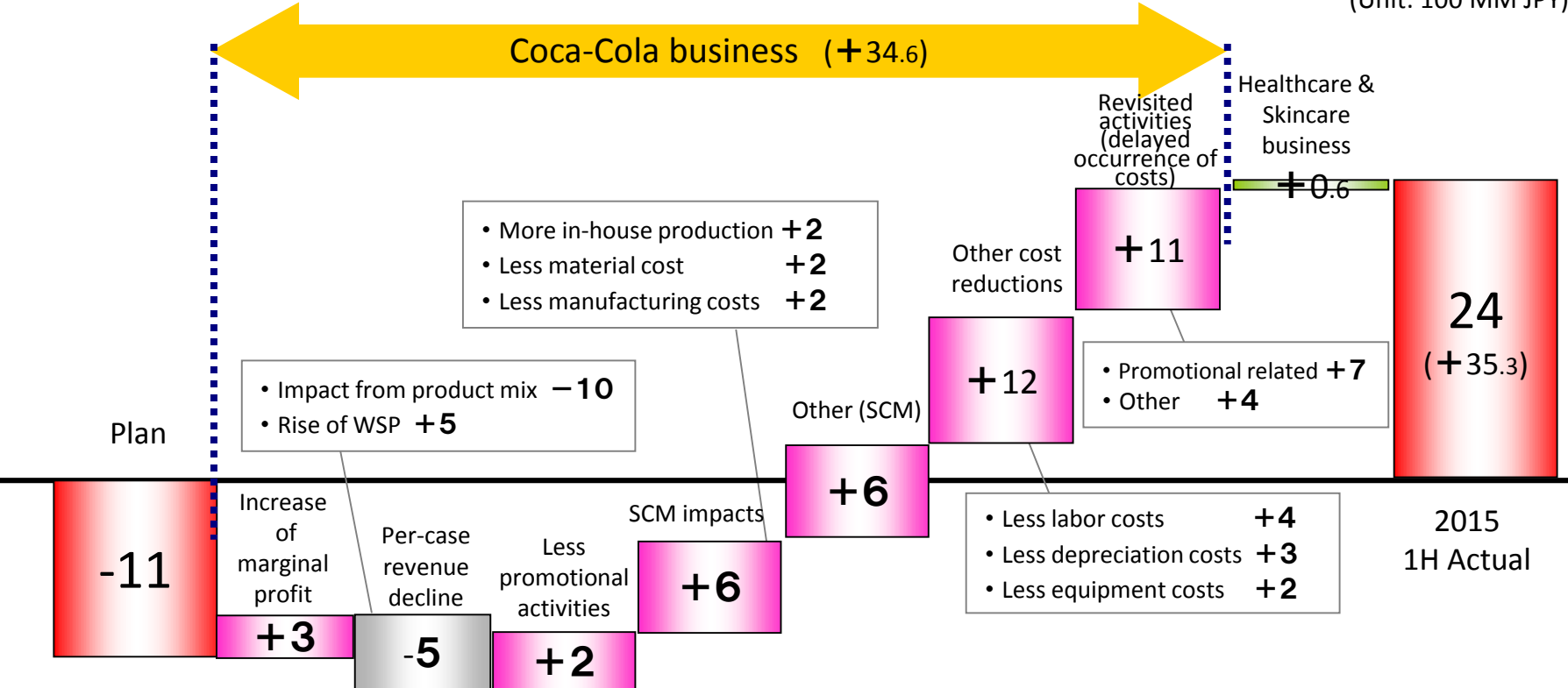
	Target	1H actual	Diff
Revenue	1,980	2,009	+29
Gross profit on sales	1,006	1,012	+6
Operating income	-11	24	+35
Ordinary profit	-13	22	+35
Current net profit	-16	88	+104

Key causes	Diff (value)
•Coca-Cola business	+33.0
•Healthcare & Skincare business	-3.0
•Coca-Cola business	+9.2
•Healthcare & Skincare business	-2.7
Increase/decrease of SG & A	+28.7
•Coca-Cola business	+25.4
<Main factors for increase/ decrease>	
• Decrease of labor cost	+4.7
•Decrease of promotion/advertisement c	+7.6
•Decrease of sales equipment	+4.6
•Decrease of repair cost	+1.6
•Decrease of supplies expenses	+1.2
•Decrease of rent expenses	+1.1
•Decrease of depreciation cost	+1.3
•Healthcare & Skincare business	+3.3
•Increase of extraordinary income (Gain from negative goodwill)	+85.2
•Increase of extraordinary losses (Loss on retirement of fixes assets)	-4.7
•Income taxes	-12.1

1H Settlement (Jan-June) – Operating profit variance factors(V. Plan)

Marginal profit turned positive with improved channel mix in Coca-Cola business, delivering volume plans in highly profitable Convenience stores and Vending despite volume decline. Operating profit also rose by 3.4 billion JPY with impact gained from productivity enhancement, cost reductions and delayed occurrence of costs of 1.1 billion JPY in SCM. Healthcare & Skincare business managed to finish with planned operating profit helped by reduced labor costs, while having revenue decline.

(Unit: 100 MM JPY)



1H Settlement (Jan-June) — Operating profit variance factors(V. PY)

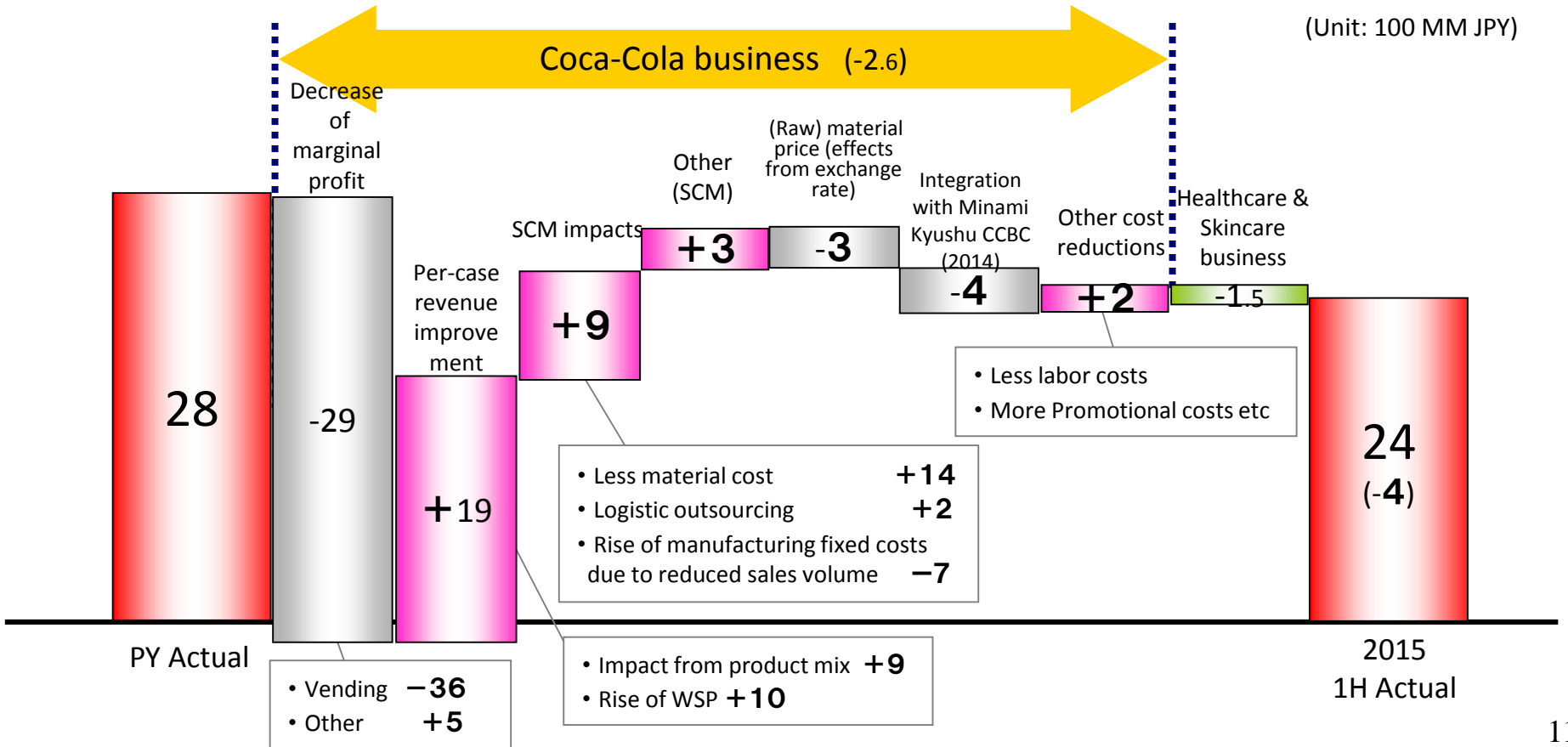
(Unit: 100 MMJPY)

	PY	1H actual	Diff
Revenue	2,031	2,009	-21
Gross profit on sales	1,022	1,012	-10
Operating income	28	24	-4
Ordinary profit	28	22	-5
Current net profit	8	88	+79

Key causes	Diff (value)
•Coca-Cola business	-12.9
•Healthcare & Skincare business	-8.5
•Coca-Cola business	-4.6
•Healthcare & Skincare business	-5.3
Increase/decrease of SG & A	+5.8
•Coca-Cola business	+1.9
<Main factors for increase/ decrease>	
•Decrease of labor cost	+22.2
•Increase of sales promotion and advertising	-8.8
•Decrease of sales commission	+3.9
•Decrease of sales equipment	+3.5
•Increase of outsourcing cost	-10.8
•Increase of transportation cost	-8.6
•Decrease of fuel expenses	+2.1
•Increase of depreciation cost	-2.2
•Healthcare & Skincare business	+3.8
•Increase of extraordinary income (Gain from negative goodwill)	+84.5
•Decrease of extraordinary losses (Loss on retirement of fixes assets)	+4.7
•Income taxes	-3.4

1H Settlement (Jan-June) – Operating profit variance factors(V. PY)

Coca-Cola business lost Marginal profit by 2.9 billion JPY affected by volume decline in Vending due to increased consumption tax. On the other hand, the loss of operating profit was kept at 200 MM JPY helped by generated SCM impacts and labor cost reductions on top of profit contribution from the rising per-case revenue. Healthcare & Skincare business lost operating profit by 100 MM JPY with revenue decline.



II. Activity Plan for 2H and full-year

2H (July-Dec) Sales volume plan for each channel

■ We plan sales volume **+4.7%** V. PY as initially planned for 2H.

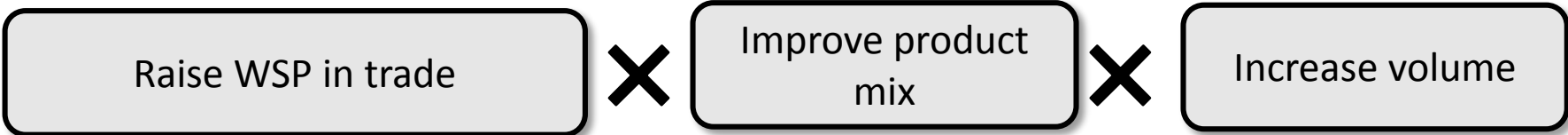
→ The positive plan from PY is based on our assumption of cyclic rebound from poor weather and recovery of consumer sentiment from last year.

	2H Target	V. PY ※	
		Diff	%
(Unit:K cases,%) Supermarket	39,752	+3,054	+8.3
Convenience store	13,493	-57	-0.4
Chain store total	53,245	+2,998	+6.0
Vending	38,148	+1,980	+5.5
Retail	6,572	+4	+0.1
Food Service	13,364	+644	+5.1
Other	8,794	-235	-2.6
Total (excl. Shikoku)	120,124	+5,391	+4.7

* PY Actual was revised retroactively due to some changes to sales channel segments

Sales strategy — Revenue growth in Supermarket

Execute strategies to increase volume, improve product mix and raise WSP in trade for profitable revenue growth.



➤ Ensured sales negotiations based on the price guideline

Complete negotiations in 1H with customers

Deliver full benefits from July

➤ Review price guideline to meet market situation
→ Analyze price gaps with competitor products and share status

➤ Non-price promotions



Summer promotion (July)



Disney promotion (Aug)

➤ More deployment of highly value-added products
→ Karadasukoyakacha W
→ Multi-serve PET “Pekoraku Bottle”

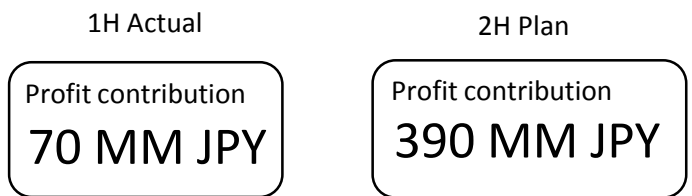
Sales strategy — Vending profitability improvement & new placement

■ While focusing on profitability improvement of existing locations as priority, ensure to place new machines with clearly identified profitability for overall profit increase.

Improve profitability

- • improve profitability of unprofitable vending machines
 - Improve unprofitable locations
 - Review trade terms with customers
 - Deploy portfolio & promotions according to customers
- Improve investment efficiency
 - Leverage used machines as much as possible to curb new investments
 - Minimize procurement costs of vending machines

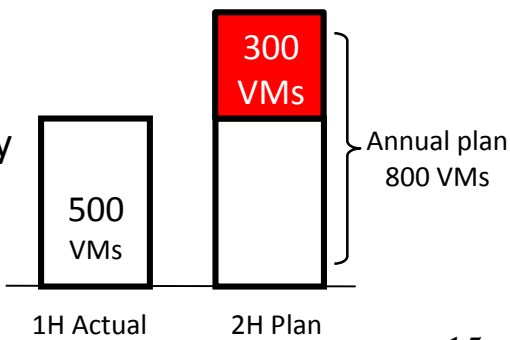
■ Profitability improvement status
(Improve unprofitable locations, review trade terms)



New placement

- Reinforce new placement activity to quality (high VPM) locations
 - Focus activities by refining target (area, competitor)
 - Extend target list by taking advantage of external data.
 - Strengthen the activities by working closely between Coca-Cola system and our group as one.
 - Ensure to work on activities with clearly identified profitability
 - New trade must comply profit guideline (improve sales forecast accuracy, make optimum promotional costs)
- Introduce highly value-added Cup vending machines

■ Implementation status of highly value-added Cup vending machines



2H (July-Dec) Sales volume plan for each brand

- Reinforce sales of the key categories of “Coca-Cola brand”, “Georgia” and “NST”.
- Expect 2-digit growth from PY by implementing campaigns with “Aquarius”, “I Lohas” and introducing new products.

		2H Target	V. PY	
			Diff	%
(Unit:K cases,%)				
Core 8	Coca-Cola	8,619	+574	+7.1
	Coca-Cola Zero	4,378	+775	+21.5
	Fanta	4,483	-94	-2.1
	Georgia	22,943	+213	+0.9
	Sokenbicha	6,064	+227	+3.9
	Aquarius	12,656	+1,189	+10.4
	Ayataka	8,940	-183	-2.0
	I-Lohas	8,788	+2,059	+30.6
	Subtotal	76,871	+4,759	+6.6
Other	21,879	+341	+1.6	
RTD※ Total		98,750	+5,100	+5.4
Syrup, powder		21,374	+291	+1.4
Total		120,124	+5,391	+4.7

*Packaged products

Sales strategy – Enhance brand competitiveness

■ Reactivate key brand categories by launching campaigns with different themes by brand.

Coca-Cola brand

➤ Rollout promotions connected to “100th. Anniversary of Coca-Cola bottle” by channel.



Slim bottle 100th anniversary design bottle Summer design package

Georgia

➤ Strengthen core products in conjunction with “Georgia 40th. Anniversary”.

➤ Reinforce deployment of 500ml PET bottle products.



European series



Emerald mountain series



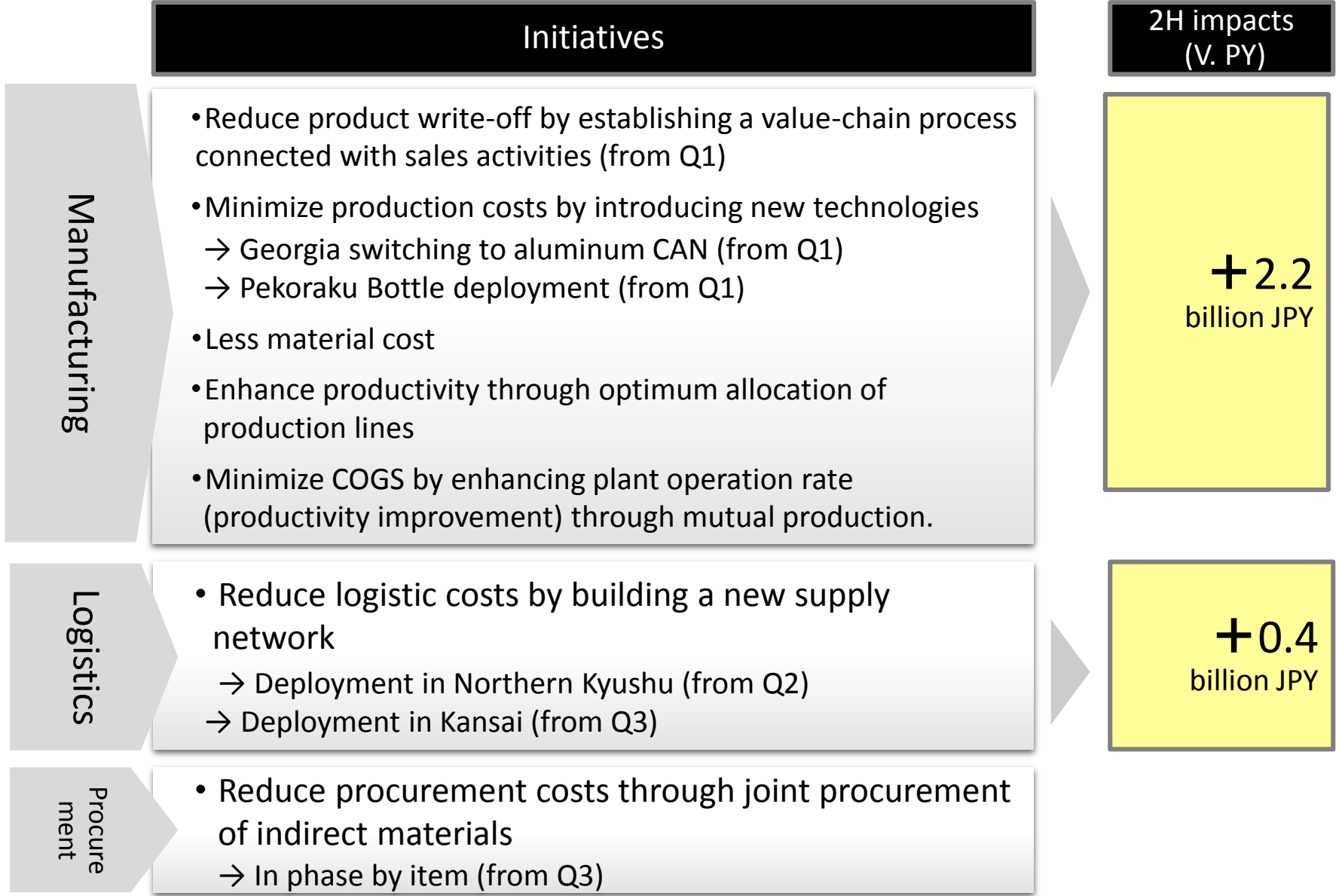
Zeitaku nama cream no café au-lait (500 ml PET)



Summer-exclusive (500 ml PET)

SCM initiatives

Deploy various measures to establish highly competitive SCM structure.



2H(July-Dec) & Full-year(Jan-Dec) — Performance forecast(Consolidated)

■ Project full-year consolidated operating profit at 12.5 billion JPY, making upward revision to the initial plan by 2.5 billion JPY.

Consolidated

[2H(July-Dec)]

(Unit: MM JPY, %)

	2015 2H plan	vs. PY		vs. Initial plan	
		Diff	%	Diff	%
Revenue	249,700	+28,438	+12.9	+20,600	+9.0
Gross profit on sales	127,800	+17,179	+15.5	+11,100	+9.5
Operating income	10,100	+1,947	+23.9	-1,000	-9.0
Ordinary profit	9,800	+2,069	+26.8	-1,100	-10.1
Current net profit	5,400	+1,777	+49.1	-900	-14.3

[Full-year]

(Unit: MM JPY, %)

	2015 full year plan	vs. PY		vs. Initial plan	
		Diff	%	Diff	%
Revenue	450,600	+26,193	+6.2	+23,500	+5.5
Gross profit on sales	229,000	+16,118	+7.6	+11,700	+5.4
Operating income	12,500	+1,491	+13.6	+2,500	+25.0
Ordinary profit	12,100	+1,490	+14.1	+2,500	+26.0
Current net profit	14,200	+9,717	+216.8	+9,500	+202.1

2H & Full-year — Performance forecast(by Business)

- Make upward revision to full-year performance forecast of Coca-Cola business by incorporating Shikoku CCBC's 2H performance and impact from the integration.
- Keep full-year operating profit forecast of Healthcare & Skincare business as initially planned.

Coca-Cola business (CCW+Shikoku)

[2H(July-Dec)]

	2015 2H plan	(Unit:K cases, MM JPY, %)			
		vs. PY		vs. Initial plan	
		Diff	%	Diff	%
volume	131,261	+16,528	+14.4	+11,137	+9.3
Revenue	231,800	+27,177	+13.3	+19,500	+9.2
Operating income	8,300	+1,636	+24.6	-1,000	-10.8

[Full-year]

	2015 full year plan	(Unit:K cases, MM JPY, %)			
		vs. PY		vs. Initial plan	
		Diff	%	Diff	%
volume	230,253	+13,579	+6.3	+8,851	+4.0
Revenue	416,500	+25,879	+6.6	+22,800	+5.8
Operating income	9,500	+1,397	+17.3	+2,500	+35.7

Healthcare & Skincare business

[2H(July-Dec)]

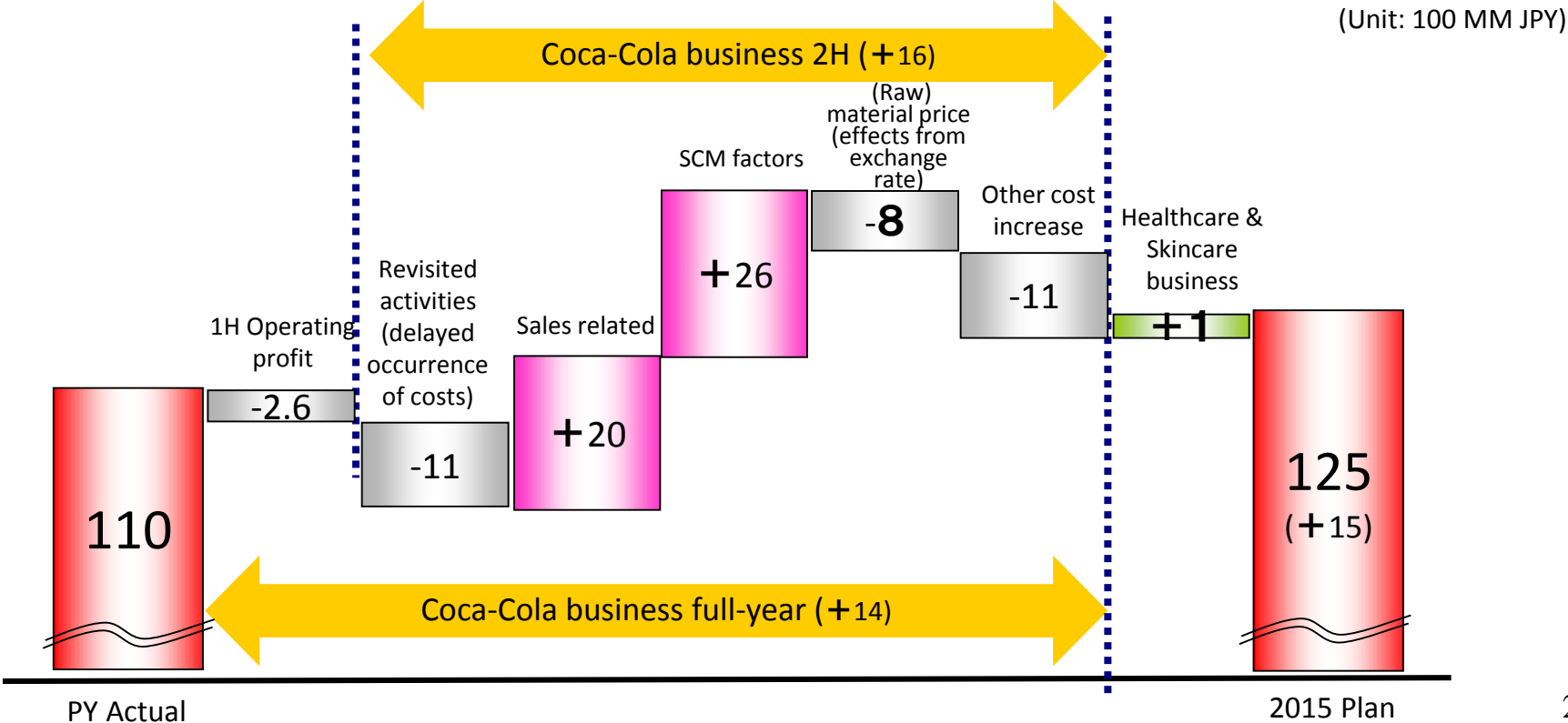
	2015 2H plan	(Unit:MM JPY, %)			
		vs. PY		vs. Initial plan	
		Diff	%	Diff	%
Revenue	17,900	+1,260	+7.6	+1,100	+6.5
Operating income	1,800	+311	+20.9	-	-

[Full-year]

	2015 full year plan	(Unit:MM JPY, %)			
		vs. PY		vs. Initial plan	
		Diff	%	Diff	%
Revenue	34,100	+313	+0.9	+700	+2.1
Operating income	3,000	+94	+3.2	-	-

Full-year (Jan-Dec) — Scenario to deliver operating profit (V. PY)

We aim to deliver profit gain of 2 billion JPY V. PY in 2H with Sales related initiatives by relentlessly working on the key tasks of raising per-case revenue in Supermarket and improving profitability of Vending in Coca-Cola Business. In addition, we continue to generate impacts from productivity and efficiency enhancements in the area of SCM as 1H. We also forecast full-year operating profit growth of 1.4 billion JPY V. PY, projecting cost increase. As to Healthcare & Skincare business, we plan 100 MM JPY full-year operating profit growth from last year, expecting a recovery of consumer landscape.



- We finished 1H with consolidated revenue and operating profit exceeding plans as we fundamentally revisited all operations and made progress with sales and SCM initiatives according to plans.
 - We delivered volume in highly profitable Convenience stores and Vending with high per-case revenue according to plan. We also began to see impacts little by little from persistently working on revenue growth in Supermarket and profitability improvement in Vending and were able to establish a foundation for the peak season.
 - With steady progress made with productivity enhancement mainly in SCM, there were some profit contributions from the cost reductions.
- We strive to ensure delivering operating profit target in 2H as well by accelerating initiatives in Sales and SCM. We intend to step out even further to gain more operating profit by driving fundamental review of operations and structural reforms through Performance Recovery Committee set up this year.

[Reference]

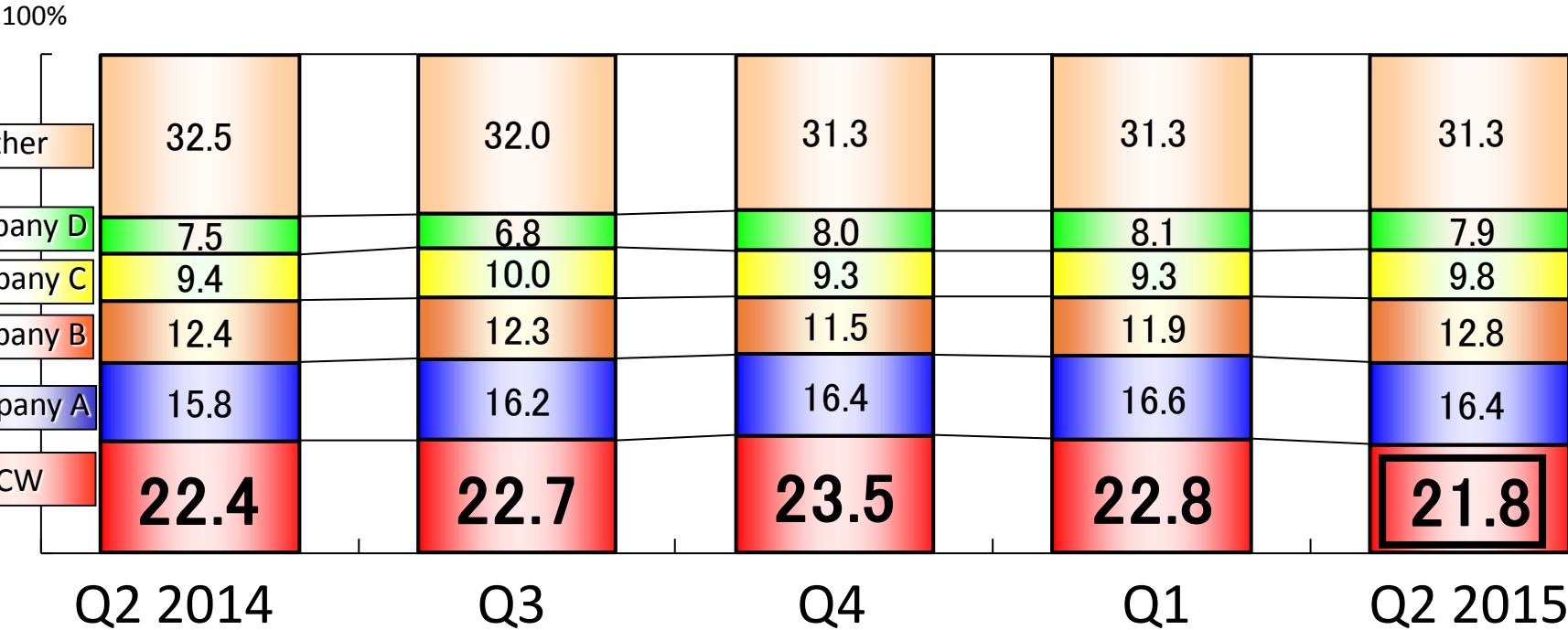
Account settlement for Q2 (April-June)

(Unit: MM JPY, %)

	2015 Q2 Actual	Plan	V. Plan		2014 Q2 Actual	V. PY	
			Diff.	%		Diff.	%
Revenue	109,878	108,400	+1,478	+1.4	108,241	+1,637	+1.5
Gross Profit	55,074	55,000	+74	+0.1	55,037	+36	+0.1
Operating Profit	3,677	1,800	+1,877	+104.3	4,228	-551	-13.0
Ordinary Profit	3,586	1,700	+1,886	+111.0	4,280	-694	-16.2
Net Profit	10,110	700	+9,410	-	1,934	+8,176	+422.7

Trend of OTC market share (Except for VM)

(Unit: %, point)



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

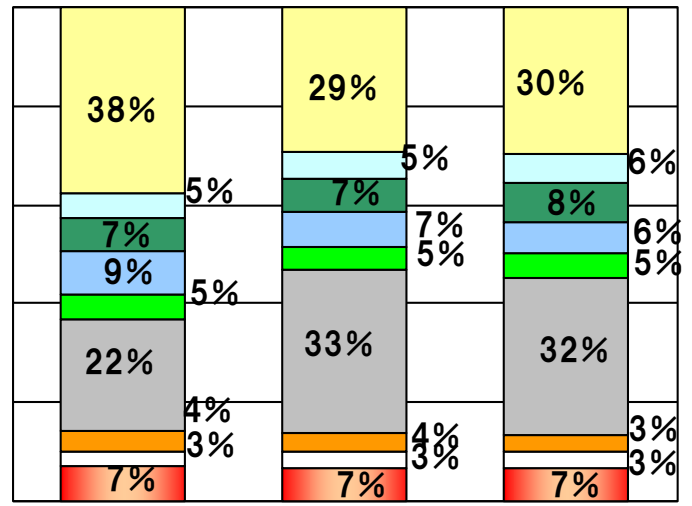
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Account settlement for 1H (Jan-June) – Mix by brand/by channel

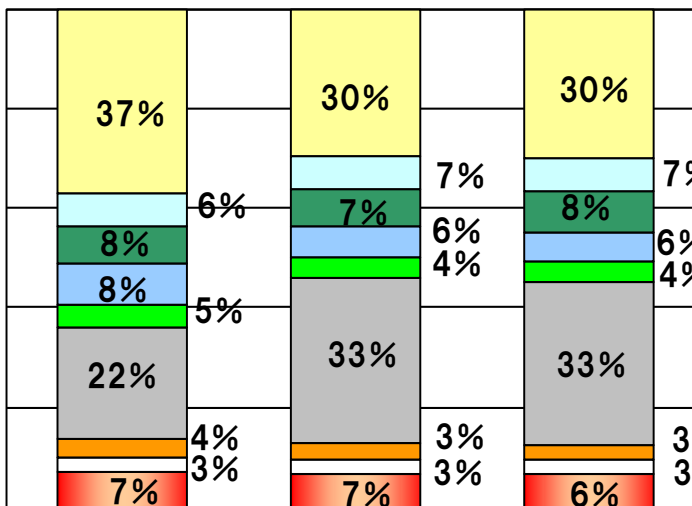
Brand

- Other
- I-Lohas
- Ayataka
- Aquarius
- Sokenbicha
- Georgia
- Fanta
- Coca-Cola Zero
- Coca-Cola

2014*

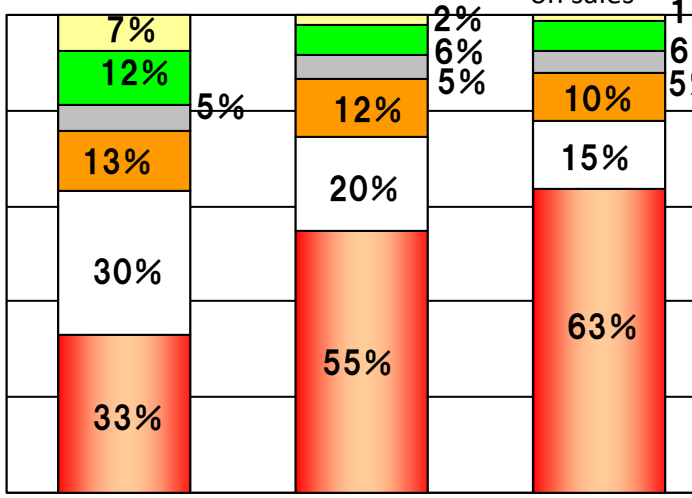
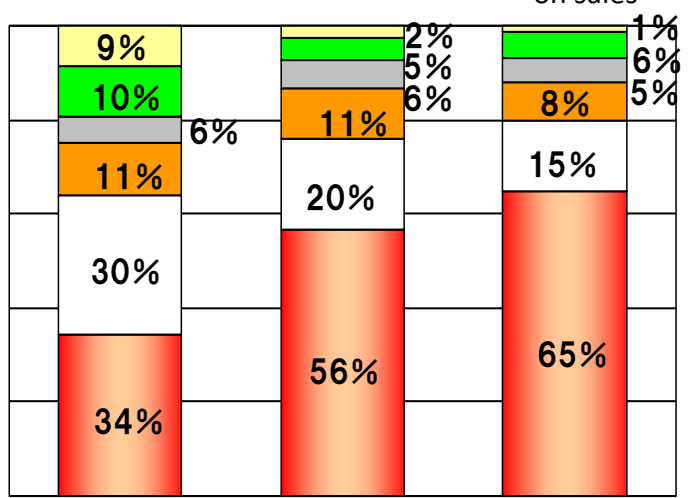


2015



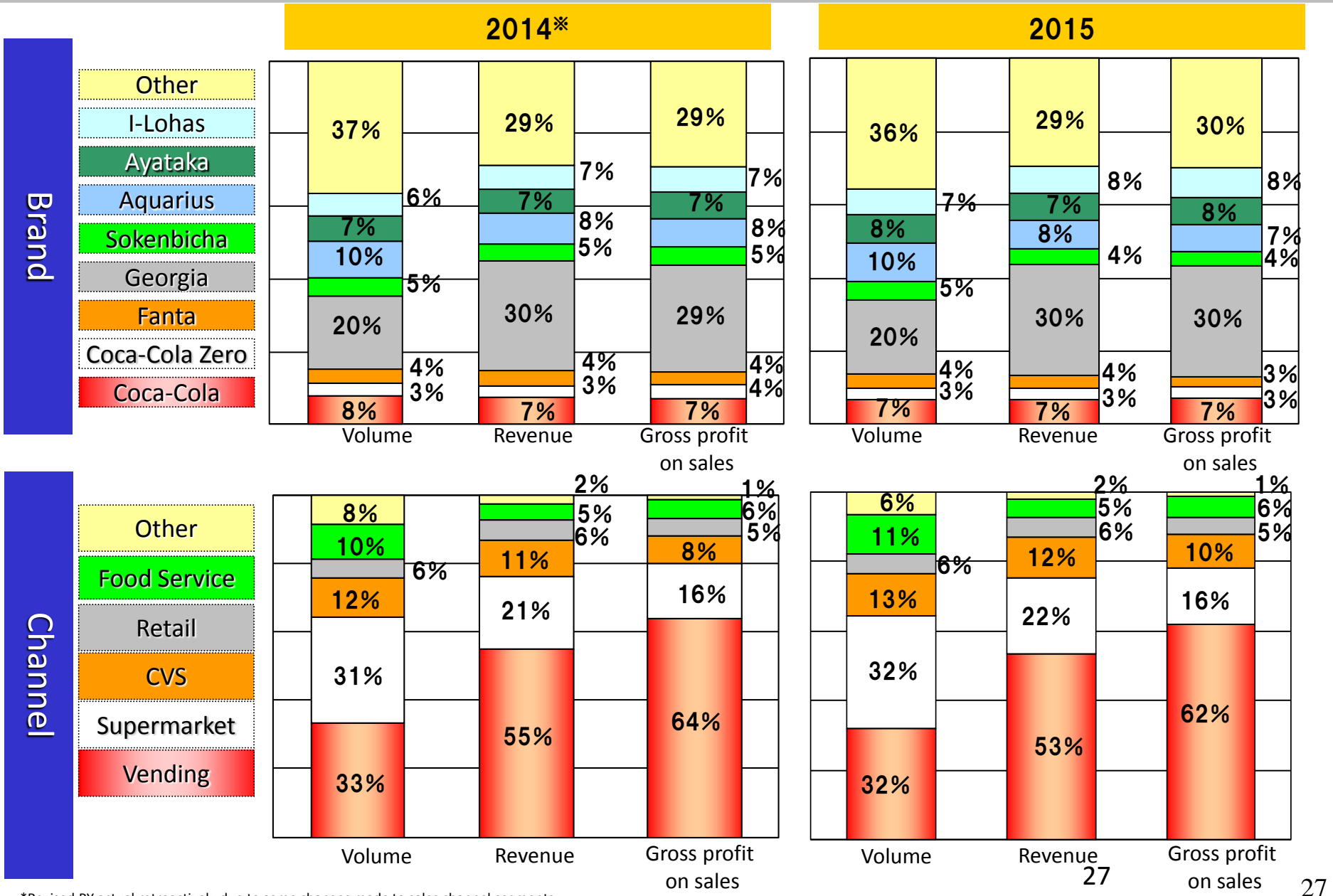
Channel

- Other
- Food Service
- Retail
- CVS
- Supermarket
- Vending



*Revised PY actual retroactively due to some changes made to sales channel segments

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



*Revised PY actual retroactively due to some changes made to sales channel segments

Sales update on vending machines by channel

Vs. PY of VPM* of Full Service CAN VM

	vs. PY (%)						
	Jan	Feb	Mar	Apr	May	Jun	Total
At-work White	-6.7	-7.2	-5.9	-3.9	-5.3	-2.7	-5.2
At-work Blue	-5.1	-5.2	-5.5	-3.0	-4.2	-0.5	-3.9
Mass Retailer	-10.8	-9.8	-12.9	-5.9	-5.6	-6.7	-8.6
Transport	-9.4	-9.5	-10.0	-3.4	+0.5	-4.0	-5.9
School	-10.2	-7.3	-6.9	-6.9	-3.7	-6.8	-6.7
Amusement	-11.4	-8.1	-6.9	-2.7	-2.3	-4.6	-6.0
Pachinko	-9.9	-9.8	-9.9	-6.5	-6.9	-6.8	-8.3
Sports Facility	-11.5	-9.1	-8.7	-2.9	-2.0	-5.7	-6.3
Hospital	-7.3	-9.4	-9.1	-5.3	-5.2	-3.8	-6.6
Accomodation	-7.4	-8.0	-7.8	-2.5	-1.6	-1.8	-4.8
Other Indoor	-11.4	-11.8	-11.4	-6.3	-5.3	-6.7	-8.7
Outdoor	-13.2	-14.4	-15.3	-7.3	-2.4	-7.1	-9.8
Total	-10.2	-9.7	-10.1	-5.2	-3.8	-4.8	-7.1

* Sales volume per vending machine

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

Chain Store (unit: K c/s, %)	1H Actual	V. Plan		V. PY※	
		Diff	%	Diff	%
Small PET (<1,000ml)	15,466	-38	-0.2	+929	+6.4
Medium PET (<1,500ml)	598	-250	-29.5	-92	-13.3
Large PET (>=1,500ml)	18,281	-502	-2.7	-177	-1.0
Can(incl. bottle can)	7,427	+47	+0.6	-12	-0.2
Others	609	-56	-8.4	-65	-9.7
Total	42,382	-798	-1.8	+583	+1.4

Vending (unit: K c/s, %)	1H Actual	V. Plan		V. PY※	
		Diff	%	Diff	%
Small PET (<1,000ml)	9,884	-874	-8.1	-588	-5.6
Large PET (>=1,500ml)	76	+24	+47.8	-28	-27.3
Can(incl. bottle can)	17,111	+918	+5.7	-1,231	-6.7
Others	4,136	+97	+2.4	-289	-6.5
Syrup & powder	1,555	-220	-12.4	+2	+0.1
Total	32,765	-51	-0.2	-2,135	-6.1

Retail & Food Service (unit: K c/s, %)	1H Actual	V. Plan		V. PY※	
		Diff	%	Diff	%
Small PET (<1,000ml)	2,745	-21	-0.7	-83	-2.9
Medium PET (<1,500ml)	61	+3	+6.0	+3	+5.3
Large PET (>=1,500ml)	1,228	-7	-0.6	+39	+3.3
Can(incl. bottle can)	1,652	-19	-1.1	-202	-10.9
Others	860	-0	-0.0	+27	+3.2
Syrup & powder	10,183	+482	+5.0	+553	+5.7
Total	16,729	+438	+2.7	+336	+2.1

* PY Actual was revised retroactively due to some changes to sales channel segments

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

		Q2 actual	Vs. Plan		Vs. PY※	
			Diff	Diff %	Diff	Diff %
(unit: K d/s, %)						
	Supermarkt	17,609	-884	-4.8	+665	3.9
	Convenience store	6,801	+288	4.4	+521	8.3
	Chain store total	24,409	-595	-2.4	+1,186	5.1
	Vending	17,585	-294	-1.6	-513	-2.8
	Retail	3,017	+18	0.6	-92	-3.0
	Food service	6,242	+301	5.1	+787	14.4
	Others	3,512	-979	-21.8	-1,041	-22.9
	Total	54,767	-1,549	-2.8	+327	0.6

* PY Actual was revised retroactively due to some changes to sales channel segments

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

(unit: K c/s, %)		Q2 actual	Vs. Plan		Vs. PY	
			Diff	Diff %	Diff	Diff %
Core 8	Coca-Cola	3,817	-236	-5.8	-247	-6.1
	Coca-Cola Zero	1,676	-193	-10.3	-164	-8.9
	Fanta	2,041	-209	-9.3	-241	-10.5
	Georgia	11,155	+155	+1.4	+199	+1.8
	Sokenbicha	2,678	-149	-5.3	-59	-2.1
	Aquarius	5,695	-171	-2.9	+65	+1.1
	Ayataka	4,268	+300	+7.5	+544	+14.6
	I LOHAS	3,899	-117	-2.9	+561	+16.8
	Sub total	35,228	-621	-1.7	+658	+1.9
Others	10,076	-196	-1.9	+24	+0.2	
RTD* Total		45,304	-816	-1.8	+682	+1.5
Syrup & powder		9,462	-733	-7.2	-355	-3.6
Total		54,767	-1,549	-2.8	+327	+0.6

*PKG product

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

(unit: K c/s, %)		Q2 actual	Vs. Plan		Vs. PY	
			Diff	Diff %	Diff	Diff %
PET	Small (less than 1,000ml)	15,810	-758	-4.6	+376	+2.4
	Medium (less than 1,500ml)	402	-128	-24.2	-52	-11.4
	Large (less than 1,500ml)	11,659	-405	-3.4	+733	+6.7
	Total	27,870	-1,291	-4.4	+1,057	+3.9
	Can (incl. bottle can)	13,886	+456	+3.4	-256	-1.8
	Otherse	3,548	+19	+0.5	-120	-3.3
	Syrup & powder	9,462	-733	-7.2	-355	-3.6
	Total	54,767	-1,549	-2.8	+327	+0.6

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

Chain Store (unit: K c/s, %)	Q2 actual	Vs. Plan		Vs. PY✕	
		Diff	Diff %	Diff	Diff %
Small PET (<1,000ml)	8,699	-130	-1.5	+300	3.6
Medium PET (<1,500ml)	363	-132	-26.6	-54	-13.0
Large PET (>=1,500ml)	10,883	-445	-3.9	+808	8.0
Can(incl. bottle can)	4,047	+130	3.3	+152	3.9
Others	417	-18	-4.1	-19	-4.3
Total	24,409	-595	-2.4	+1,186	5.1

Vending (unit: K c/s, %)	Q2 actual	Vs. Plan		Vs. PY✕	
		Diff	Diff %	Diff	Diff %
Small PET (<1,000ml)	5,474	-657	-10.7	-66	-1.2
Large PET (>=1,500ml)	42	+7	+20.7	-29	-41.1
Can(incl. bottle can)	8,992	+342	+3.9	-332	-3.6
Others	2,265	+63	+2.9	-137	-5.7
Syrup & powder	810	-49	-5.7	+51	6.8
Total	17,585	-294	-1.6	-513	-2.8

Retail & Food Service (unit: K c/s, %)	Q2 actual	Vs. Plan		Vs. PY✕	
		Diff	Diff %	Diff	Diff %
Small PET (<1,000ml)	1,612	+6	+0.3	+6	0.4
Medium PET (<1,500ml)	36	+2	+6.9	+3	8.3
Large PET (>=1,500ml)	734	+33	+4.6	+66	9.9
Can(incl. bottle can)	870	+7	+0.8	-53	-5.8
Others	475	-13	-2.6	+38	8.8
Syrup & powder	5,534	+284	+5.4	+635	13.0
Total	9,260	+319	+3.6	+695	8.1

* PY Actual was revised retroactively due to some changes to sales channel segments

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

		2H Plan	Vs. PY	
			Diff	Diff %
(unit: K c/s, %)				
PET	Small (less than 1,000ml)	36,069	+3,765	+11.7
	Medium (less than 1,500ml)	1,142	+197	+20.8
	Large (less than 1,500ml)	26,078	+678	+2.7
	Total	63,289	+4,640	+7.9
Can (incl. bottle can)		27,824	+79	+0.3
Otherse		7,637	+381	+5.2
Syrup & powder		21,374	+291	+1.4
Total (excl. Shikoku)		120,124	+5,391	+4.7

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

Chain Store (Unit : K cases, %)	2H Plan	Vs. PY※	
		Diff	Diff %
SS PET (less than 1,000ml)	18,787	+1,732	+10.2
MS PET (less than 1,500ml)	1,071	+202	+23.2
LS PET (1,500ml or larger)	24,509	+781	+3.3
CAN (inc. bottle can)	8,022	+167	+2.1
Other	856	+119	+16.1
Total (excl. Shikoku)	53,245	+2,998	+6.0

Vending (Unit : K cases, %)	2H Plan	Vs. PY※	
		Diff	Diff %
SS PET (less than 1,000ml)	13,725	+1,853	15.6
LS PET (1,500ml or larger)	73	-38	-34.1
CAN (inc. bottle can)	17,869	-6	-0.0
Other	4,739	+20	0.4
Syrup/Powder	1,741	+154	9.7
Total (excl. Shikoku)	38,148	+1,980	5.5

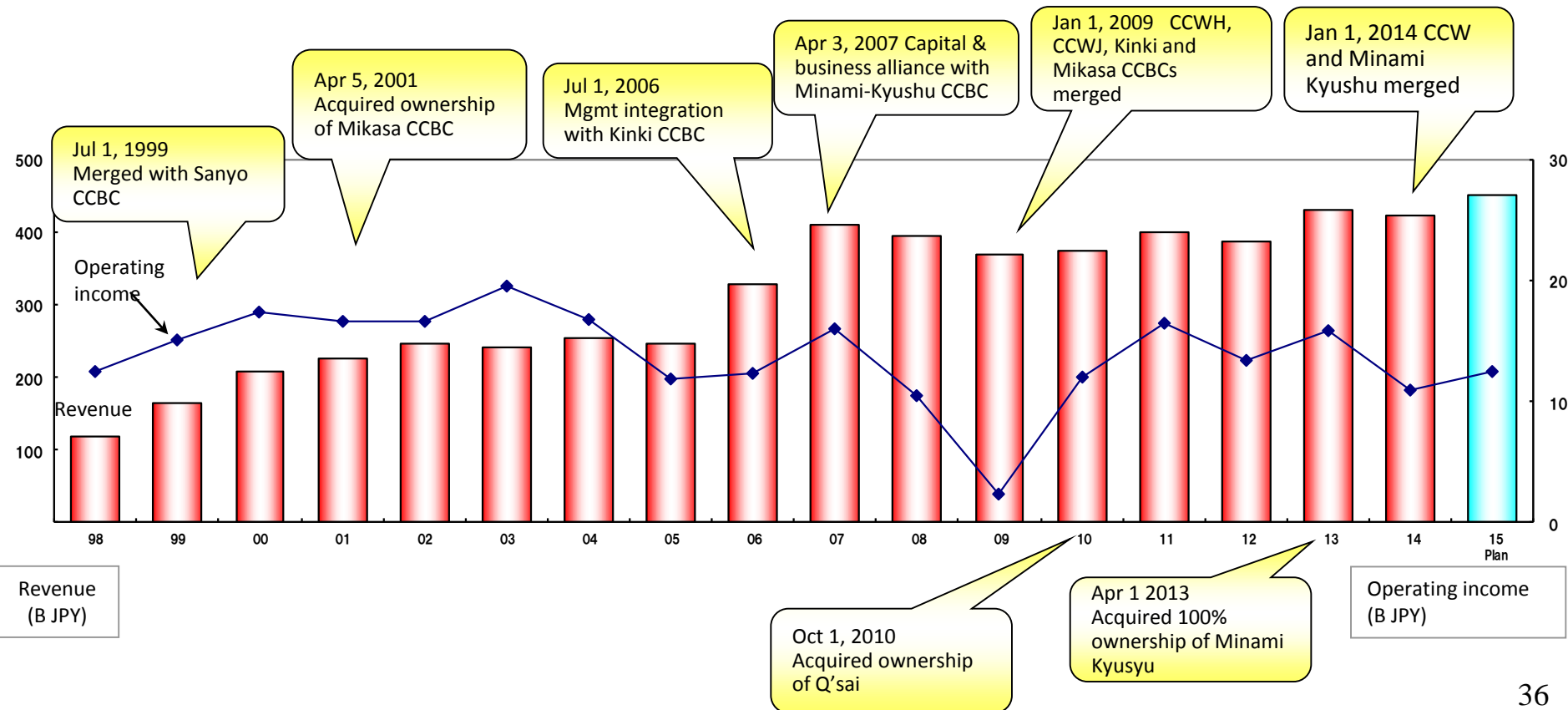
Retail & Food service (Unit : K cases, %)	2H Plan	Vs. PY※	
		Diff	Diff %
SS PET (less than 1,000ml)	3,558	+181	5.4
MS PET (less than 1,500ml)	70	-1	-2.1
LS PET (1,500ml or larger)	1,496	-65	-4.1
CAN (incl. bottle can)	1,933	-82	-4.1
Other	1,207	+228	23.3
Syrup/Powder	11,673	+387	3.4
Total (excl. Shikoku)	19,936	+649	3.4

* PY Actual was revised retroactively due to some changes to sales channel segments

Performance trend

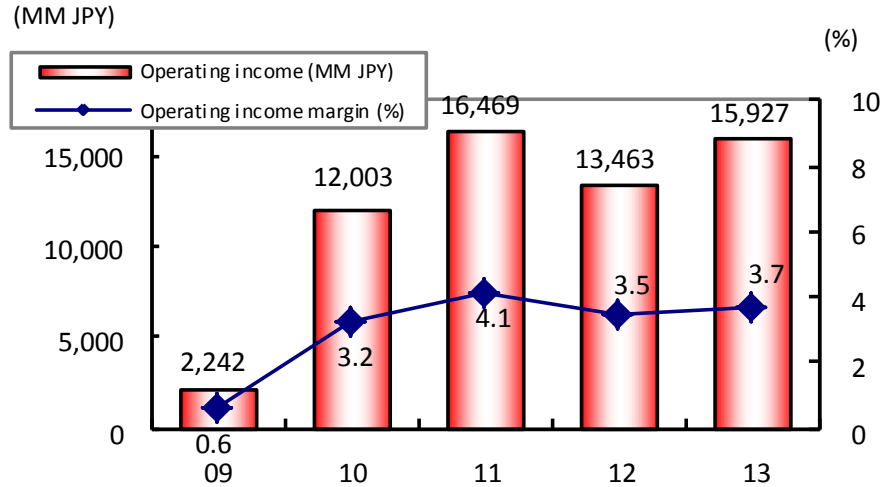
(Unit: MM JPY)

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 Plan
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	431,711	424,406	450,600
Operating profit	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	15,927	11,008	12,500
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	16,606	10,609	12,100
Net profit for the year	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	13,625	4,482	14,200

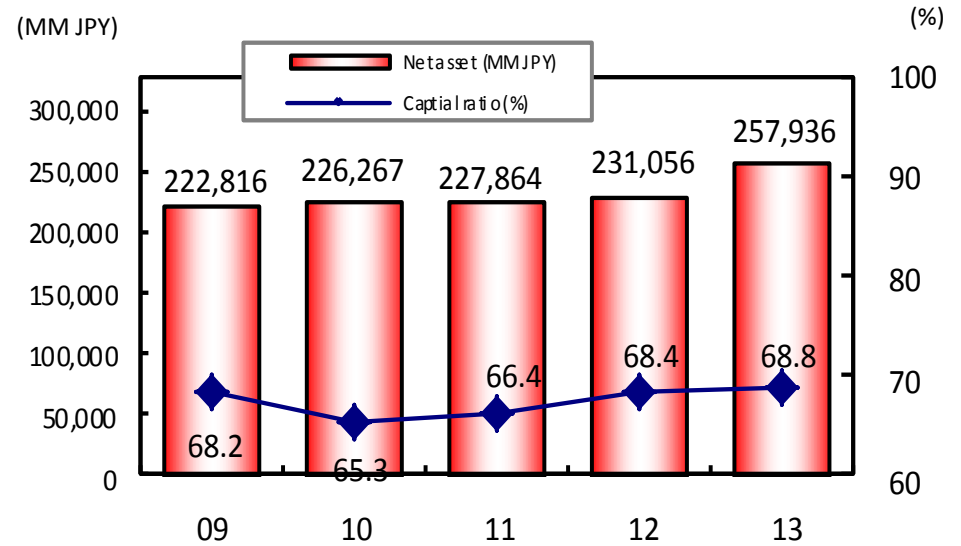


KBI trend

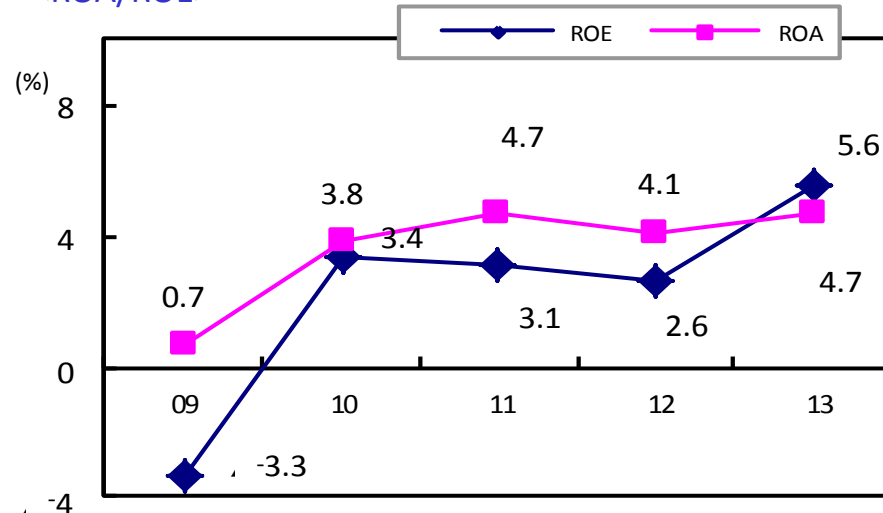
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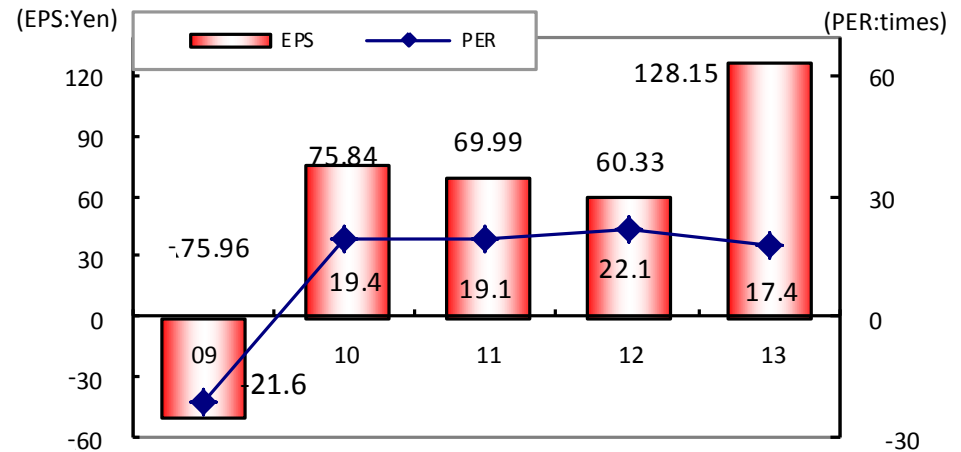
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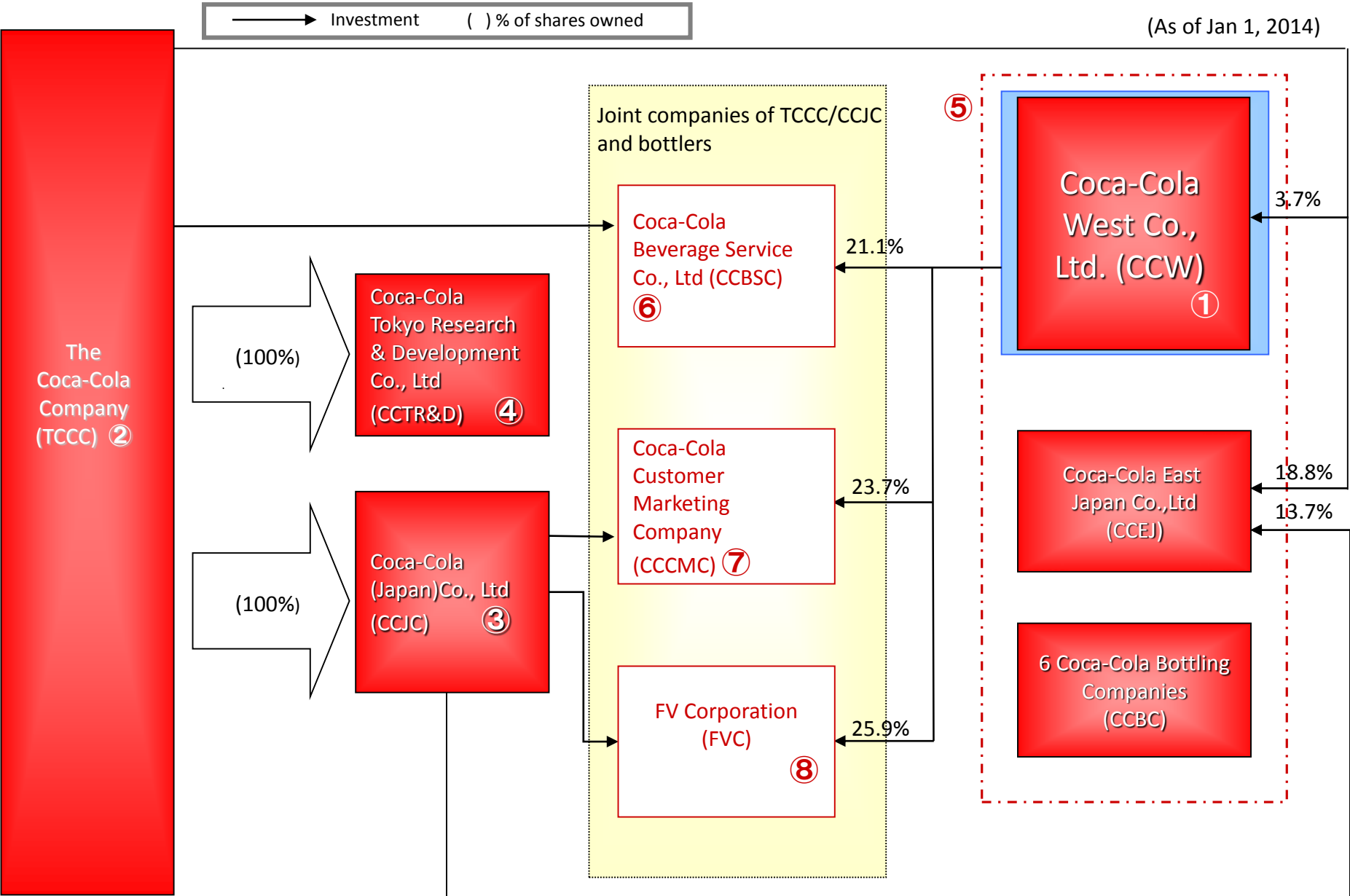
<EPS/PER>



EPS= net profit for the year/average # of shares in the term

PER = term-end stock price/EPS

Coca-Cola System in Japan – Capital Relationship



Coca-Cola related companies and their roles

① Coca-Cola West Co., Ltd. (CCW)

Coca-Cola West Japan (CCWJ) was established in 1999 by merging Kitakyushu CCBC and Sanyo CCBC. CCWJ acquired ownership of Mikasa CCBC in 2001. In 2006, CCWJ and Kinki CCBC merged the management of both companies, and in 2009 Coca-Cola West Co., Ltd. was established. CCW acquired 100% ownership of Minami Kyushu CCBC on April 1 2013 and merged on January 1 2014.

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

⑥ 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.

⑦ 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.

⑧ 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 (Business unit)	
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 vending 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 market price competition
- Change in economic trends affecting business climate
- Major fluctuations in capital markets
- Uncertain factors other than those above