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Coca-Cola **West**

Results briefing for the 3rd quarter of Fiscal Year ending December 2016

November 1, 2016

Coca-Cola West Company, Limited (2579)

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I. Account settlement for Q3

II. Activity Plans for Q4 and Full-year

[Reference]

Q3 (July-Sep) financial results

Trend of OTC market share

Mix by brand/by channel

Sales update on vending machines by channel

Q3 Actual sales volume (by channel and by package)

Q4 Volume target

Performance trend / managerial KPI trend

Coca-Cola System in Japan / Affiliated companies

I. Account settlement for the 3rd quarter

Q1 YTD Sales Volume (Jan-Sep)

Vs. Plan

- Sales volume from Jan to March closed exceeding the plan by 1.1%.

Vs. PY

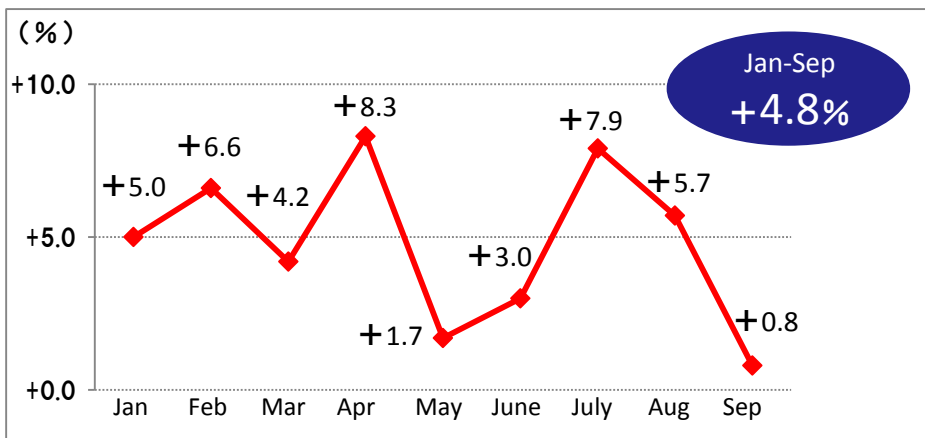
- Partly attributable to incorporating Shikoku CCBC, Jan-Sep volume turned positive by 10.0%.
- CCW volume for Jan-Sep YTD was a positive 4.8%.

[Sales volume] (Unit: K c/s, %)	Actual volume	Plan* ¹	Vs. Plan		PY* ²	Vs. PY	
			Diff	Diff %		Diff	Diff %
CCW (excl. Shikoku CCBC)	170,876	168,842	+2,033	+1.2	163,120	+7,756	+4.8
Jan-June	103,624	103,624	-	-	99,042	+4,582	+4.6
July-Sep	67,251	65,218	+2,033	+3.1	64,077	+3,174	+5.0
CCW + Shikoku CCBC total	185,793	183,802	+1,991	+1.1	168,952	+16,841	+10.0

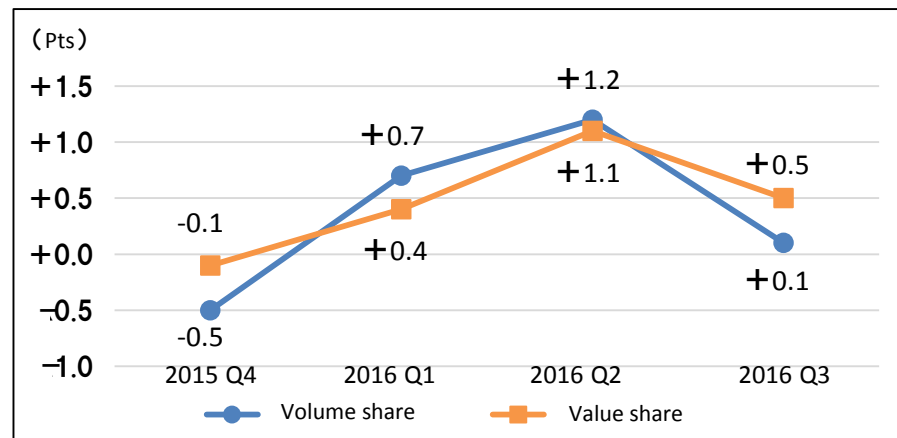
*1 Plan refers to values based on performance forecasts announced on Aug 12, 2016.

*2 PY actual does not include actual performances of Shikoku CCBC's Jan-June results.

CCW Sales volume trend by month (Vs. PY)



CCW Share trend by quarter (Vs. PY)



Sales volume by channel

Vs. Plan

- All channels finished exceeding the volume plans.

Vs. PY

- Volume in Supermarket and Convenience Store turned positive both in July-Sep and in Jan-Sep YTD, partly contributed by the sales of new products launched after March.
- Sales volume of highly profitable Vending turned positive in July-Sep, outperforming PY even in Jan-Sep YTD.

	Q3 YTD Actual	Vs. Plan* ¹		Vs. PY* ²	
		Diff	Diff %	Diff	Diff %
(Unit: K c/s, %)					
Supermarket/Drug/Discounter	55,992	+898	+1.6	+4,122	+7.9
Convenience store	22,189	+155	+0.7	+2,151	+10.7
Chain store total	78,181	+1,052	+1.4	+6,273	+8.7
Vending	52,106	+82	+0.2	+353	+0.7
Retail	8,740	+97	+1.1	+22	+0.3
Food Service	19,123	+118	+0.6	+418	+2.2
Others	12,726	+685	+5.7	+691	+5.7
CCW total (excl. Shikoku CCBC)	170,876	+2,033	+1.2	+7,756	+4.8
CCW + Shikoku CCBC total	185,793	+1,991	+1.1	+16,841	+10.0

*1 Plan refers to values based on performance forecasts announced on Aug 12, 2016.

*2 PY actual does not include actual performances of Shikoku CCBC's Jan-June results.

Sales volume by package

Vs. Plan

- Sales volume of key packages exceeded the plans.

Vs. PY

- Highly profitable SS PET grew ahead of LS PET.
- New product of Georgia Café Bottle Coffee (950ml PET) and Coca-Cola 1.0 L PET contributed to the growth of Midi PET.
- Sales volume of CAN turned positive from last year with the contribution of bottle CAN.

(Unit: K c/s, %)		Q3 YTD Actual	Vs. Plan* ¹		Vs. PY* ²	
			Diff	Diff %	Diff	Diff %
PET	Small (less than 850 ml)	50,260	+278	+0.6	+3,799	+8.2
	Medium (less than 1,500 ml)	2,383	+343	+16.8	+1,210	+103.1
	Large (1,500 ml or more)	36,499	+353	+1.0	+1,516	+4.3
	Total	89,142	+974	+1.1	+6,525	+7.9
	Can (incl. bottle can)	40,704	+176	+0.4	+250	+0.6
	Others	10,992	-20	-0.2	+601	+5.8
	Syrup & powder	30,037	+903	+3.1	+380	+1.3
	CCW total (excl. Shikoku CCBC)	170,876	+2,033	+1.2	+7,756	+4.8
	CCW + Shikoku CCBC total	185,793	+1,991	+1.1	+16,841	+10.0

*1 Plan refers to values based on performance forecasts announced on Aug 12, 2016.

*2 PY actual does not include actual performances of Shikoku CCBC's Jan-June results.

Sales volume by brand

Vs. Plan

- Core 8 brands closed exceeding the plan by 1.4%.

Vs. PY

- Georgia outperformed PY by 6.2% driven by the sales contribution of new products.
- Sokenbicha and Aquarius finished positive from PY in July-Sep, outperforming PY even in Jan-Sep YTD.
- Ayataka and I Lohas made a 2-digit growth from PY steadily increasing sales.

(Unit: K c/s, %)		Q3 YTD Actual	Vs. Plan* ²		Vs. PY* ³	
			Diff	Diff %	Diff	Diff %
Core 8	Coca-Cola	11,993	+118	+1.0	+641	+5.7
	Coca-Cola Zero	5,346	+158	+3.0	+409	+8.3
	Fanta	6,090	+53	+0.9	+12	+0.2
	Georgia	35,236	-105	-0.3	+2,068	+6.2
	Sokenbicha	8,042	+130	+1.6	+147	+1.9
	Aquarius	17,231	+955	+5.9	+455	+2.7
	Ayataka	14,904	+405	+2.8	+1,618	+12.2
	I LOHAS	12,596	-216	-1.7	+2,103	+20.0
Sub total		111,438	+1,498	+1.4	+7,454	+7.2
Others		29,401	-368	-1.2	-77	-0.3
RTD* ¹ total		140,839	+1,130	+0.8	+7,376	+5.5
Syrup & powder		30,037	+903	+3.1	+380	+1.3
CCW total (excl. Shikoku CCBC)		170,876	+2,033	+1.2	+7,756	+4.8
CCW + Shikoku CCBC total		185,793	+1,991	+1.1	+16,841	+10.0

*1 RTD: Packaged products

*2 Plan refers to values based on performance forecasts announced on Aug 12, 2016.

*3 PY actual does not include actual performances of Shikoku CCBC's Jan-June results.

Status of Revenue per case

■ Revenue per case outperformed PY in Chain store, Vending and Retail.

→ Revenue per case in Q3 made improvements compared with 1H.

→ Supermarket, Drug store and Discounter began to see impacts of RGM initiatives.

→ Vending improved Revenue per case through ensured portfolio optimum to each location.

	July-Sep Actual (Vs. PY)			
	Revenue Growth rate	Sales volume Growth rate	Revenue per-case	
			growth rate changes	Growth rate
Supermarket	+ 8.6%	+ 5.4%	+ 35yen	+ 3.0%
Drugstore	+ 26.8%	+ 24.7%	+ 17yen	+ 1.7%
Discounter	+ 11.6%	+ 9.2%	+ 23yen	+ 2.2%
Convenience store	+ 12.3%	+ 9.9%	+ 35yen	+ 2.2%
Vending	+ 3.3%	+ 2.0%	+ 38yen	+ 1.3%
Retail	+ 3.9%	+ 2.1%	+ 31yen	+ 1.8%
Food Service	+ 1.8%	+ 2.2%	- 3yen	- 0.4%
Total (Strategic channels)	+ 6.2%	+ 5.0%	+ 19yen	+ 1.1%

<Reference>

	Jan-Sep Actual (Vs. PY)			
	Revenue Growth rate	Sales volume Growth rate	Revenue per-case	
			growth rate changes	Growth rate
	+ 9.9%	+ 8.3%	+ 19yen	+ 1.6%
	+ 20.4%	+ 18.1%	+ 20yen	+ 1.9%
	+ 3.9%	+ 3.3%	+ 6yen	+ 0.5%
	+ 11.7%	+ 10.7%	+ 14yen	+ 0.8%
	+ 1.2%	+ 0.7%	+ 16yen	+ 0.6%
	+ 1.2%	+ 0.3%	+ 16yen	+ 0.9%
	+ 1.2%	+ 2.2%	- 8yen	- 1.0%
	+ 4.4%	+ 4.8%	- 6yen	- 0.4%

Status of RGM initiatives in Chain store



[July-Sep Revenue per case status (Vs. PY)]

Supermarket

	Revenue per-case	
	growth rate changes	Growth rate
500 ml PET	- 3yen	- 0.2%
500 ml PET (Water)	+ 21yen	+ 1.3%
1.5 L PET	+ 11yen	+ 1.1%
2.0 L PET (excl. Water)	+ 11yen	+ 1.5%
2.0 L PET (Water)	+ 18yen	+ 4.7%

Total	+ 35yen	+3.0%
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Issue

500 ml PET Increased ratio of deep discounts (value sales)

Drug store

	Revenue per-case	
	growth rate changes	Growth rate
500 ml PET	- 13yen	- 0.8%
500 ml PET (Water)	+ 6yen	+ 0.3%
1.5 L PET	- 31yen	- 3.1%
2.0 L PET (excl. Water)	- 5yen	- 0.7%
2.0 L PET (Water)	+ 3yen	+ 0.8%

Total	+ 17yen	+1.7%
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Issues

500 ml PET Increased ratio of deep discounts (value sales)

MS PET Impacts from the sales mix of mainstay and sub-flavor products

Discounter

	Revenue per-case	
	growth rate changes	Growth rate
500 ml PET	+ 18yen	+ 1.1%
500 ml PET (Water)	+ 25yen	+ 1.7%
1.5 L PET	- 22yen	- 2.4%
2.0 L PET (excl. Water)	+ 4yen	+ 0.6%
2.0 L PET (Water)	+ 11yen	+ 2.7%

Total	+ 23yen	+2.2%
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Issue

MS PET Impacts from the sales mix of mainstay and sub-flavor products

Status of RGM initiatives in Chain store

500 ml PET

[Q3 initiatives]

- Compliance to guard rail (lowest permissible WSP)
- Ensured sales activities based on price guideline

[Actual]

Guard rail
(lowest permissible WSP)

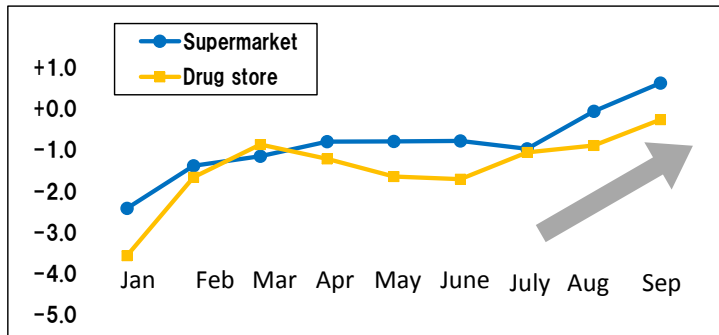
No longer existing sales below guard rail contributed in raising Revenue per case.

Price guideline

Revenue per case is on the recovery trend through progress management by the customer (Sep).

[Trend of 500ml PET Revenue per case (Vs. PY)

(%)



MS PET

[Q3 initiatives]

- Revenue per case increase of the main package with the combination of packages (reinforcement of package lineup)
- Revenue per case increase of the main flavors with the combination of sub-flavors (effective use of sub-flavors).

[Actual]

Package lineup

Introduction of 1.0L PET contributed the Revenue per case increase of 1.5L PET.

Sub-flavors

There were some differences of impacts depending of categories.

[July-Sep Coca-Cola sales status (Vs. PY)]

	Revenue per-case(yen)	Volume (K c/s)
Coca-Cola (main package)	+ 32	+ 7
Coca-Cola Zero Free (sub-flavor)	- 34	+ 177
Total	- 11	+ 184

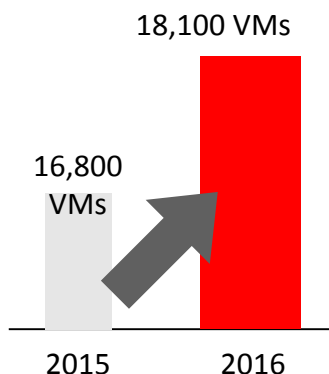
Initiatives for transformation of Vending business

■ We have begun to see solid results of initiatives for revenue growth and profitability enhancement.

For revenue growth

Capturing prime locations

[# of new VM placement (Jan-Sep)]



+ 1,300 v. PY

Volume contribution per VM

+ 25% v. PY

Promotion leveraging smartphone apps



[# of VM implemented (after April)]

36,500

[Promotional impacts]

VPM* **+ 3.8 pts**
Growth v. PY (v. VMs not implemented)

*VPM: Volume sold Per Machine

For profitability enhancement

Improve unprofitable locations

[Number of withdrawal and unprofitable value improvements]

Jan-Sep Actual

12,000 VMs 190 MM JPY

+ 4,200 VMs v. Plan + 30 MM JPY v. Plan

Revisit trade terms with customers

[Profit contributions via reviewed trade terms]

Jan-Sep Actual

130 MM JPY

+ 130 MM JPY v. Plan

Raise Revenue per case with variety of packages per locations

[Revenue per case]

Jan-Sep Actual

+ 15 yen v. Plan

Q3 YTD (Jan-Sep) financial results

■ Consolidated operating profit closed at 19 Billion JPY.

→ Increases of 800 MM JPY v. Plan and 7.5 Billion JPY v. PY.

(Unit: MM JPY, %)

	Q3 2016 YTD Actual	Plan* ¹	Vs. Plan		Q3 2015 YTD Actual* ²	Vs. PY	
			Diff	Diff %		Diff	Diff %
Revenue	353,710	351,300	+2,410	+0.7	329,661	+24,049	+7.3
Coca-Cola Business	329,261	325,900	+3,361	+1.0	305,263	+23,998	+7.9
Healthcare & Skincare Business	24,449	25,400	-952	-3.7	24,397	+51	+0.2
Gross profit	183,497	183,000	+497	+0.3	167,515	+15,981	+9.5
Operating income	19,025	18,200	+825	+4.5	11,507	+7,518	+65.3
Coca-Cola Business	16,509	15,500	+1,009	+6.5	9,369	+7,139	+76.2
Healthcare & Skincare Business	2,516	2,700	-184	-6.8	2,138	+378	+17.7
Ordinary profit	18,320	17,600	+720	+4.1	11,294	+7,026	+62.2
Current net income (attributable to shareholders)	10,627	10,300	+327	+3.2	14,347	-3,720	-25.9

*1 Plan refers to values based on performance forecasts announced on Aug 12, 2016.

*2 PY actual does not include actual performances of Shikoku CCBC's Jan-June results.

Q3 YTD (Jan-Sep) financial results-Key drivers (v. Plan)

(Unit: 100MM JPY)

	Plan*	Q3 YTD Actual	Diff
Revenue	3,513	3,537	+24
Gross profit	1,830	1,834	+4
Operating income	182	190	+8
Ordinary profit	176	183	+7
Current net income (attributable to shareholders)	103	106	+3

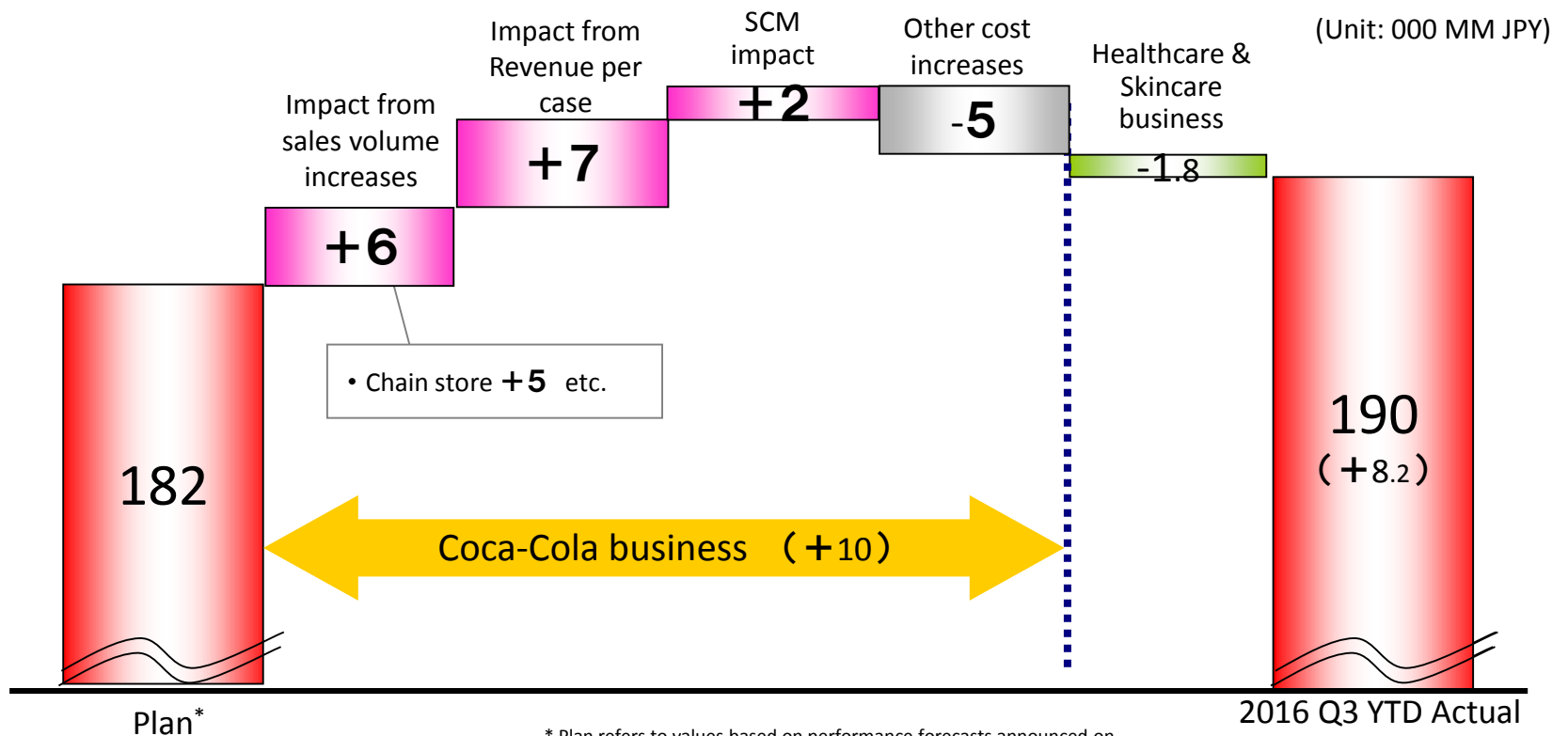
Key drivers	Diff
•Coca-Cola Business (CCW +Shikoku CCBC)	+33.6
•Healthcare & Skincare Business	-9.5
•Coca-Cola Business (CCW +Shikoku CCBC)	+13.9
•Healthcare & Skincare Business	-8.9
•Decrease of SG&A Expenses	+3.2
•Coca-Cola Business (CCW +Shikoku CCBC)	-3.8
<Key drivers>	
Increase of labor costs	-4.4
Decrease of sales equipment costs	+1.0
Increase of operation outsourcing costs	-1.0
Decrease of transportation costs	+0.9
•Healthcare & Skincare Business	+7.1
•Increase of extraordinary profits (Gain on sales of non-current assets)	+7.6
•Increase of extraordinary losses (Loss on abandonment of inventories, loss on disaster)	-11.4

* Plan refers to values based on performance forecasts announced on Aug 12, 2016.

Q3 YTD (Jan-Sep) financial results-Drivers of operating profits (v. Plan)

Coca-Cola business closed with operating profits exceeding 1 billion JPY than the plan. In addition to Chain store outperforming the sales volume plan, the rise of revenue per case impacted on marginal profits to exceed the plan by 1.3 billion JPY, contributing to the positive results of operating profits.

Healthcare & Skincare business finished with negative operating profits of 180 MM JPY compared with the plan due to revenue decline.



Q3 YTD (Jan-Sep) financial results-Key drivers (v. PY)

(Unit: 100MM JPY)

	PY Actual*	Q3 YTD Actual	Diff
Revenue	3,296	3,537	+240
Gross profit	1,675	1,834	+159
Operating income	115	190	+75
Ordinary profit	112	183	+70
Current net income (attributable to shareholders)	143	106	-37

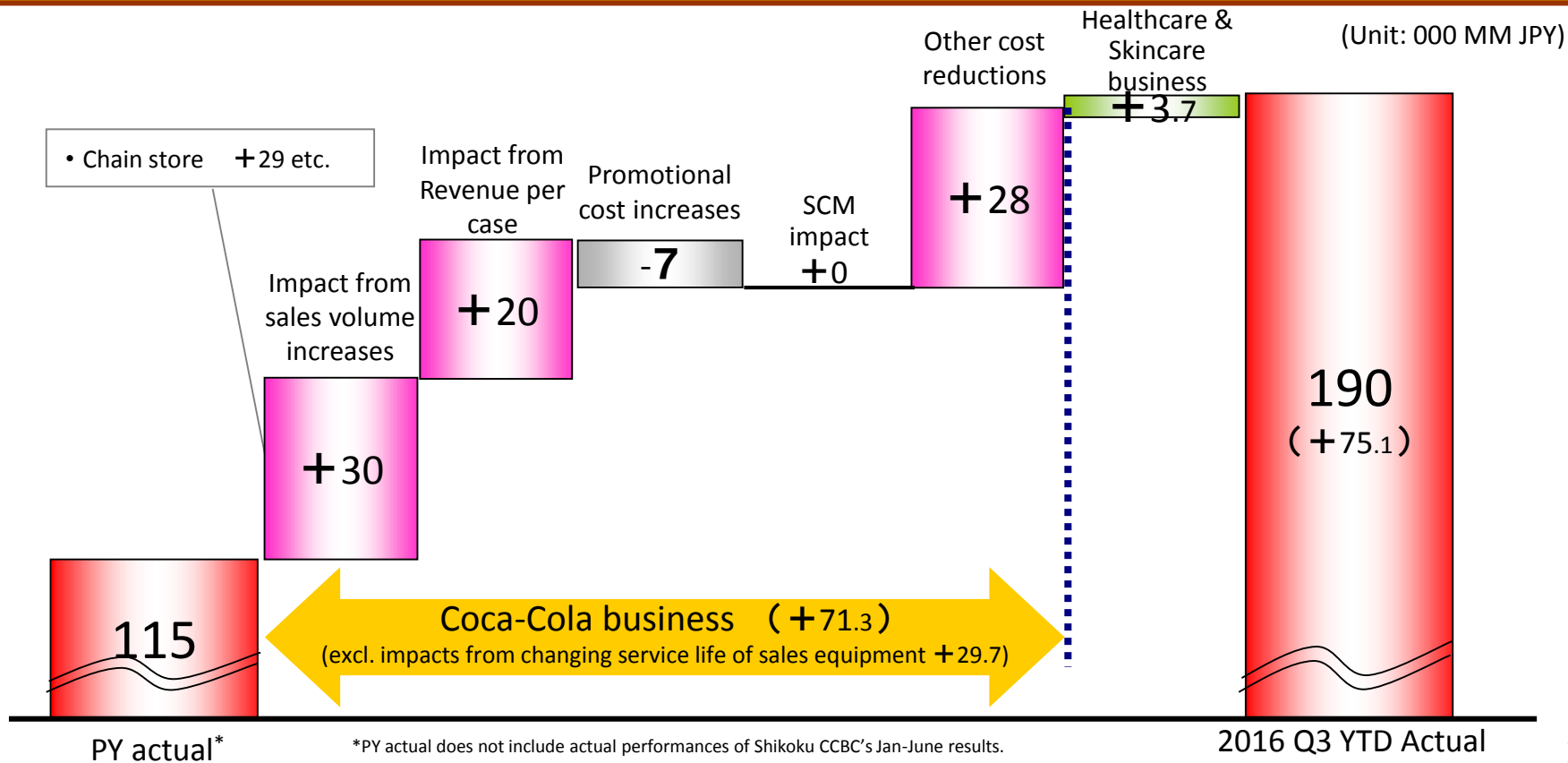
Key drivers	Diff
•Coca-Cola Business (CCW +Shikoku CCBC)	+239.9
•Healthcare & Skincare Business	+0.5
•Coca-Cola Business (CCW +Shikoku CCBC)	+158.1
•Healthcare & Skincare Business	+1.6
•Increase of SG&A Expenses	-84.6
•Coca-Cola Business (CCW +Shikoku CCBC)	-86.7
<Key drivers>	
Increase of labor costs	-57.9
Increase of promotion/advertising costs	-24.1
Increase of sales commissions	-15.8
Decrease of sales equipment costs	+5.4
Increase of operation outsourcing costs	-25.3
Increase of transportation costs	-2.7
Increase of repair costs	-1.5
Decrease of depreciation costs	+44.8
•Healthcare & Skincare Business	+2.1
•Decrease of extraordinary profits (gain on negative goodwill)	-76.8
•Increase of extraordinary losses (due to disaster)	-11.6
•Corporate tax	-18.4

*PY actual does not include actual performances of Shikoku CCBC's Jan-June results.

Q3 YTD (Jan-Sep) financial results-Drivers of operating profits (v. PY)

Coca-Cola business raised operating profits by 7.1 billion JPY from prior year. In addition to Chain store's sales volume increases, driving marginal profits to grow by 3 billion JPY, there was a profit contribution of 2 billion JPY by the increase of revenue per case. Cost reductions further contributed to the growth of operating profits.

Healthcare & Skincare business gained 370 MM JPY more operating profits than the year earlier with reductions of SG&A including advertisement costs in addition to gross profit gains along with sales increases.



II. Activity Plans for Q4 and Full-year

Q4 (Oct-Dec) Volume plan

As we have set Q4 Volume plan conservatively, we aim to ensure delivering the target (do not change from the initial plan).

Volume plan by channel

	Q4 plan	Vs. PY	
		Diff	Diff %
(Unit: K c/s, %)			
Supermarket/Drug/Discounter	14,714	-238	-1.6
Convenience store	6,423	-684	-9.6
Chain store total	21,136	-922	-4.2
Vending	16,481	-106	-0.6
Retail	2,817	+134	+5.0
Food service	6,710	+202	+3.1
Others	3,764	-327	-8.0
CCW total (excl. Shikoku CCBC)	50,909	-1,019	-2.0
CCW + Shikoku CCBC total	55,627	-1,055	-1.9

Volume plan by brand

	Q4 plan	Vs. PY		
		Diff	Diff %	
(Unit: K c/s, %)				
Core 8	Coca-Cola	3,546	-89	-2.5
	Coca-Cola Zero	1,521	-20	-1.3
	Fanta	1,737	-88	-4.8
	Georgia	12,027	-20	-0.2
	Sokenbicha	2,381	+102	+4.5
	Aquarius	3,087	+371	+13.6
	Ayataka	4,111	-245	-5.6
	I Lohas	3,242	-260	-7.4
	Sub total	31,651	-249	-0.8
	Other	9,543	-350	-3.5
RTD* ¹ total	41,194	-599	-1.4	
Syrup, powder	9,715	-420	-4.1	
CCW total (excl. Shikoku CCBC)	50,909	-1,019	-2.0	
CCW + Shikoku CCBC total	55,627	-1,055	-1.9	

* RTD: Packaged products

Commercial strategies- Evolution of RGM in Chain store

Q 4 Plan	Price guideline	Ensure progress management by the customer.
	Guard rail (lowest permissible WSP)	Continue to comply guard rail.
	Reinforcement of package lineup	Continue to reinforce activities with MS PET of Coca-Cola.



Towards next year	Price guideline	Change strategy from “price guidelines” to “average per case guard rail” based on average per case, incorporating price elasticity.
	Guard rail (lowest permissible WSP)	Revisit according to the attributes of customers. Review by the product.
	Reinforcement of package lineup	In addition to MS PET of Coca-Cola, deploy even with Aquarius MS PET.

Commercial strategies-Transformation of Vending business

Q 4 Plan	<u>Initiatives for revenue growth</u>	Q4 Plan	Annual forecast
		➤ Capturing prime locations (new placement)	3,400 VMs
	➤ Promotion leveraging smartphone apps	23,500 VMs	60,000 VMs
	<u>Initiatives for profitability growth</u>		
	➤ Improvement of unprofitable locations	110 MM JPY (2,600 VMs)	300 MM JPY (14,600 VMs)
	➤ Review of trading terms with customers	70 MM JPY	200 MM JPY

Towards next year	<u>Continued reinforcement of initiatives for revenue and profitability growth</u>

Commercial strategies-Stronger brand competitiveness

Coca-Cola brand

Products



Bow label bottle
(500 ml PET exclusive)

Winter design bottle
(MS PET)

×

Promotions

➤ Winter campaigns



Georgia

➤ “VM + 2°C campaign”



I Lohas

➤ Launch of “I Lohas Nashi”



Launch on
Nov 28

I Lohas
Nashi
555 ml PET



Healthcare & skincare business Plan

- Healthcare products: Aim to capture new demands by launching new products in addition to sales boost of core products.
- Skincare products: We expect sales growth from highly profitable Skincare products through renewal of high priced Cola-rich EX and optimization of broadcasting spots for home shopping programs.

[Q4 revenue plan] (unchanged from the plan announced on Aug 12)

	Q4 2016 Plan*	Vs. PY	
		Diff	Diff %
(Unit: 100MMJPY, %)			
Healthcare product	59	+5	+10.2
Skincare product	32	+2	+9.1
Other	0	+0	-45.2
Revenue	92	+7	+9.0

<Reference>

Q3 2016 YTD Actual	Vs. PY	
	Diff	Diff %
146	-13	-8.2
94	+13	+16.0
3	+0	+25.1
244	+0	+0.2

* Plan refers to values based on performance forecasts announced on Aug 12, 2016.

Full-year (Jan-Dec) — Performance Plan(Consolidated)

- Full-year consolidated operating profit plan shall be set at 20.5 Billion JPY, up 6.2 Billion JPY from prior year (unchanged from the plan announced on Aug 12).

(Unit: MMJPY, %)

	2016 Full-year Plan	Vs. PY	
		Diff	Diff %
Revenue	460,200	+19,723	+4.5
Gross profit	239,800	+15,848	+7.1
Operating income	20,500	+6,237	+43.7
Ordinary profit	18,800	+5,076	+37.0
Current net income (attributable to shareholders)	10,800	+829	+8.3

Full-year (Jan-Dec) — Drivers of operating profit growth (v. PY)

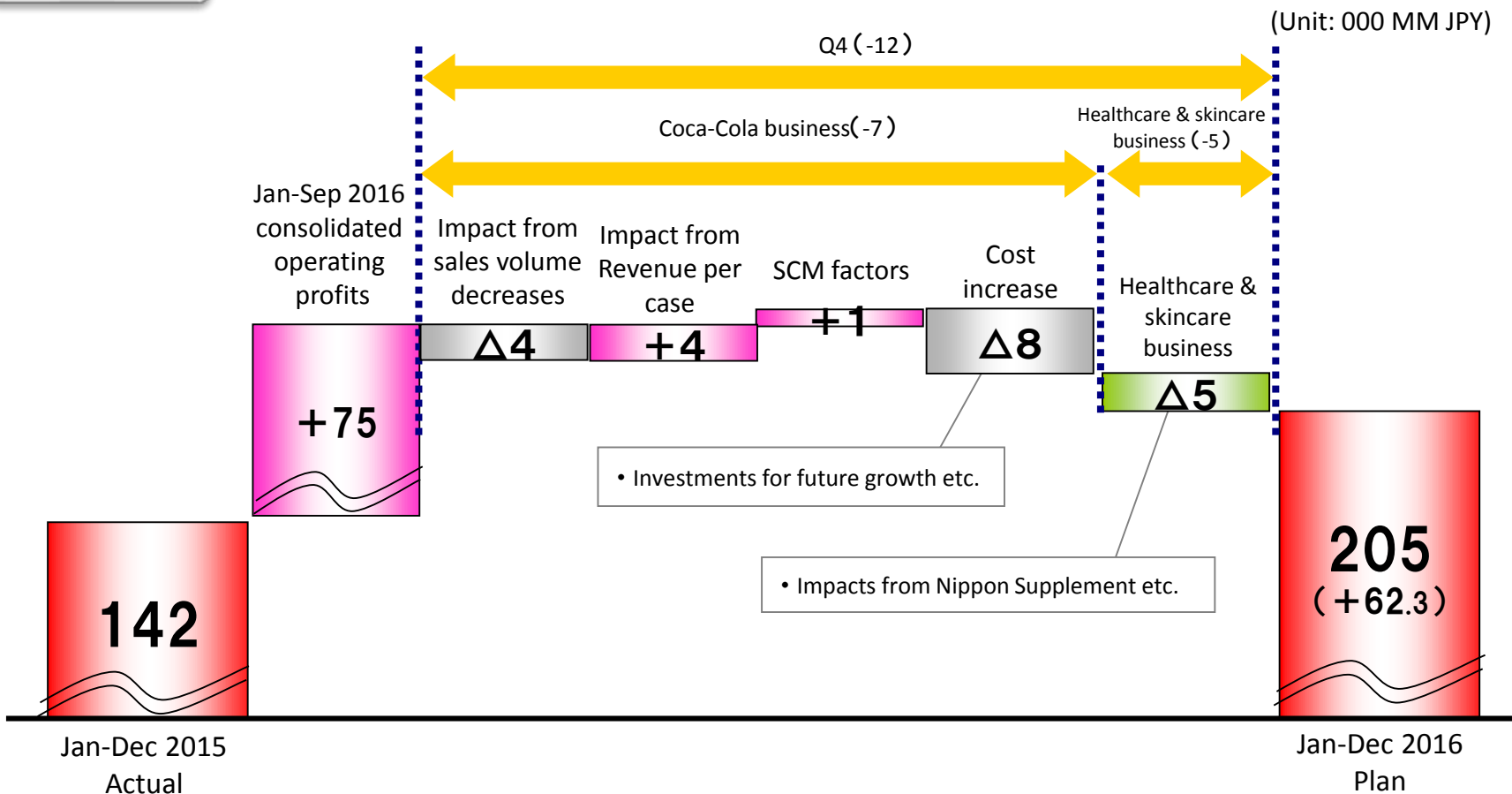
Aim to deliver consolidated operating profit of 20.5 Billion JPY, up 6.2 Billion JPY from prior year.



While projecting negative Sales volume v. PY, we will maintain Marginal profits (including impact of Revenue per case) at the same level as the previous year by improving Revenue per case. We will also continue to make investments for future in Q4.



We project increases of R&D and advertisement costs associated with new product.



Summary

- Jan-Sep YTD registered consolidated operating profits exceeding the plan by 800 MM JPY.

Profits of Coca-Cola business rose by 2.9 Billion JPY in real terms from the year earlier even excluding impacts from changing service life of sales equipment, despite our increased investments and spends that would lead for future growth from prior year.

- Coca-Cola business not only saw revenue and volume growth but also share gains from last year as deployed marketing strategies such as new product launches and renewal of existing products and promotions worked.
- Visible impacts of RGM initiatives are reflected to the positive results of Revenue per case from the year earlier, contributing to Operating profit gains.

- In Q4, we aim to deliver full-year Operating profit of 20.5 billion JPY by continually reinforcing marketing strategies carried out up to Q3 and RGM initiatives, while projecting some unscheduled costs including expenses on a business integration.

- We will make a solid foundation so that a newly merged company “Coca-Cola Bottlers Japan Inc. (CCBJI)” can take off in full blast after its launch.

[Reference]

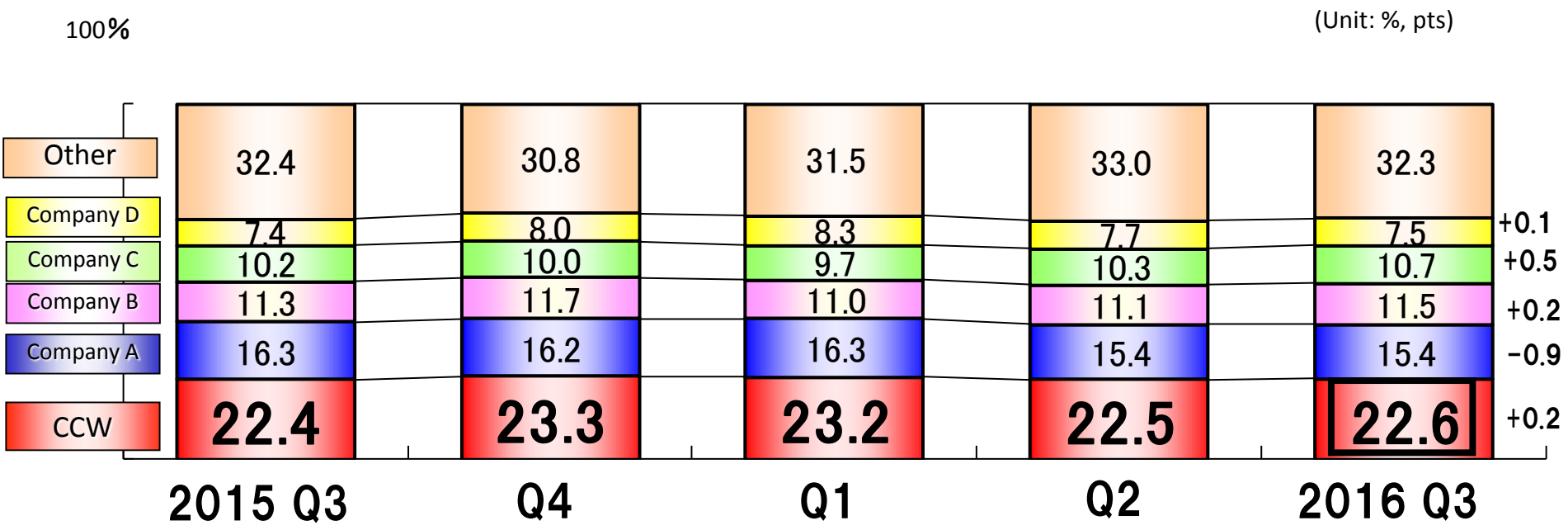
Q3 (July-Sep) financial results

(Unit: MM JPY, %)

	Q3 2016 YTD Actual	Plan*	Vs. Plan		Q3 2015 YTD Actual	Vs. PY	
			Diff	Diff %		Diff	Diff %
Revenue	134,403	132,000	+2,403	+1.8	128,666	+5,737	+4.5
Coca-Cola Business	126,416	123,100	+3,316	+2.7	120,559	+5,857	+4.9
Healthcare & Skincare Business	7,986	8,900	-913	-10.3	8,107	-120	-1.5
Gross profit	70,012	69,500	+512	+0.7	66,263	+3,748	+5.7
Operating income	10,142	9,300	+842	+9.1	9,077	+1,065	+11.7
Coca-Cola Business	9,518	8,500	+1,018	+12.0	8,201	+1,316	+16.1
Healthcare & Skincare Business	624	800	-175	-21.9	875	-251	-28.7
Ordinary profit	9,689	9,000	+689	+7.7	8,998	+691	+7.7
Current net income (attributable to shareholders)	5,993	5,700	+293	+5.1	5,465	+527	+9.6

* Plan refers to values based on performance forecasts announced on Aug 12, 2016.

Trend of OTC market share (excl. VM)



- Values outside the graph show year-over-year differences.
- Along with changes in data aggregation targets by the research company, Q3 2015 Actual was retroactively revised.

(Source: Intage)

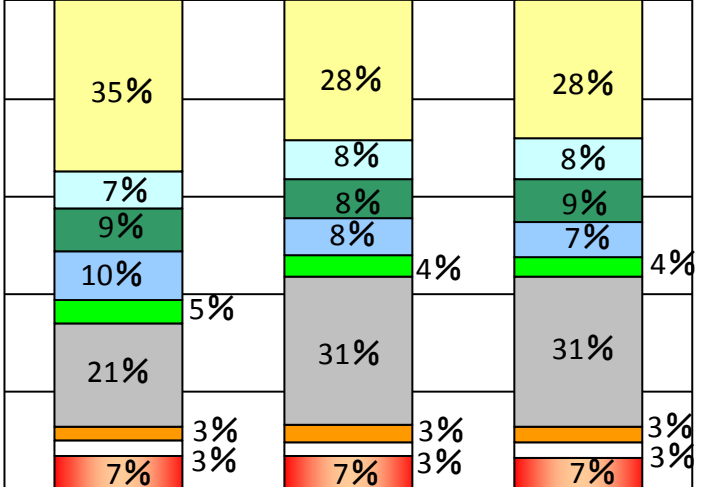
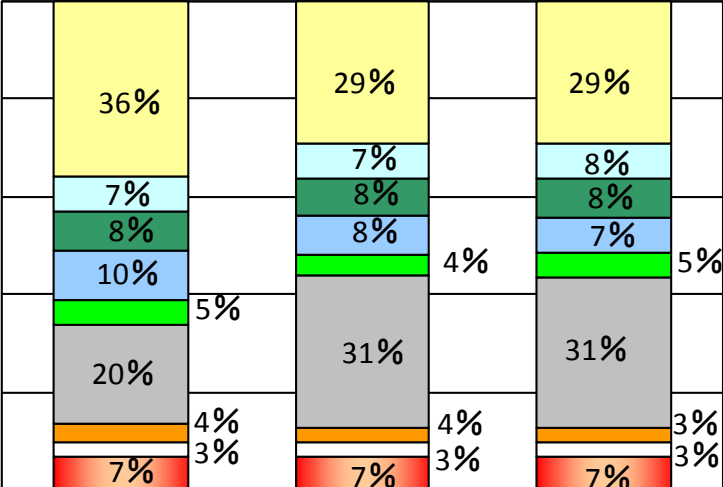
Q3 YTD (Jan-Sep) financial results — Mix by brand/by channel

Brand

2015*

2016

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



Sales Volume

Revenue

Gross profit

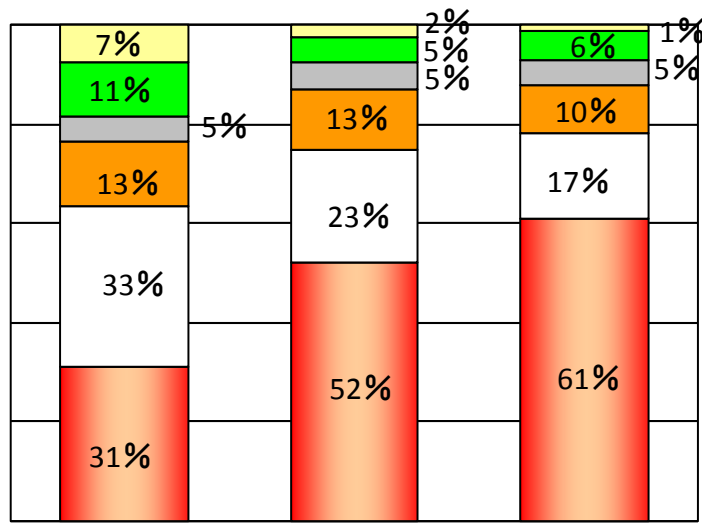
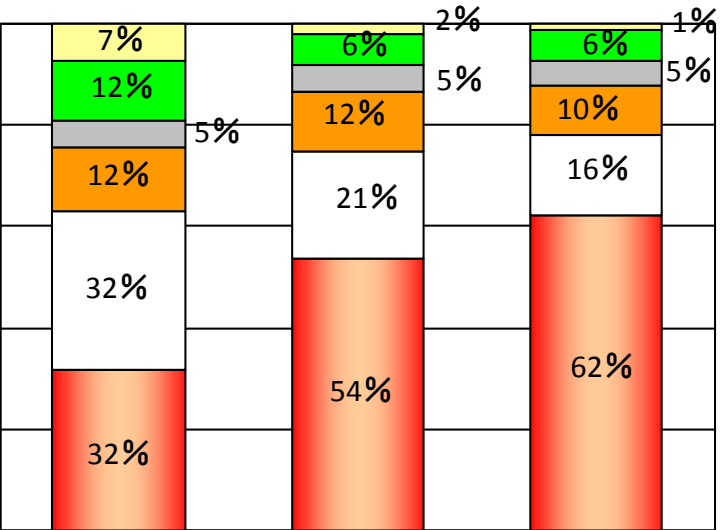
Sales Volume

Revenue

Gross profit

Channel

- Others
- Food Service
- Retail
- CVS
- SM
- Vending



Sales Volume

Revenue

Gross profit

Sales Volume

Revenue

Gross profit

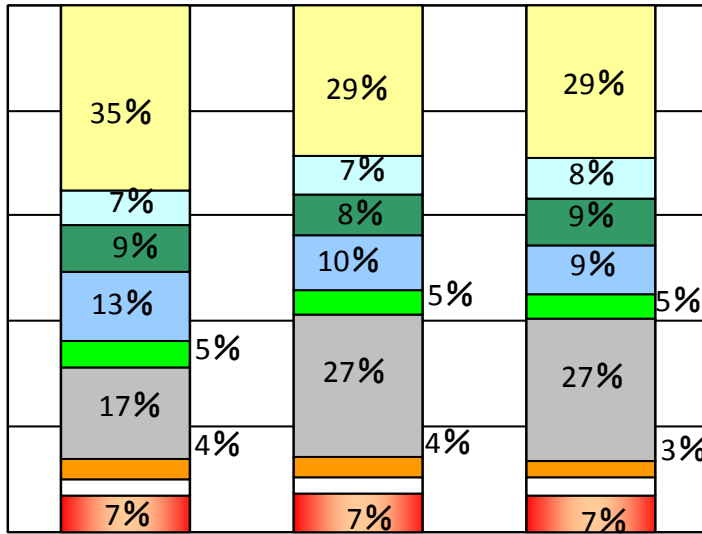
*Along with changes in the scope of data aggregation for actual sales performances, 2015 Actual was retroactively revised.

Q3 (July-Sep) — Mix by brand/by channel

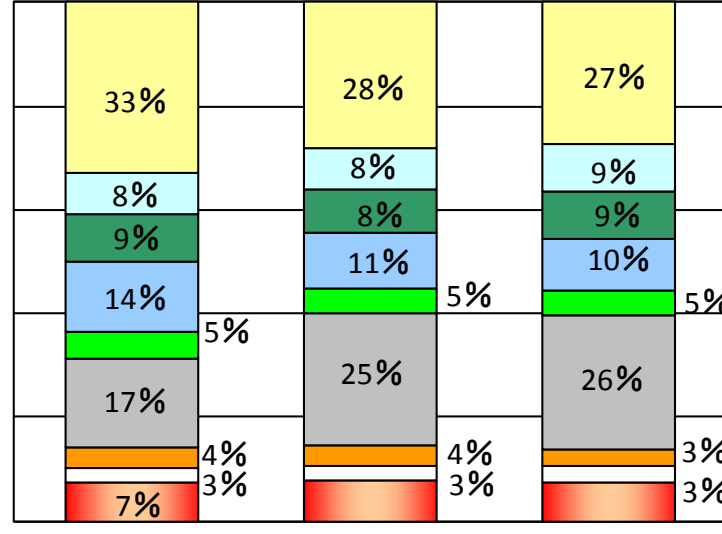
Brand

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

2015*



2016

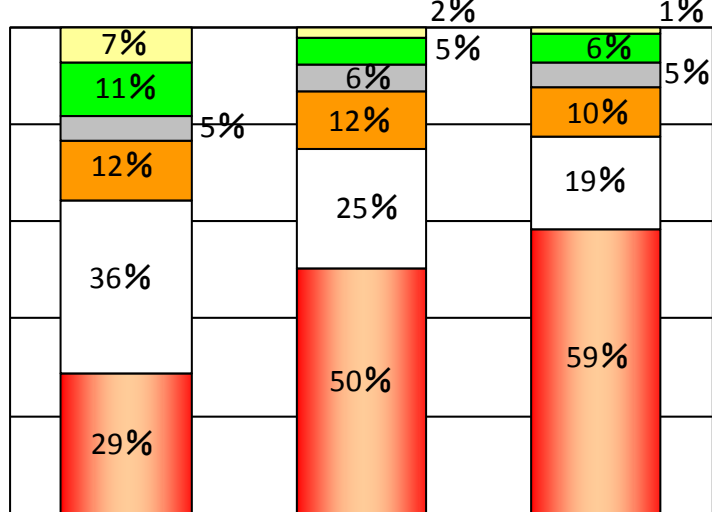
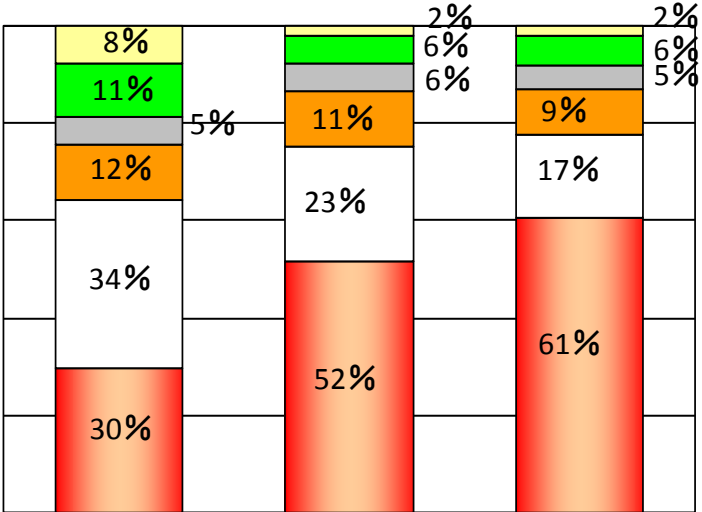


Sales Volume Revenue Gross profit

Sales Volume Revenue Gross profit

Channel

- Others
- Food Service
- Retail
- CVS
- SM
- Vending



Sales Volume Revenue Gross profit

Sales Volume Revenue Gross profit

*Along with changes in the scope of data aggregation for actual sales performances, 2015 Actual was retroactively revised.

Sales update on vending machines by channel

Vending machine full service CAN VPM* V. PY

[CCW Area]

	Vs. PY (%)									
	Jan	Feb	Mar	April	May	June	July	August	September	YTD total
At-work (office)	-2.2	+2.1	+0.0	-2.5	-1.6	-1.4	-1.3	+4.4	+0.6	-0.2
At-work (plant)	-2.8	+1.9	+1.8	-3.0	-2.5	-1.4	-2.8	+6.0	+0.8	-0.2
Mass retailer	-2.4	+1.6	-2.6	-4.2	-2.2	-2.9	+1.9	+3.6	-1.6	-0.9
Transportation	+1.2	+3.8	+1.3	+1.1	-0.8	+0.6	+5.2	+6.3	+0.6	+2.3
School	-0.8	+5.7	+3.2	-1.1	-1.6	+3.3	+5.8	+11.3	+6.8	+3.6
Leisure	-3.7	+0.6	-3.4	-4.6	-1.3	-9.1	+3.8	+5.9	-10.8	-2.2
Pachinko	-5.8	-1.8	-6.8	-5.8	-0.9	-3.6	-1.7	-2.6	-2.2	-3.5
Sports	-4.2	+0.6	-1.0	-1.4	-0.9	-4.0	+8.2	+6.1	-1.9	+0.6
Hospital	-3.0	+3.0	+1.1	-1.4	-1.6	-0.6	+0.4	+4.1	+0.6	+0.3
Accommodation	-4.2	+2.8	-1.9	-4.6	-5.2	-2.9	+0.6	+4.4	-2.0	-1.3
Other (Indoor)	-2.7	+0.9	+0.8	-2.3	-3.8	-0.6	+3.6	+7.3	-1.6	+0.3
Outdoor	-1.6	+1.3	+2.6	-0.9	-3.9	-2.1	+4.3	+5.5	-1.9	+0.4
Total	-2.5	+1.5	-0.1	-2.4	-2.3	-1.9	+1.5	+4.7	-0.9	-0.2

*Sales Volume per vending machine

Q3 YTD (Jan-Sep) — Sales Volume by channel/package

Chain store (Unit: K cases, %)	Q3 2016 YTD Actual	Vs. Plan*		Vs. PY	
		Diff	%	Diff	%
SS PET (smaller than 850ml)	27,288	+133	+0.5	+1,999	+7.9
Midi PET (less than 1,500ml)	2,244	+328	+17.1	+1,181	+111.0
LS PET (1,500ml or larger)	34,124	+413	+1.2	+1,470	+4.5
Can (incl. bottle CAN)	13,285	+58	+0.4	+1,500	+12.7
Other	1,240	+120	+10.7	+123	+11.0
CCW total (excl. Shikoku CCBC)	78,181	+1,052	+1.4	+6,273	+8.7

Vending (Unit: K cases, %)	Q3 2016 YTD Actual	Vs. Plan*		Vs. PY	
		Diff	%	Diff	%
SS PET (smaller than 850ml)	18,285	+77	+0.4	+1,749	+10.6
LS PET (1,500ml or larger)	136	+5	+3.6	-29	-17.5
Can (incl. bottle CAN)	24,838	+68	+0.3	-1,245	-4.8
Other	7,027	-162	-2.3	+385	+5.8
Syrup/Powder	1,821	+93	+5.4	-507	-21.8
CCW total (excl. Shikoku CCBC)	52,106	+82	+0.2	+353	+0.7

Retail & Food service (Unit: K cases, %)	Q3 2016 YTD Actual	Vs. Plan*		Vs. PY	
		Diff	%	Diff	%
SS PET (smaller than 850ml)	4,682	+66	+1.4	+44	+1.0
Midi PET (less than 1,500ml)	131	+12	+10.1	+27	+26.2
LS PET (1,500ml or larger)	2,224	-70	-3.1	+65	+3.0
Can (incl. bottle CAN)	2,563	+44	+1.7	-14	-0.5
Other	1,454	-57	-3.8	+79	+5.7
Syrup/Powder	16,808	+221	+1.3	+239	+1.4
CCW total (excl. Shikoku CCBC)	27,863	+215	+0.8	+440	+1.6

*Plan refers to values based on performance forecasts announced on Aug 12, 2016

Q3 (July-Sep) — Sales Volume by channel

	Q3 actual	Vs. Plan		Vs. PY	
		Diff	Diff %	Diff	Diff %
(unit: K c/s, %)					
Super market/Drug/Discounter	24,006	+898	+3.9	+1,913	+8.7
Convenience store	8,167	+155	+1.9	+734	+9.9
Chain store total	32,173	+1,052	+3.4	+2,647	+9.0
Vending	19,361	+82	+0.4	+373	+2.0
Retail	3,505	+97	+2.9	+72	+2.1
Food service	7,420	+118	+1.6	+159	+2.2
Others	4,792	+685	+16.7	-77	-1.6
CCW total (excl.Shikoku CCBC)	67,251	+2,033	+3.1	+3,174	+5.0
CCW + Shikoku CCBC total	73,227	+1,991	+2.8	+3,318	+4.7

Q3 (July-Sep) — Sales Volume by brand

(unit: K c/s, %)		Q3 actual	Vs. Plan		Vs. PY ^{*2}	
			Diff	Diff %	Diff	Diff %
Core 8	Coca-Cola	4,925	+118	+2.5	+398	+8.8
	Coca-Cola Zero	2,100	+158	+8.1	+141	+7.2
	Fanta	2,562	+53	+2.1	+100	+4.1
	Georgia	11,564	-105	-0.9	+497	+4.5
	Sokenbicha	3,490	+130	+3.9	+199	+6.1
	Aquarius	9,245	+955	+11.5	+984	+11.9
	Ayataka	6,119	+405	+7.1	+476	+8.4
	I LOHAS	5,013	-216	-4.1	+729	+17.0
	Sub total	45,019	+1,498	+3.4	+3,524	+8.5
Others	10,923	-368	-3.3	-200	-1.8	
RTD ^{*1} Total		55,942	+1,130	+2.1	+3,324	+6.3
Syrup & powder		11,310	+903	+8.7	-150	-1.3
CCW total (excl. Shikoku CCBC)		67,251	+2,033	+3.1	+3,174	+5.0
CCW + Shikoku CCBC total		73,227	+1,991	+2.8	+3,318	+4.7

*1 Packaged products

*2 Along with changes in the scope of data aggregation for actual sales performances, 2015 Actual was retroactively revised.

Q3 (July-Sep) — Sales Volume by package

		Q3 actual	Vs. Plan		Vs. PY	
			Diff	Diff %	Diff	Diff %
(unit: K c/s, %)						
PET	Small (less than 850ml)	20,416	+278	+1.4	+2,075	+11.3
	Medium (less than 1,500ml)	1,151	+343	+42.5	+640	+125.1
	Large (less than 1,500ml)	15,980	+353	+2.3	+582	+3.8
	Total	37,547	+974	+2.7	+3,297	+9.6
Can (incl. bottle can)		14,066	+176	+1.3	-221	-1.5
Other		4,328	-20	-0.5	+248	+6.1
Syrup & powder		11,310	+903	+8.7	-150	-1.3
CCW total (excl. Shikoku CCBC)		67,251	+2,033	+3.1	+3,174	+5.0
CCW + Shikoku CCBC total		73,227	+1,991	+2.8	+3,318	+4.7

Q3 (July-Sep) — Sales Volume by channel and package

Chain store (Unit: K cases, %)	Q3 actual	Vs. Plan		Vs. PY	
		Diff	Diff %	Diff	Diff %
SS PET (smaller than 850ml)	10,729	+133	+1.3	+932	+9.5
Midi PET (less than 1,500ml)	1,087	+328	+43.1	+622	+133.5
LS PET (1,500ml or larger)	14,991	+413	+2.8	+618	+4.3
Can (incl. bottle CAN)	4,759	+58	+1.2	+376	+8.6
Other	605	+120	+24.7	+99	+19.4
CCW total (excl. Shikoku CCBC)	32,173	+1,052	+3.4	+2,647	+9.0

Vending (Unit: K cases, %)	Q3 actual	Vs. Plan		Vs. PY	
		Diff	Diff %	Diff	Diff %
SS PET (smaller than 850ml)	7,729	+77	+1.0	+1,077	+16.2
LS PET (1,500ml or larger)	64	+5	+8.1	-26	-28.8
Can (incl. bottle CAN)	8,375	+68	+0.8	-597	-6.7
Other	2,669	-162	-5.7	+166	+6.6
Syrup/Powder	525	+93	+21.6	-248	-32.0
CCW total (excl. Shikoku CCBC)	19,361	+82	+0.4	+373	+2.0

Retail & Food service (Unit: K cases, %)	Q3 actual	Vs. Plan		Vs. PY	
		Diff	Diff %	Diff	Diff %
SS PET (smaller than 850ml)	1,956	+66	+3.5	+64	+3.4
Midi PET (less than 1,500ml)	59	+12	+25.7	+16	+36.8
LS PET (1,500ml or larger)	920	-70	-7.1	-10	-1.1
Can (incl. bottle CAN)	927	+44	+5.0	+1	+0.1
Other	561	-57	-9.3	+45	+8.8
Syrup/Powder	6,503	+221	+3.5	+116	+1.8
CCW total (excl. Shikoku CCBC)	10,926	+215	+2.0	+231	+2.2

Q4 (Oct-Dec) — Sales Volume Plan by package

		Q4 Plan	Vs. PY	
			Diff	Diff %
(unit: K c/s, %)				
PET	Small (less than 850ml)	14,665	-4	-0.0
	Medium (less than 1,500ml)	471	+142	+43.2
	Large (less than 1,500ml)	9,621	-400	-4.0
	Total	24,757	-263	-1.1
Can (incl. bottle can)		13,083	-483	-3.6
Other		3,354	+147	+4.6
Syrup & powder		9,715	-420	-4.1
CCW total (excl. Shikoku CCBC)		50,909	-1,019	-2.0
CCW + Shikoku CCBC total		55,627	-1,055	-1.9

Q4 (Oct-Dec) — Sales Volume Plan by channel and package

Chain store (Unit: Kcases, %)	Q4 Plan	Vs. PY	
		Diff	%
SS PET (smaller than 850ml)	7,702	-288	-3.6
Midi PET (less than 1,500ml)	424	+128	+43.1
LS PET (1,500ml or larger)	8,870	-494	-5.3
Can (incl. bottle CAN)	3,942	-255	-6.1
Other	198	-13	-6.1
CCW total (excl. Shikoku CCBC)	21,136	-922	-4.2

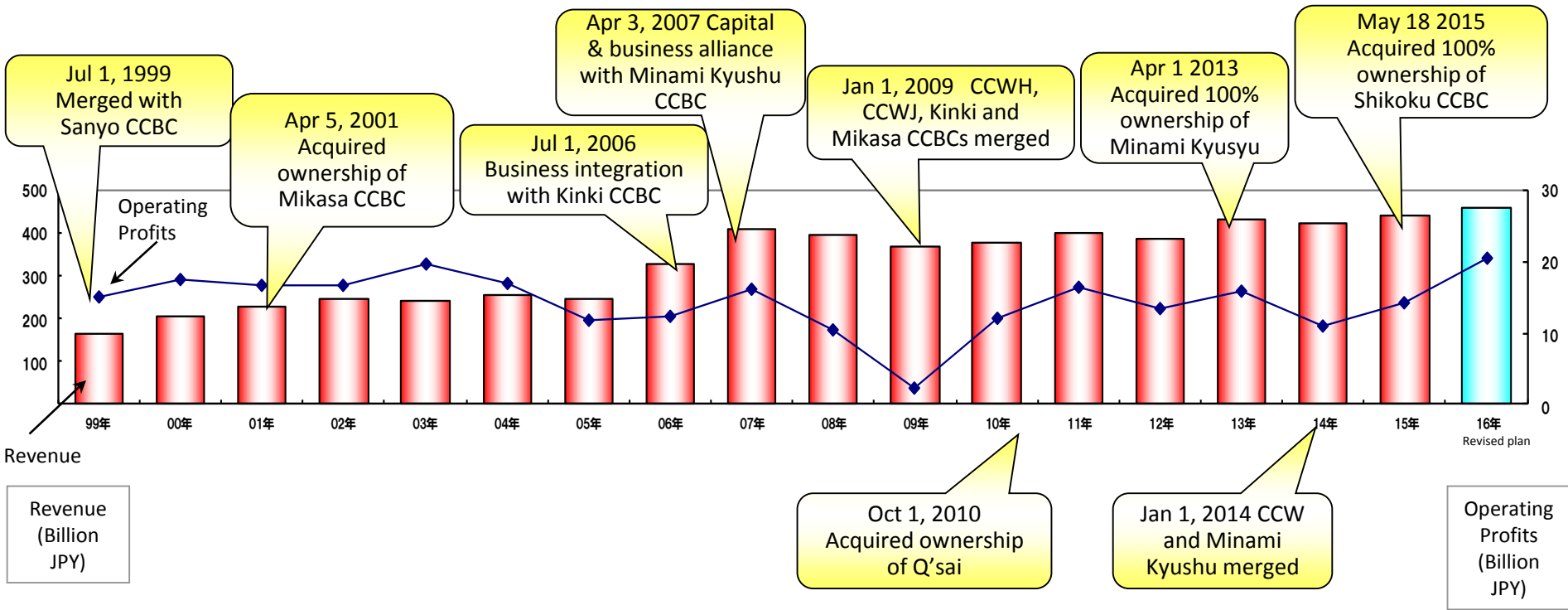
Vending (Unit: Kcases, %)	Q4 Plan	Vs. PY	
		Diff	%
SS PET (smaller than 850ml)	5,557	+317	+6.0
LS PET (1,500ml or larger)	42	+9	+26.9
Can (incl. bottle CAN)	8,204	-241	-2.8
Other	2,229	+171	+8.3
Syrup/Powder	450	-362	-44.6
CCW total (excl. Shikoku CCBC)	16,481	-106	-0.6

Retail & Food service (Unit: Kcases, %)	Q4 Plan	Vs. PY	
		Diff	%
SS PET (smaller than 850ml)	1,406	-30	-2.1
Midi PET (less than 1,500ml)	45	+15	+47.0
LS PET (1,500ml or larger)	709	+87	+14.0
Can (incl. bottle CAN)	937	+19	+2.1
Other	617	+129	+26.3
Syrup/Powder	5,813	+116	+2.0
CCW total (excl. Shikoku CCBC)	9,527	+336	+3.7

Performance Trend

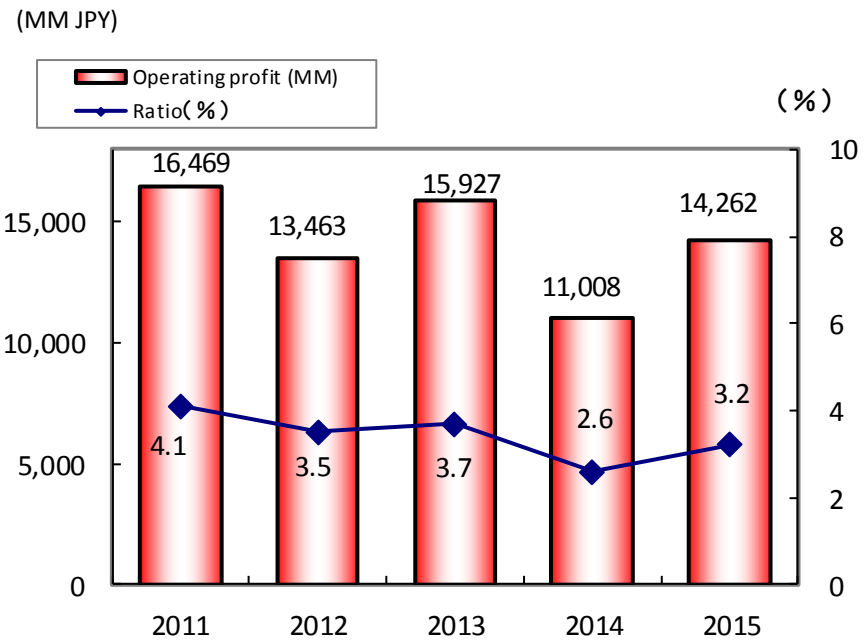
(Unit: MM JPY)

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016 Plan
Revenue	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	440,476	460,200
Operating Profit	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	14,262	20,500
Ordinary Profit	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	13,723	18,800
Net Profit	6,823	5,700	1,420	7,086	9,380	8,564	7,305	7,570	9,375	129	△7,594	7,582	6,997	6,031	13,625	4,482	9,970	10,800

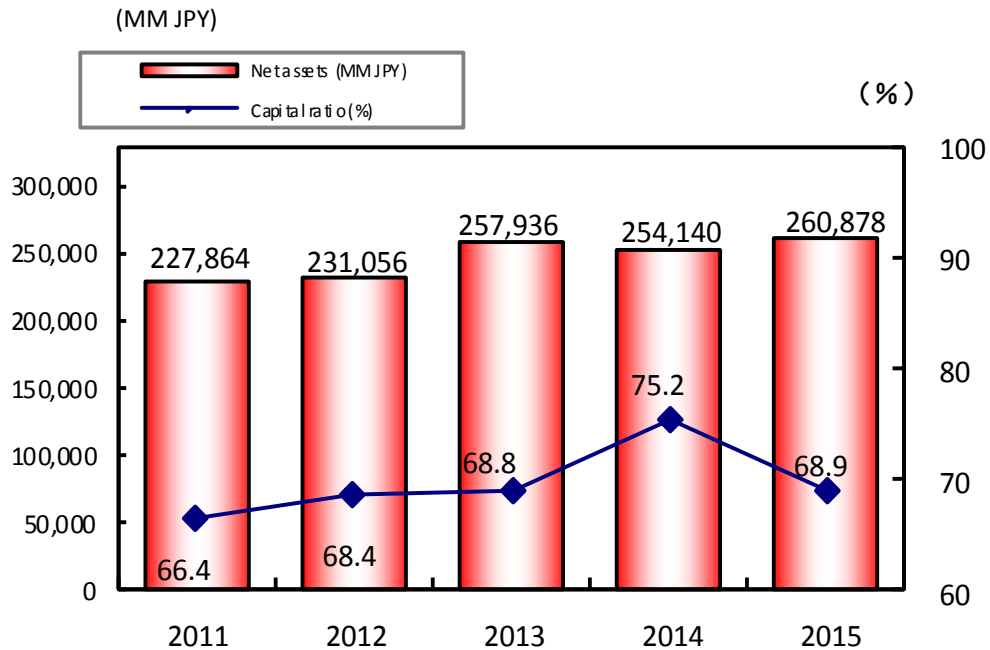


Managerial KPI trend

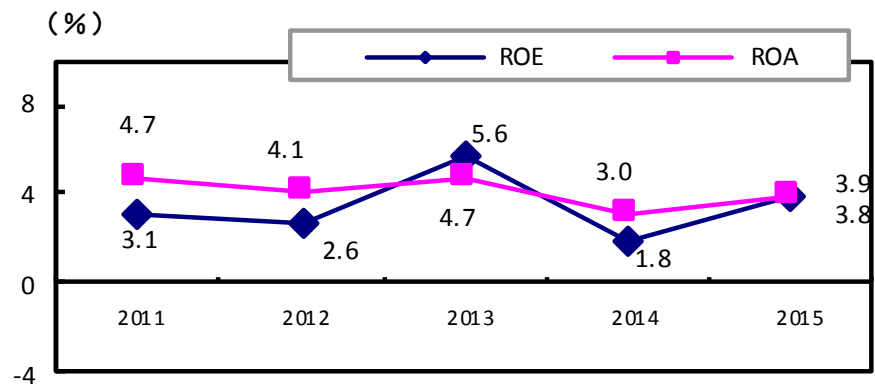
<Operating profits/Operating profit ratio>



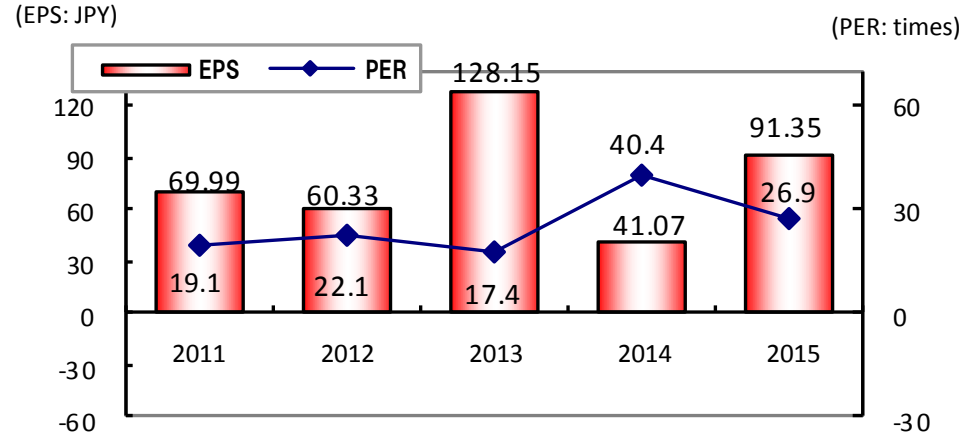
<Net asset/capital ratio>



<ROA/ROE>



<EPS/PER>



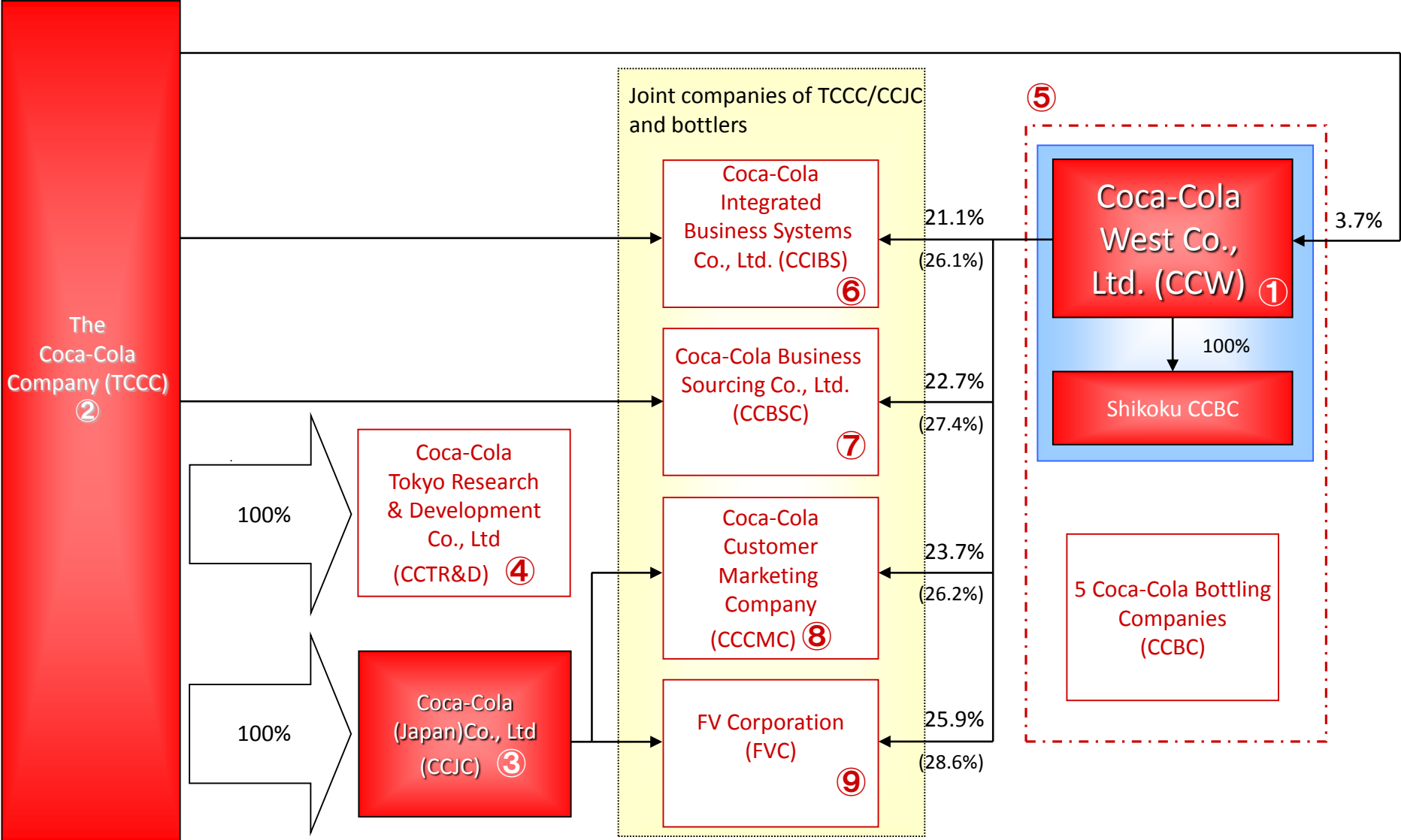
EPS=Current net profits divided by interim ave. # of shares

PER=Year-end share price divided by EPS

Coca-Cola System in Japan – Capital Relationship

Investments with figures indicate %; () in total by CCW+ Shikoku

(As of Jan 1, 2016)



Coca-Cola affiliated 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. Furthermore, CCW made Shikoku CCBC its wholly-owned subsidiary as of May 18, 2015.

2. The Coca-Cola Company (TCCC)

Established in 1892 in Atlanta, Georgia of the U.S.A. It 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 in 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, product planning as well as manufacturing of beverage base 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. After separating and becoming independent from the traditional R&D department that revolved around the headquarters in the U.S., it handles product development and technical support to respond to the needs of Japan.

5. Coca-Cola bottlers (CCBCs)

There are 7 bottlers in Japan responsible for manufacturing and selling products in the respective commercial territories.

6. Coca-Cola IBS Co., Ltd. (CCIBS)

Established through joint investments by TCCC and all bottlers in Japan in June 1999. It assumes business consulting to the Coca-Cola system in Japan, as well as development of the supporting information systems and the overall maintenance operations.

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

Established through joint investments by TCCC and all bottlers in Japan in August 2015. It is in charge of overall procurement operations of raw materials, packaging materials, equipment and indirect materials.

8. Coca-Cola Customer Marketing Company (CCCMC)

Established through joint investments by Coca-Cola (Japan) Co., Ltd. and all bottlers in Japan in January 2007. In addition to handling sales negotiations with major retailers such as nationwide supermarkets and convenience stores as a main window, it makes propositions for sales promotions and in-store activities.

9. FV Corporation Co., Ltd. (FVC)

Established through joint investments by Coca-Cola (Japan) Co., Ltd. and all bottlers in Japan in May 2001. FVC conducts sales to key accounts in vending machine operation, handling non Coca-Cola products also.

Glossary

Term	Explanation
Business (segment)	
• Coca-Cola business (soft drink business)	Business to manufacture and sell soft drink beverages including Coca-Cola
• Healthcare & skincare business	Business to manufacture and sell health food and cosmetics operated by Q'sai and their 5 subsidiaries
Channel	
• Vending	Business to deliver products to customers & consumers via vending machines (retail)
• Supermarket/Drug store/Discount store	Business with Supermarket, Drug store and Discount store (wholesale)
• Convenience store (CVS)	Business with Convenience chain store (wholesale)
• Chain store	Collective term for Supermarket, Drug store, Discount store and Convenience store
• Retail	Business with general grocery and liquor stores (wholesale)
• Food service	Business to offer syrup etc. in E&D market (wholesale)
Vending related	
• VPM (Volume Per Machine)	Volume sold per vending machine
• Indoor (market)	Indoor vending machines (whose users are relatively specific)
• Outdoor (market)	Outdoor vending machines (whose users are relatively unspecific)
Other	
• RGM (Revenue Growth Management)	(Initiatives) to raise profits through revenue growth ahead of sales volume
• OBPPC	Occasion, Brand, Package, Price, Channel
• HORECA	Business format of Hotel, Restaurant and Café

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