

Interim Financial Results Presentation for Fiscal Year Ending December 2005

August 5, 2005



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I. Interim Financial Results for Year Ending December 2005

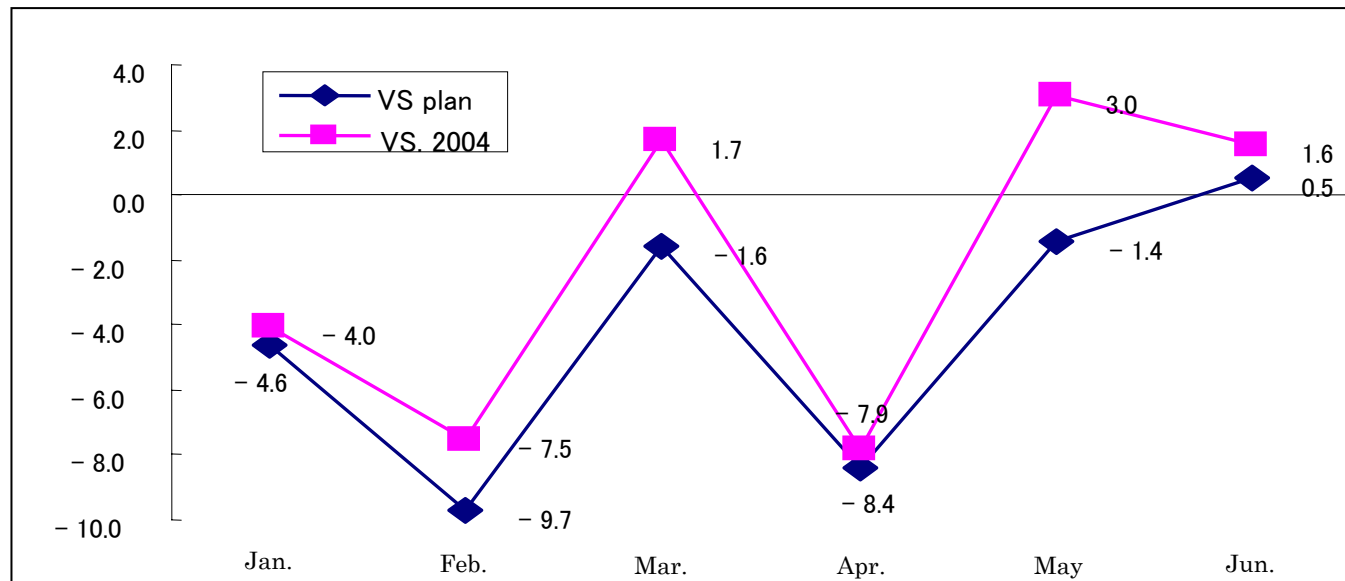
1. Interim summary of results



(1) Sales volume

(thousand cases, %)

	2004 results	2005					
		plan	results	vs. plan		vs. 2004	
				change (amount)	ratio (%)	change (amount)	ratio (%)
Q1	18,730	19,138	18,171	-967	-5.1	-559	-3.0
April	7,759	7,806	7,150	-656	-8.4	-610	-7.9
May	7,094	7,416	7,310	-107	-1.4	216	3.0
June	7,934	8,017	8,058	42	0.5	124	1.6
Q2	22,787	23,239	22,518	-721	-3.1	-269	-1.2
H1	41,517	42,377	40,689	-1689	-4.0	-828	-2.0



(2) Consolidated summary of results

(million yen, %)

A. Q2

	2004 Q2 results	Q2 2005					
		plan	results	vs. plan		vs. Q2 2004	
				amount	ratio (%)	amount	ratio (%)
Net sales	64,721	64,800	63,193	-1,606	-2.5	-1,527	-2.4
Operating income	3,809	4,200	3,523	-676	-16.1	-285	-7.5
Recurring profit	3,837	4,200	3,594	-605	-14.4	-242	-6.3
Net income	2,099	2,300	1,715	-584	-25.4	-384	-18.3

B. Interim

(million yen, %)

	2004 interim results	Interim 2005					
		plan	results	vs. plan		vs. interim 2004	
				amount	ratio (%)	amount	ratio (%)
Net sales	119,850	120,600	117,359	-3,240	-2.7	-2,491	-2.1
Operating income	8,294	6,100	5,313	-786	-12.9	-2,981	-35.9
Recurring profit	8,387	6,200	5,509	-690	-11.1	-2,878	-34.3
Net income	4,726	3,000	2,543	-456	-15.2	-2,182	-46.2

Reference: Non-consolidated

(million yen, %)

A. Q2	2004 Q2 results	Q2 2005					
		plan	results	vs. plan		vs. Q2 2004	
				amount	ratio (%)	amount	ratio (%)
Net sales	49,874	50,300	48,269	-2,030	-4.0	-1,604	-3.2
Operating income	3,420	3,600	3,142	-457	-12.7	-278	-8.1
Recurring profit	3,441	3,700	3,234	-465	-12.6	-206	-6.0
Net income	1,879	2,100	1,653	-446	-21.3	-225	-12.0

Sales performance

(thousand cases, %)

Within area	22,787	23,239	22,518	-721	-3.1	-269	-1.2
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(million yen, %)

B. Interim	2004 interim results	2005 interim					
		plan	results	vs. plan		vs. 2004 interim	
				amount	ratio (%)	amount	ratio (%)
Net sales	92,047	93,400	89,213	-4,186	-4.5	-2,833	-3.1
Operating income	7,753	6,200	5,509	-690	-11.1	-2,244	-28.9
Recurring profit	8,123	6,500	5,906	-593	-9.1	-2,216	-27.3
Net income	4,712	3,600	3,148	-451	-12.5	-1,563	-33.2

Sales performance

(thousand cases, %)

Within area	41,517	42,377	40,689	-1,688	-4.0	-828	-2.0
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(3) Major reasons for divergence from plan (consolidated)

(million yen)

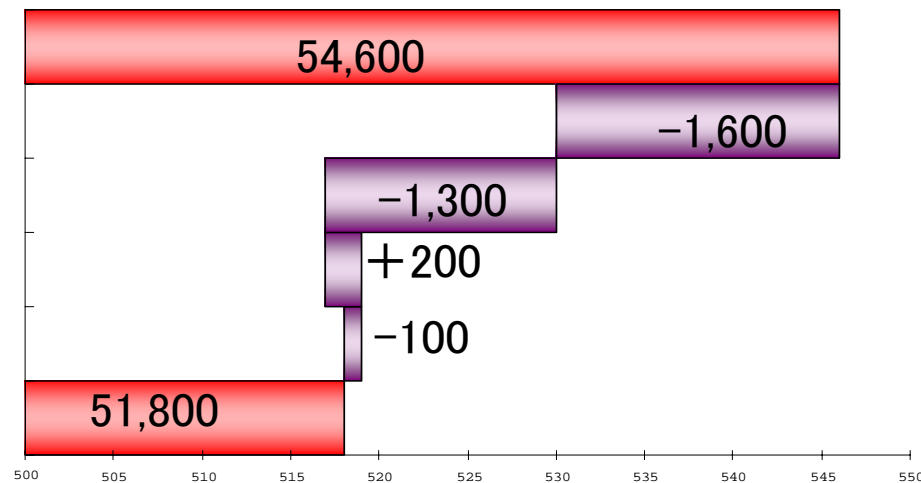
	Q2 change	Interim change	Major reasons for change	Q2 change	Interim change
Net sales	-1,600	-3,200	<ul style="list-style-type: none"> ▪ Sales volume within area ▪ Sales mix ▪ Sales from other bottlers etc. ▪ Transfer from CCWJ Logistics ▪ Transfer from other group companies 	-1,400	-3,400
			Net sales	-1,600	-3,200
			Cost of sales	+200	-400
			<ul style="list-style-type: none"> ▪ Sales volume within area ▪ Sales mix ▪ Sales from other bottlers etc. ▪ Transfer from CCWJ Logistics ▪ Transfer from other group companies 		
Operating income	-700	-800	Selling, general & administrative expenses	-1,100	-2,000
			<ul style="list-style-type: none"> ▪ Personnel expenses ▪ Depreciation and amortization ▪ Sales commissions ▪ Others 		
Recurring profit	-600	-700	Non-operating income	+100	+100
			Non-operating expenses	-	-
			Recurring profit	-600	-700
			Extraordinary income	+100	+200
			Extraordinary losses	+500	+500
			<ul style="list-style-type: none"> ▪ New banknote-related expenses ▪ Others 		
Net income	-600	-400	Corporation tax etc.	-400	-600

Reference A: Major reasons for changes in interim gross profit and operating income vs. plan (consolidated)

Gross profit

(million yen)

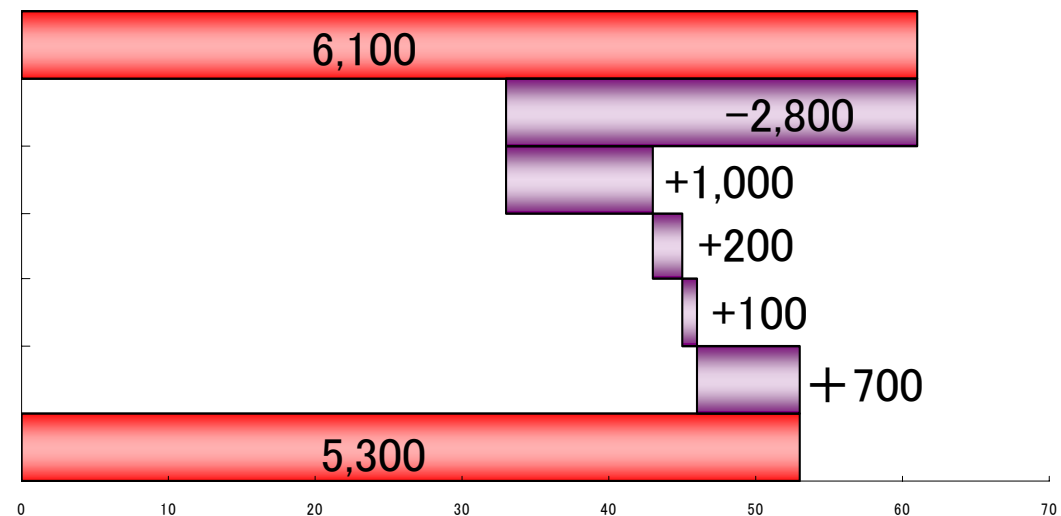
- Gross profit for interim 2005 (plan)
- Sales volume within area
- Sales mix
- Transfer from CCWJ Logistics
- Transfer from other group companies
- Gross profit for interim 2005



Operating income

(million yen)

- Operating income for interim 2005 (plan)
- Gross profit
- Personnel expenses
- Depreciation and amortization
- Sales commissions
- Others
- Operating income for interim 2005



(4) Major reasons for changes from fiscal 2004 (consolidated)

(million yen)

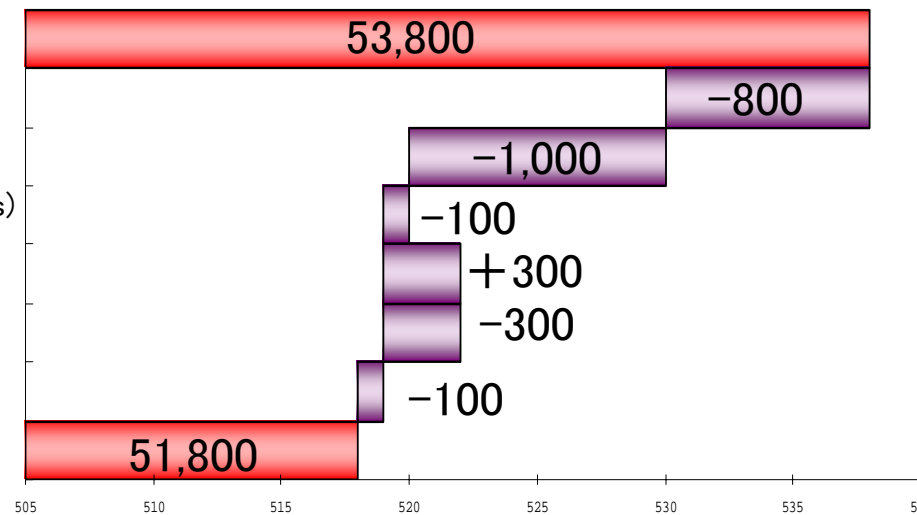
	Q2 change	Interim change	Major reasons	Q2 change	Interim change
Net sales	-1,500	-2,400	<ul style="list-style-type: none"> ▪ Sales volume within area ▪ Sales mix ▪ CCNBC effect (sales from other bottlers) ▪ CCNBC effect (income from consigned orders) ▪ Transfer from Mikasa CCBC ▪ Transfer from other group companies 	-500 -500 -2,300 +1,500 -600 +900	-1,700 -700 -3,400 +3,100 -800 +1,100
			Net Sales	-1,500	-2,400
			Cost of sales	-300	-400
Operating income	-200	-2,900	<ul style="list-style-type: none"> ▪ Sales volume within area ▪ Sales mix ▪ CCNBC effect (sales from other bottlers) ▪ CCNBC effect (income from consigned orders) ▪ Transfer from Mikasa CCBC ▪ Transfer from other group companies 	-300 +400 -2,100 +1,400 -300 +600	-900 +300 -3,300 +2,800 -500 +1,200
			Selling, general, and administrative expenses	-1,000	900
			<ul style="list-style-type: none"> ▪ Personnel (including effect of changes in retirement plan) ▪ Outsourcing expenses ▪ Transport ▪ Others 	-100 +200 -500 -600	+2,000 +200 -800 -500
Recurring profit	-200	-2,800	<ul style="list-style-type: none"> Non-operating income Non-operating expenses 	- -	- -100
			Recurring profit	-200	-2,800
			Special gains	-	+100
			Special losses	+500	+1,000
Net income	-300	-2,100	<ul style="list-style-type: none"> ▪ New banknote related expenses etc. ▪ Others 	+400 +100	+900 +100
			Corporation tax	-400	-1,600

Reference A: Major reasons for changes in gross profit and operating income vs. interim 2004 (consolidated)

Gross profit

(million yen)

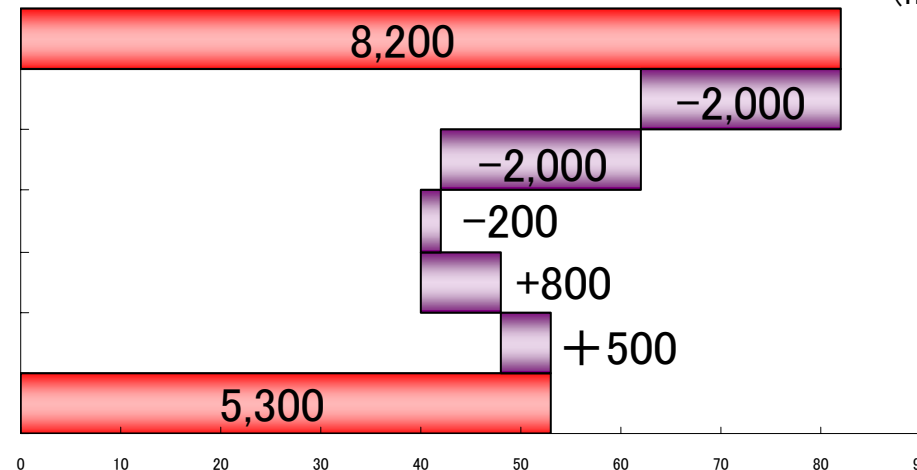
- Gross profit for interim 2004
- Sales volume within area
- Sales mix
- CCNBC effect (sales from other bottlers)
- CCNBC effect (income from consigned orders)
- Transfer from Mikasa CCBC
- Transfer from other group companies
- Gross profit for interim 2005



Operating income

(million yen)

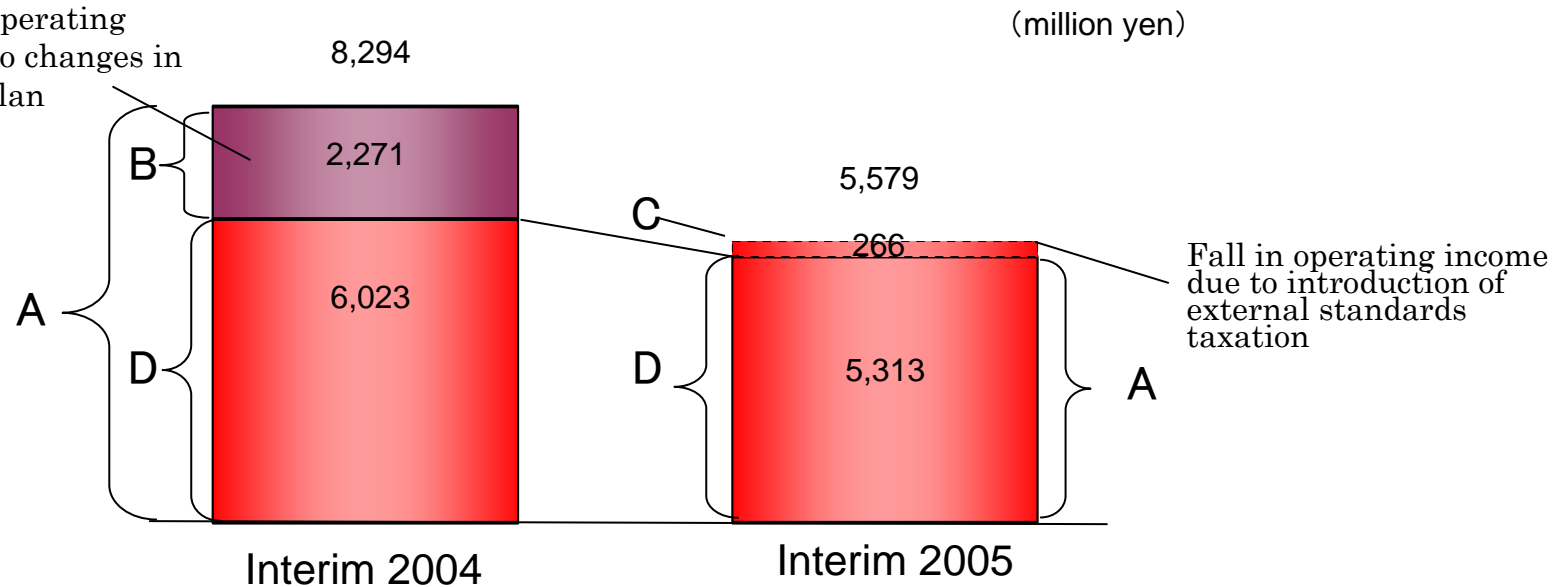
- Operating income for interim 2004
- Gross profit
- Personnel expenses
- Outsourcing expenses
- Transport
- Others
- Operating profit for interim 2005



Reference B: Operating income vs. interim 2004 (consolidated)

Excluding effects of changes to retirement benefits plan and introduction of external standards taxation

Increase in operating income due to changes in retirement plan



	Interim 2004	Interim 2005	Y-o-y change	
			amount	ratio (%)
Operating income (A)	8,294	5,313	-2,981	-35.9
Rise in operating income as a result of changes in retirement plan (B)	2,271	--	-2,271	--
Fall in operating income as a result of introduction of external standards taxation (C)	--	266	266	--
Net operating income (D) = (A) - (B) + (C)	6,023	5,578	-444	-7.4

(5) Group affiliate results (interim)

Mikasa CCBC

(million yen, thousand cases, %)

	2004 interim results	2005 interim					
		plan	results	vs. plan		vs. 2004	
				amount	ratio (%)	amount	ratio (%)
Sales volume	7,464	7,639	7,659	20	0.3	195	2.6
Net sales	15,293	14,494	14,431	-63	-0.4	-862	-5.6
Operating income	-7	42	54	11	28.3	61	-

Nishinihon Beverage

(million yen, thousand cases, %)

Net sales	10,236	9,714	9,687	-27	-0.3	-549	-5.4
Operating income	-85	-48	46	95	-	132	-

CCWJ Products

(million yen, thousand cases, %)

Net sales	3,030	3,221	3,352	131	4.1	321	10.6
Operating income	-193	-122	14	136	-	207	-

CCWJ Logistics

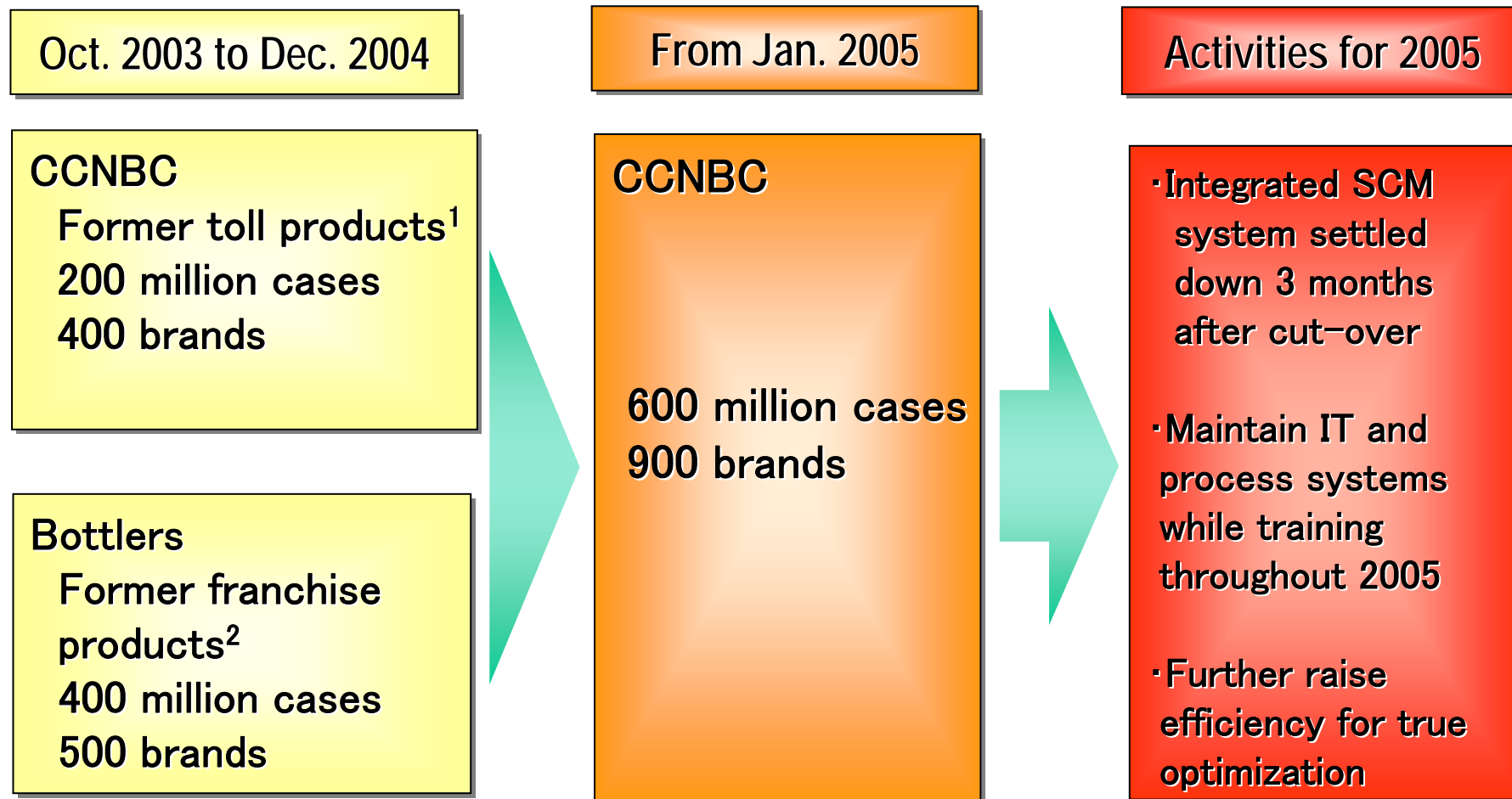
(million yen, thousand cases, %)

Net sales	4,181	4,254	4,887	633	14.9	705	16.9
Operating income	-21	-43	149	192	-	170	-

2. Coca-Cola National Beverage Company (CCNBC) results



(1) Operating results

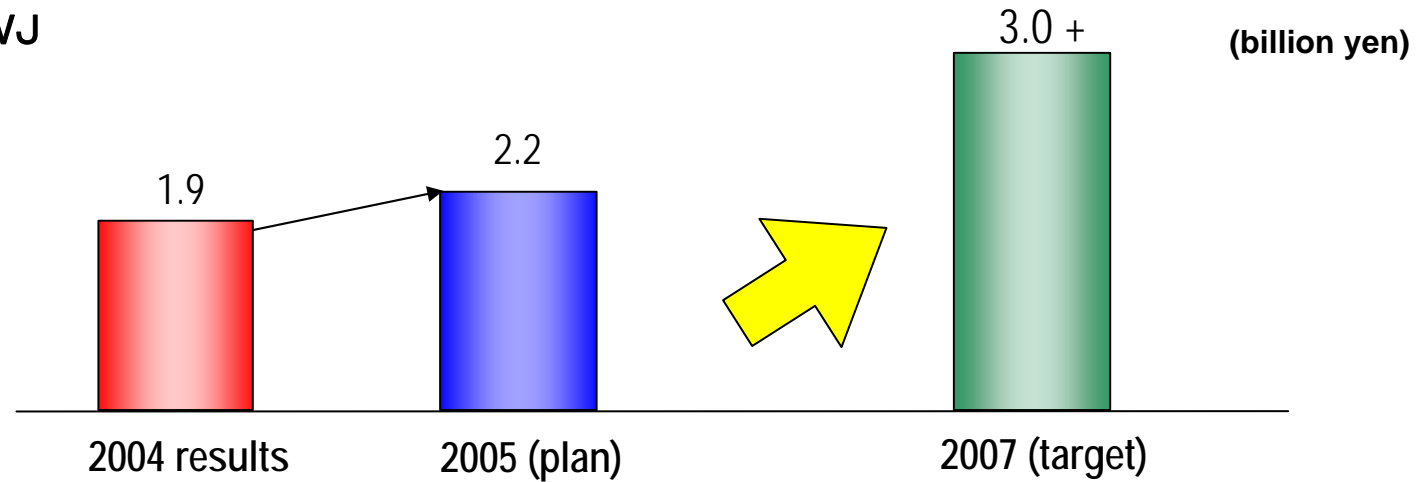


1. Products such as tea and mineral water manufactured by the former CCTPC and bottled and sold by the bottlers.

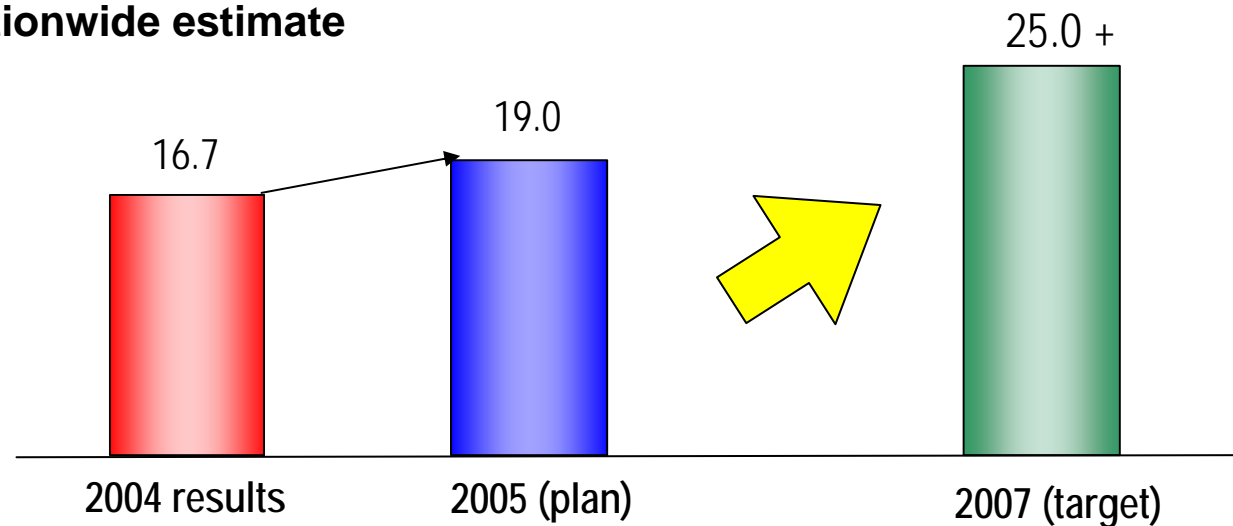
2. Products such as carbonated drinks and coffee manufactured and sold by the bottlers using a beverage base purchased from CCJC.

(2) Aims of Cost Reduction Program (vs. 2003)

CCWJ



Nationwide estimate



3. Interim summary

(1) Sales volume

◆ CCWJ sales volume and market share

- Q2**
- 3.1% below plan, 1.2 percent below Q2 2004
 - Face-to-face retail market share of 27.5% (1.2 percentage points below Q2 2004)
- Interim**
- 4.0 % below plan, 2.0% below interim 2004
 - Face-to-face market share : 28.4 % (1.2 percentage points below interim 2004)

(2) Consolidated results

- Q2**
- Net sales of ¥63.1 billion yen (¥1.6 billion below plan, ¥1.5 billion below Q2 2004)
 - Operating income: ¥3.5 billion (¥600 million below plan, ¥200 million below Q2 2004)
- Interim**
- Net sales of ¥117.3 billion (¥3.2 billion below plan, ¥2.4 billion below interim 2004)
 - Operating income of ¥5.3 billion (¥700 million below plan, ¥2.9 billion below interim 2004)

Note: ¥400 million below interim 2004 when excluding the effects of changes to the retirement plan

II . Full-Year Projections

1. H2 marketing themes



Pursue business themes comprehensively

- Expand sales and market share
- Enhance profits

- (1) Maximize sales at optimum time
- (2) Pursue cost reductions
- (3) Strengthen group businesses

2. Sales volume plans



(thousand cases, %)

	2004 results	2005					
		initial plan	revised plan	revised vs. initial plans		vs. 2004	
				change (amount)	change (ratio)	change (amount)	change (ratio)
H1 results	41,517	42,377	40,689	-1,689	-4.0	-828	-2.0
Q3 results	25,386	27,032	27,581	549	2.0	2,195	8.6
Q4 results	20,193	21,591	21,814	224	1.0	1,622	8.0
H2 results	45,579	48,623	49,395	772	1.6	3,816	8.4
Full year	87,096	91,000	90,084	-916	-1.0	2,988	3.4

3. H2 and full-year projections



(1) H2 (consolidated)

(million yen, %)

	2004 results	2005					
		initial plan	revised plan	revised vs. initial plan		vs. 2004	
				change (amount)	change (ratio)	change (amount)	change (ratio)
Net sales	133,398	134,200	135,900	1,700	1.3	2,501	1.9
Operating income	8,565	9,500	9,900	400	4.2	1,334	15.6
Recurring profit	8,678	9,700	10,000	300	3.1	1,321	15.2
Net income	3,838	5,600	5,700	100	1.8	1,861	48.5

(2) Full-year (consolidated)

(million yen, %)

	2004 results	2005					
		initial plan	revised plan	revised vs. initial plan		vs. 2004	
				change (amount)	change (ratio)	change (amount)	change (ratio)
Net sales	253,248	254,800	253,300	-1,500	-0.6	51	0.0
Operating income	16,860	15,600	15,200	-400	-2.6	-1,660	-9.8
Recurring profit	17,065	15,900	15,500	-400	-2.5	-1,565	-9.2
Net income	8,564	8,600	8,200	-400	-4.7	-364	-4.3

Reference A: Non-consolidated

1) H2

(million yen, %)

	2004 results	2005					
		initial plan	revised plan	revised vs. initial plan		vs. 2004	
				change (amount)	change (ratio)	change (amount)	change (ratio)
Net sales	103,019	104,900	106,100	1,200	1.1	3,080	3.0
Operating income	7,270	8,100	9,100	1,000	12.3	1,829	25.2
Recurring profit	7,422	8,300	9,200	900	10.8	1,777	23.9
Net income	3,640	4,700	5,400	700	14.9	1,759	48.3

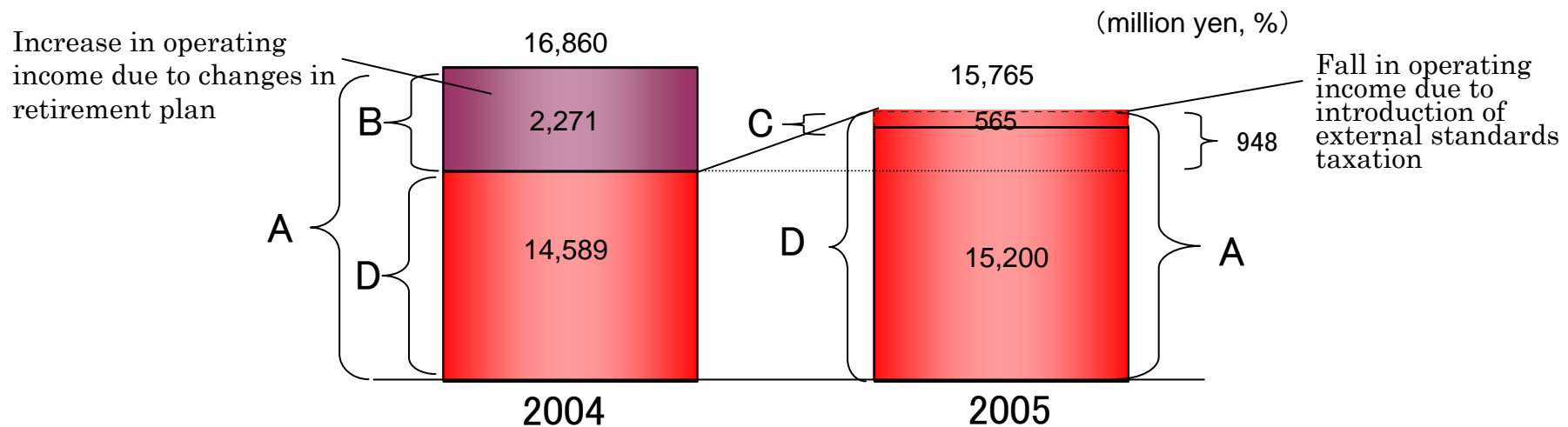
2) Full-year

(million yen, %)

	2004 results	2005					
		initial plan	revised plan	revised vs. initial plan		vs. 2004	
				change (amount)	change (ratio)	change (amount)	change (ratio)
Net sales	195,066	198,300	195,300	-3,000	-1.5	233	0.1
Operating income	15,024	14,300	14,600	300	2.1	-424	-2.8
Recurring profit	15,545	14,800	15,100	300	2.0	-445	-2.9
Net income	8,353	8,300	8,500	200	2.4	146	1.7

Reference B: Consolidated full-year operating income (year-on-year change)

Excluding effects of changes to retirement benefits plan and introduction of external standards taxation



		2004 results	2005 full-year projection	Y-o-Y change	
				amount	ratio
Operating income	(A)	16,860	15,200	-1,660	-9.8
Rise in operating income as a result of changes in retirement	(B)	2,271	-	-2,271	-
Fall in operating income as a result of introduction of external	(C)	-	565	565	-
Net operating income	(D) = (A) - (B) + (C)	14,589	15,765	1,176	8.1

(3) Revised plan for group affiliates (full-year)

Mikasa CCBC

(million yen, thousand cases, %)

	2004 full-year results	2005 (full-year)					
		initial plan	revised plan	revised vs. initial plan		vs. 2004	
				change (amount)	change (ratio)	change (amount)	change (ratio)
Sales volume	16,075	16,400	16,430	30	0.2	355	2.2
Net sales	32,614	30,606	30,526	-80	-0.3	-2,088	-6.4
Operating income	503	495	541	46	9.3	38	7.6

Nishinohon Beverage

(million yen, thousand cases, %)

Net sales	21,075	19,764	19,476	-288	-1.5	-1,599	-7.6
Operating income	-220	53	150	97	183.0	370	—

Coca-Cola West Japan Products

(million yen, thousand cases, %)

Net sales	6,592	6,644	6,772	128	1.9	180	2.7
Operating income	137	70	144	74	105.7	7	5.1

Coca-Cola West Japan Logistics

(million yen, thousand cases, %)

Net sales	9,125	9,233	10,718	1,485	16.1	1,593	17.5
Operating income	266	205	545	340	165.9	279	104.9

III. Review of Second-Quarter Marketing Activities

1. Market status

(1) Year-on-year change of sales volume (shipping base) measured at point of shipping from manufacturer

A. By category (nationwide)

(percent)

	All categories	Carbonated drinks	Coffee	Tea	Oolong tea	Green tea	Sports drinks	Mineral water
H1	+2	0	+2	+3	-8	+8	-4	+22

Source: Inryo Soken

B. By manufacturer (nationwide)

(percent)

	Q1	April	May	June	Q2	H1
Market total	+2	-1	+5	+3	+2	+2
Coca Cola	+1	-3	+5	+1	+1	+1
Suntory	+4	+1	+5	+4	+3	+4
Kirin	+1	0	+4	+10	+5	+3
Itoen	+10	+10	+10	+6	+8	+9
Asahi	+8	+20	+17	+11	+16	+12

Source: Inryo Soken

(2) Face-to-face marketing (excluding vending machines) at point of store sales

A. Nationwide

(percent, percentage points)

		Q1	April	May	June	Q2	H1
Coca Cola	market share	22.8	21.8	22.7	23.0	22.5	22.7
	y-o-y change	-0.1	-0.7	+0.3	+1.3	+0.3	+0.2
Suntory	market share	15.7	16.0	15.3	15.3	15.5	15.6
	y-o-y change	+0.2	-0.1	-0.1	+0.1	-0.0	+0.0
Kirin	market share	9.6	9.9	9.2	9.4	9.5	9.5
	y-o-y change	-0.7	-0.6	-0.7	-0.4	-0.6	-0.6
Itoen	market share	6.2	5.7	6.2	5.6	5.8	6.0
	y-o-y change	+0.4	+0.1	+0.1	-0.6	-0.2	+0.1
Asahi	market share	5.1	6.5	5.6	5.1	5.7	5.4
	y-o-y change	+0.5	+1.7	+0.7	+0.3	+0.9	+0.7

Source: Intage Store Audit

B. CCWJ Territory

(percent, percentage points)

		Q1	April	May	June	Q2	H1
CCWJ	market share	29.6	27.1	27.9	27.4	27.5	28.4
	y-o-y change	-1.2	-2.3	-1.1	-0.4	-1.2	-1.2
Suntory	market share	12.1	12.7	11.7	11.6	11.9	12.0
	y-o-y change	+0.1	-0.0	+0.2	+0.0	+0.0	+0.1
Kirin	market share	8.9	9.2	8.5	8.8	8.8	8.8
	y-o-y change	+0.1	+0.3	+0.0	+0.1	+0.1	+0.1
Itoen	market share	5.1	4.9	5.3	5.2	5.1	5.1
	y-o-y change	+0.3	+0.2	+0.1	-0.3	-0.0	+0.1
Asahi	market share	5.0	6.3	5.5	5.2	5.6	5.3
	y-o-y change	+0.8	+1.7	+1.0	+0.3	+1.0	+0.9

Source: Intage Store Audit

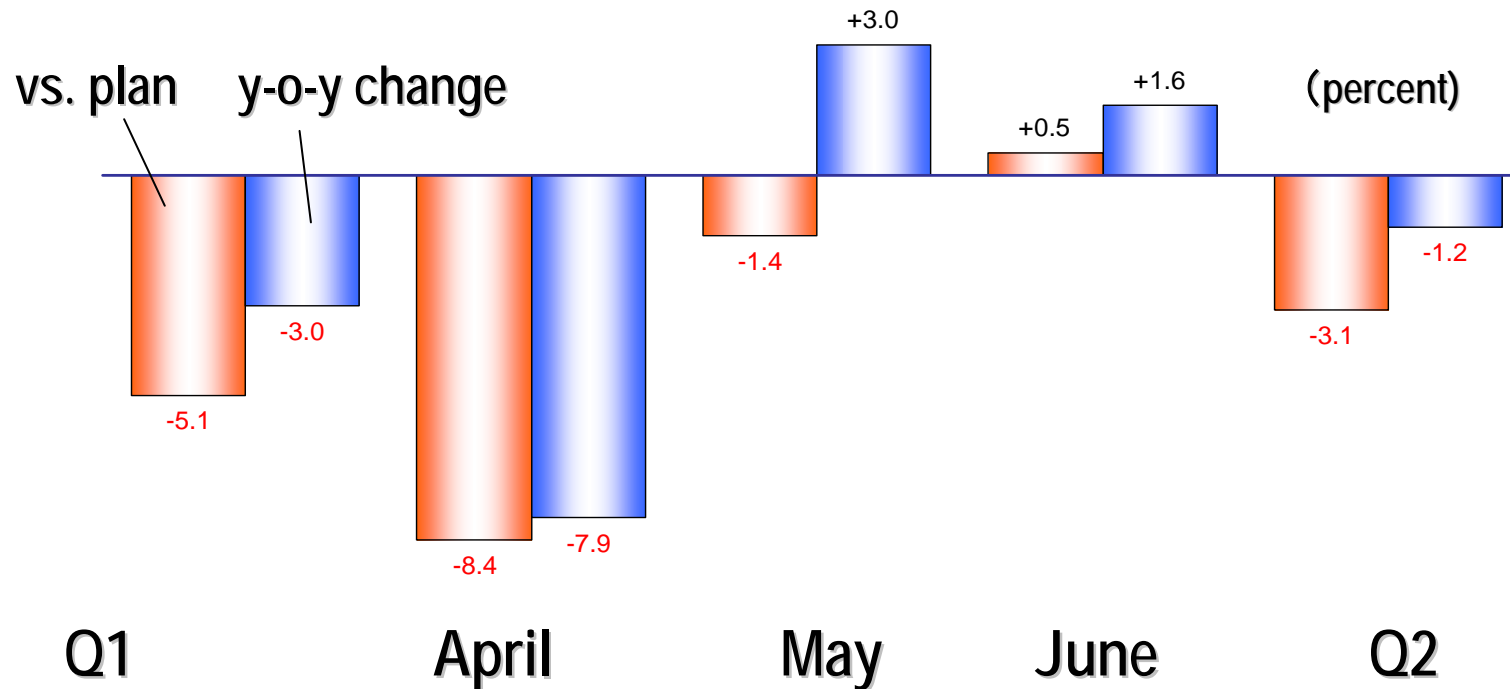
2. CCWJ sales results



(1) Monthly sales trends

(thousand cases, %)

	vs. plan		Y-o-Y change	
	amount	ratio	amount	ratio
Q1	-967	-5.1	-559	-3.0
Q2	-721	-3.1	-269	-1.2
H1	-1,689	-4.0	-828	-2.0



(2) Brand status

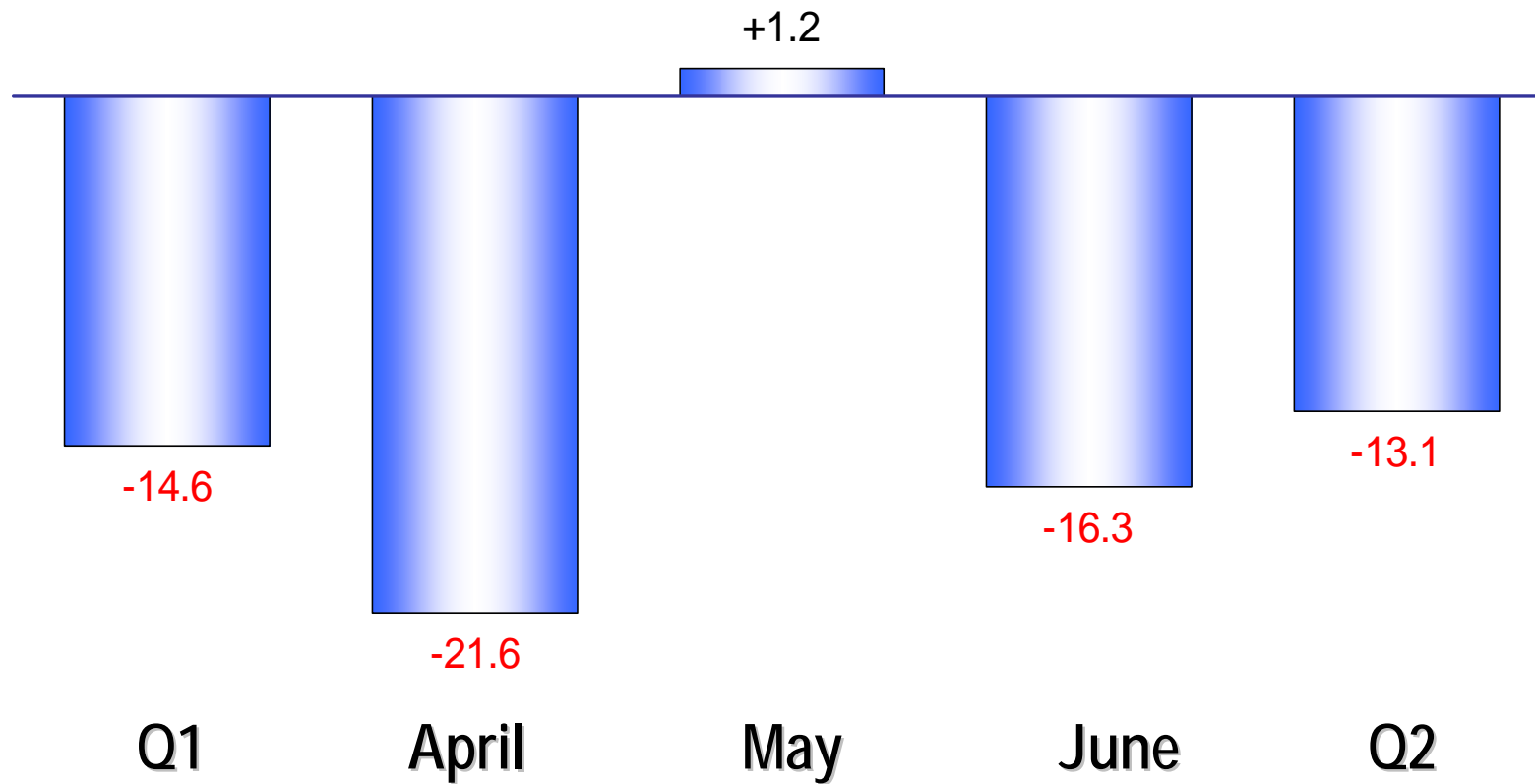
(thousand cases, %)

	Q2 2005					H1 2005				
	results	vs. plan		vs. Q2 2004		results	vs. plan		vs. H1 2004	
		amount	ratio	amount	ratio		amount	ratio	amount	ratio
★ Coca-Cola	2,291	-161	-6.5	-347	-13.1	3,611	-605	-14.4	-571	-13.7
Georgia	6,285	-160	-2.5	28	0.4	13,158	-28	-0.2	-62	-0.5
★ Aquarius	2,420	207	9.4	502	26.2	3,495	125	3.7	552	18.8
★ Sokenbicha	1,718	-587	-25.5	-307	-15.1	2,945	-951	-24.4	-354	-10.7
Hajime/Marocha	1,644	170	11.5	440	36.5	2,662	171	6.8	528	24.7
Subtotal	14,358	-530	-3.5	316	2.3	25,872	-1,289	-4.7	92	0.4
Mori no mizudayori	612	75	14.0	65	11.9	1,009	25	2.5	17	1.7
Others	7,548	-267	-3.4	-651	-7.9	13,808	-425	-3.0	-938	-6.4
Total	22,518	-721	-3.1	-269	-1.2	40,689	-1,689	-4.0	-828	-2.0

A: Coca-Cola

Monthly sales figures (year-on-year change)

(percent)



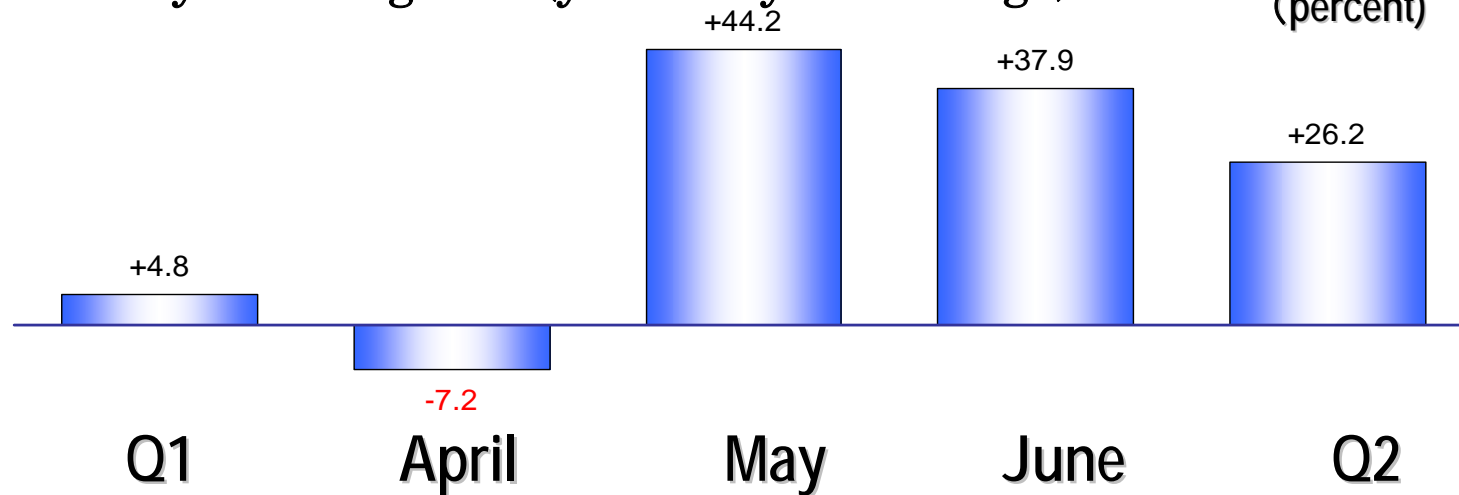
Sales by package: Q2 2004 vs. Q2 2005

(thousand cases, %)

		280ml can	350ml can	500ml can	500ml PET	1.5L PET	Bottle can	Total	
								vol.	%
Coca-Cola	vol.	-70	-21	-180	+11	-17	+63	-193	-10.0
Diet Coca-Cola	vol.	-16	-2		-5	+2	-31	-50	-15.2
Coca-Cola Lemon	vol.	+33			+81	+39	+71	+237	-
Coca-Cola C2	vol.		-2		-168		-171	-341	-92.1
Total	vol.	-53	-25	-180	-81	+24	-68	-347	
	%	-28.3	-26.3	-43.7	-12.9	+5.1	-11.9	-13.1	

B. Aquarius

Monthly sales figures (year-on-year change)



Sales by package: Q2 2004 vs. Q2 2005

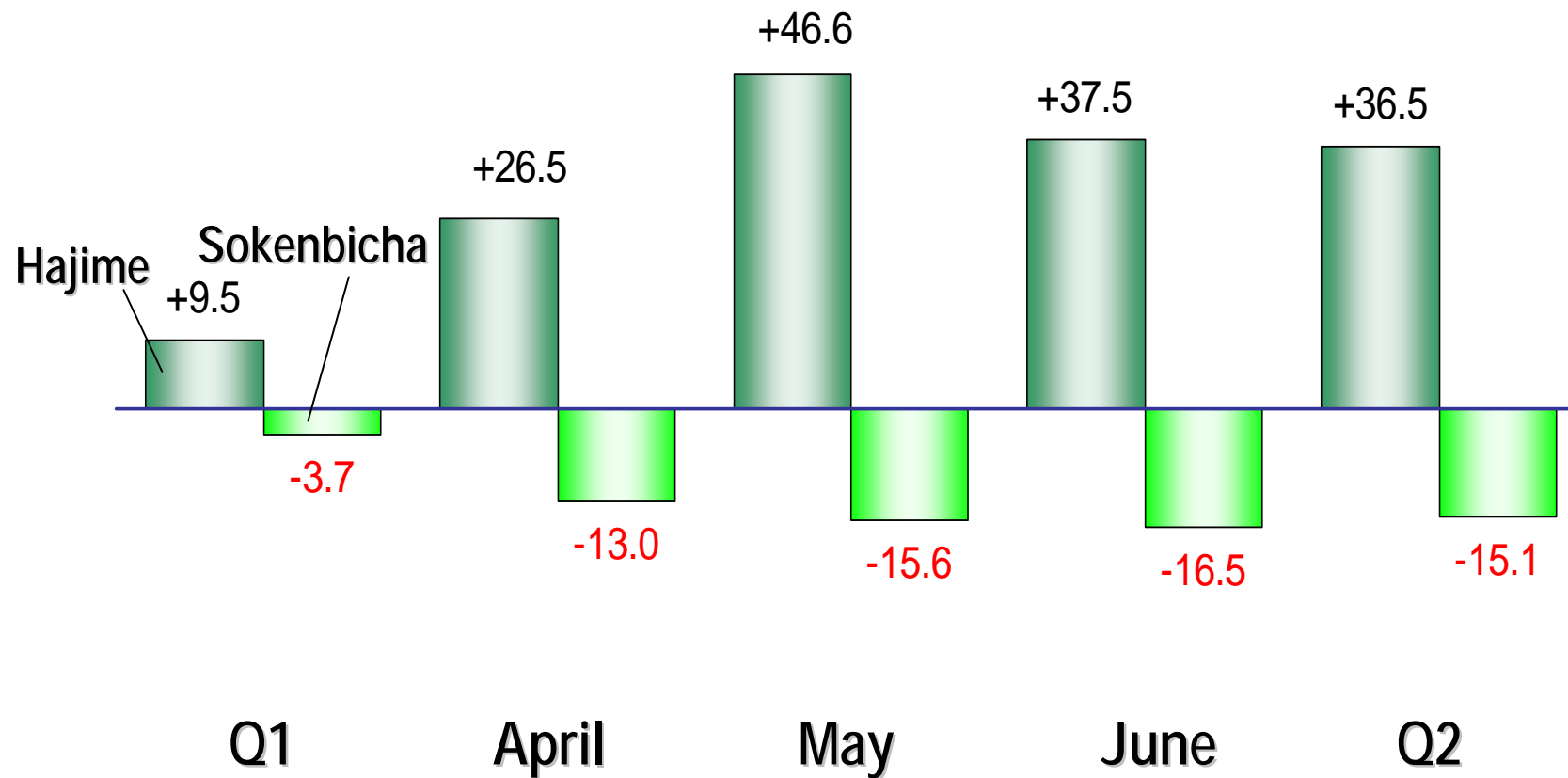
(thousand cases, %)

		500ml can	500ml PET	2L PET	Bottle can	Total	
						Vol.	%
Aquarius	vol.	-141	+57	+35	+15	+2	+0.1
Active Diet	vol.		+180	+141	+126	+500	-
Total	vol.	-141	+237	+176	+141	+502	
	%	-43.4	+53.2	+23.0	+51.0	+26.2	

C. Sokenbicha/Hajime

Monthly sales figures (year-on-year change)

(percent)



Sales by package: Q2 2004 vs. Q2 2005

(thousand cases, %)

			350ml can	280ml PET	500ml PET	2.0L PET	Total	
							vol.	%
Hajime/Marocha		vol.	-57	+227	+263	+28	+440	+36.5
Soken bicha	Sokenbicha	vol.	-60	-37	-43	-39	-130	-7.6
	Sokenbicha green tea blend	vol.		-22	-126	-31	-177	-54.0
	Total	vol.	-60	-59	-169	-70	-307	-15.1
Total		vol.	-117	+168	+94	-42	+133	
		%	-43.4	+24.0	+6.8	-5.6	+4.1	

D. New products

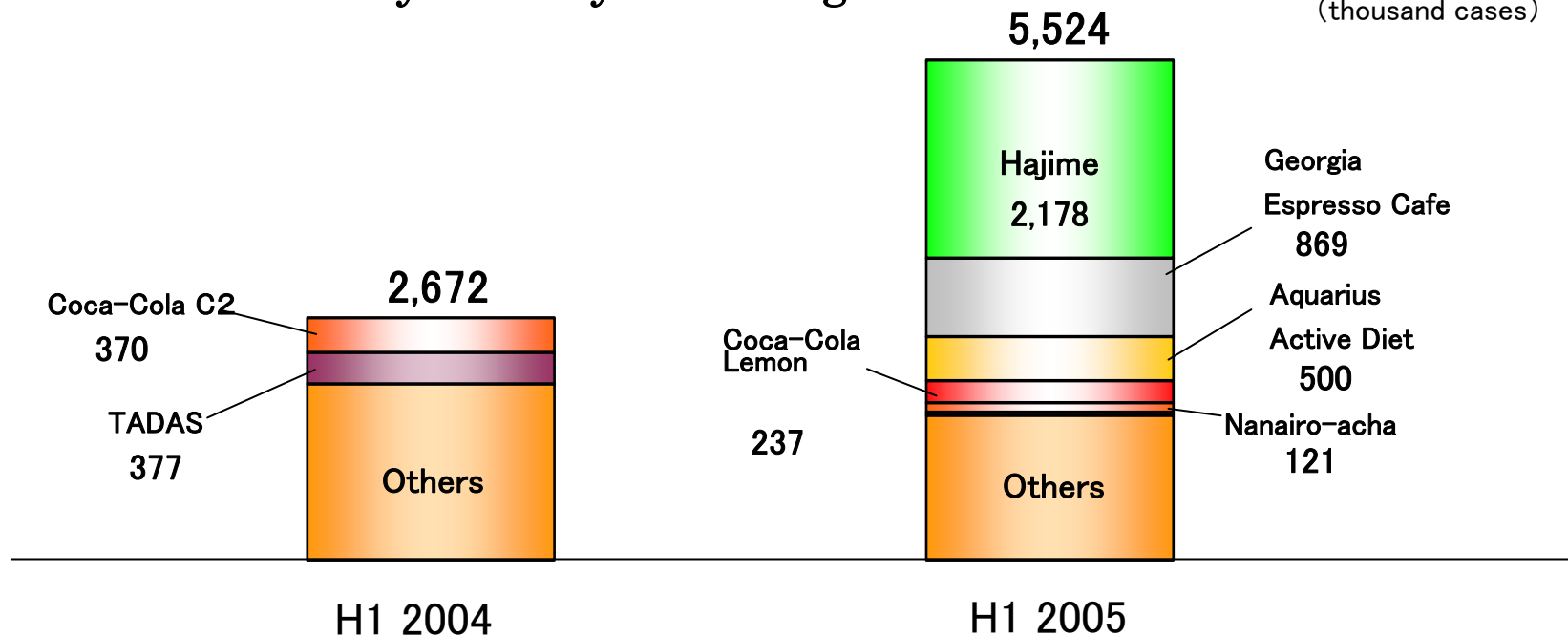
Brand numbers and sales volumes

(no. of brands, thousand cases)

	2004			2005			Y-o-y change		
	Q1	Q2	H1	Q1	Q2	H1	Q1	Q2	H1
No. of brands	23	54	77	27	47	74	4	-7	-3
Sales volume	725	1,947	2,672	1,257	4,267	5,524	532	2,320	2,852

Sales volume: year-on-year change

(thousand cases)





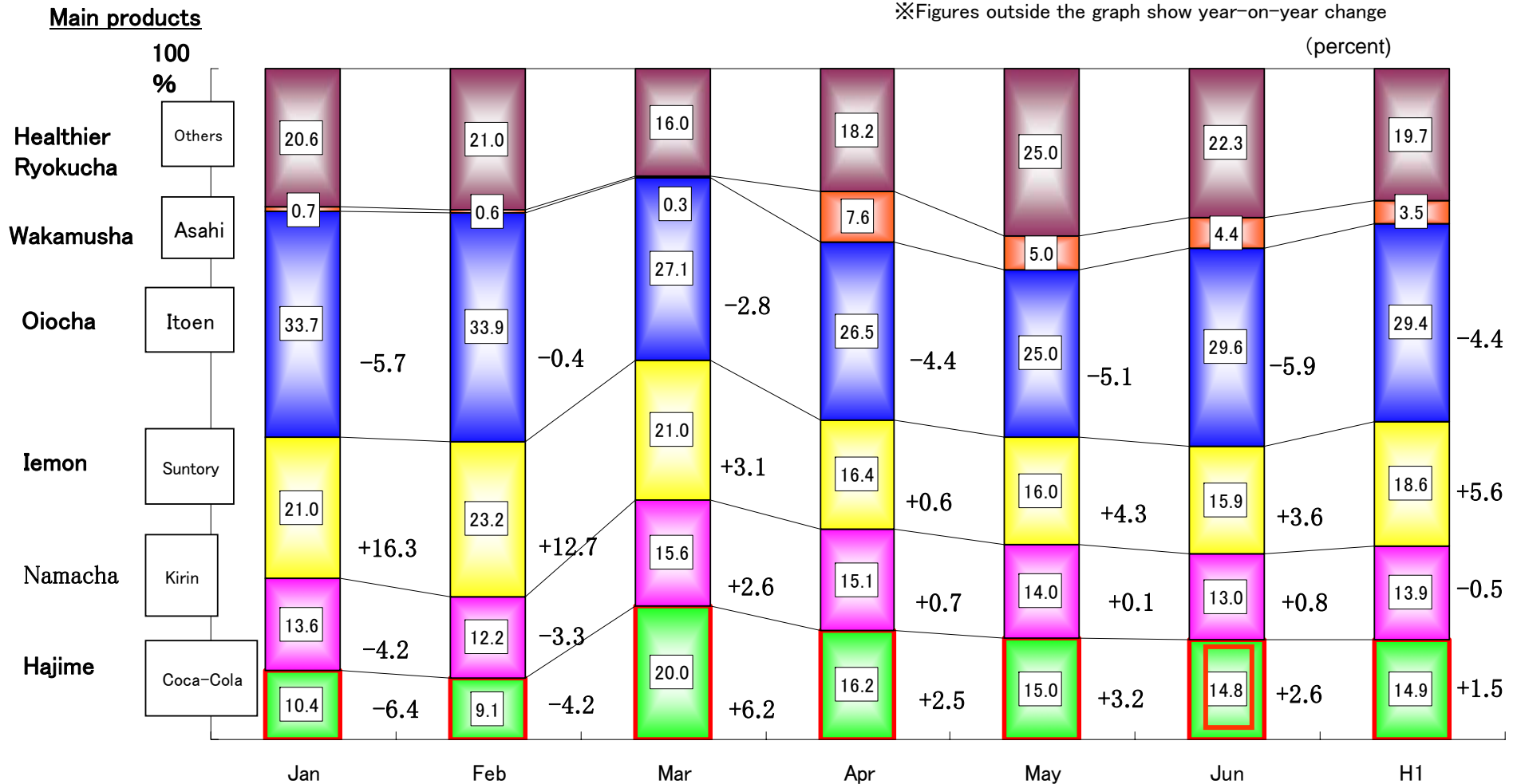
Reference: Hajime results

1) Green tea market share trends in CCWJ area

Source: Intage

※Figures outside the graph show year-on-year change

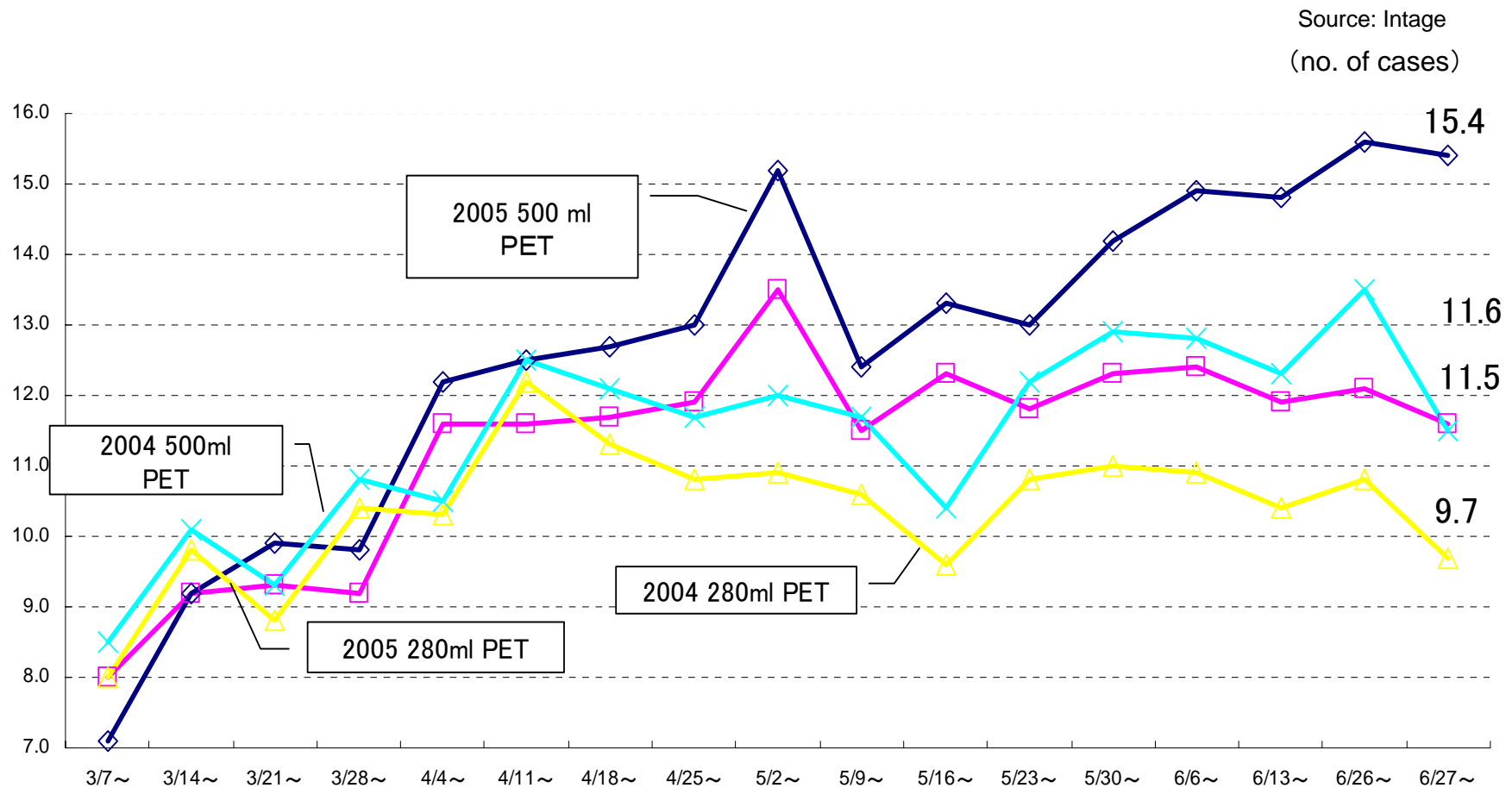
(percent)





2) Green tea sales trends at vending machines in CCWJ area (year-on-year change)

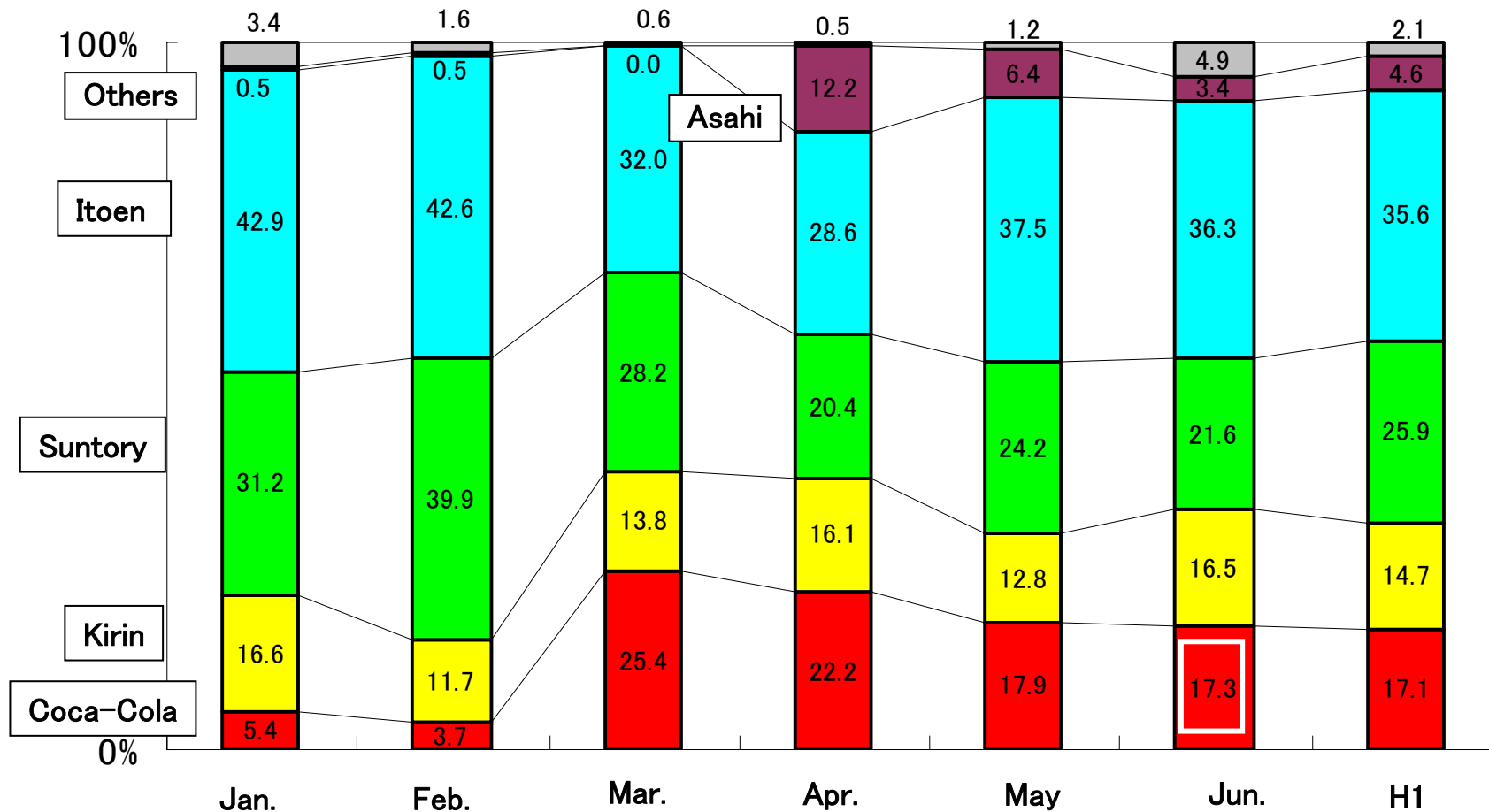
Sales per full service vending machine





3) 500ml PET market share trends for green tea at convenience stores (CCWJ area)

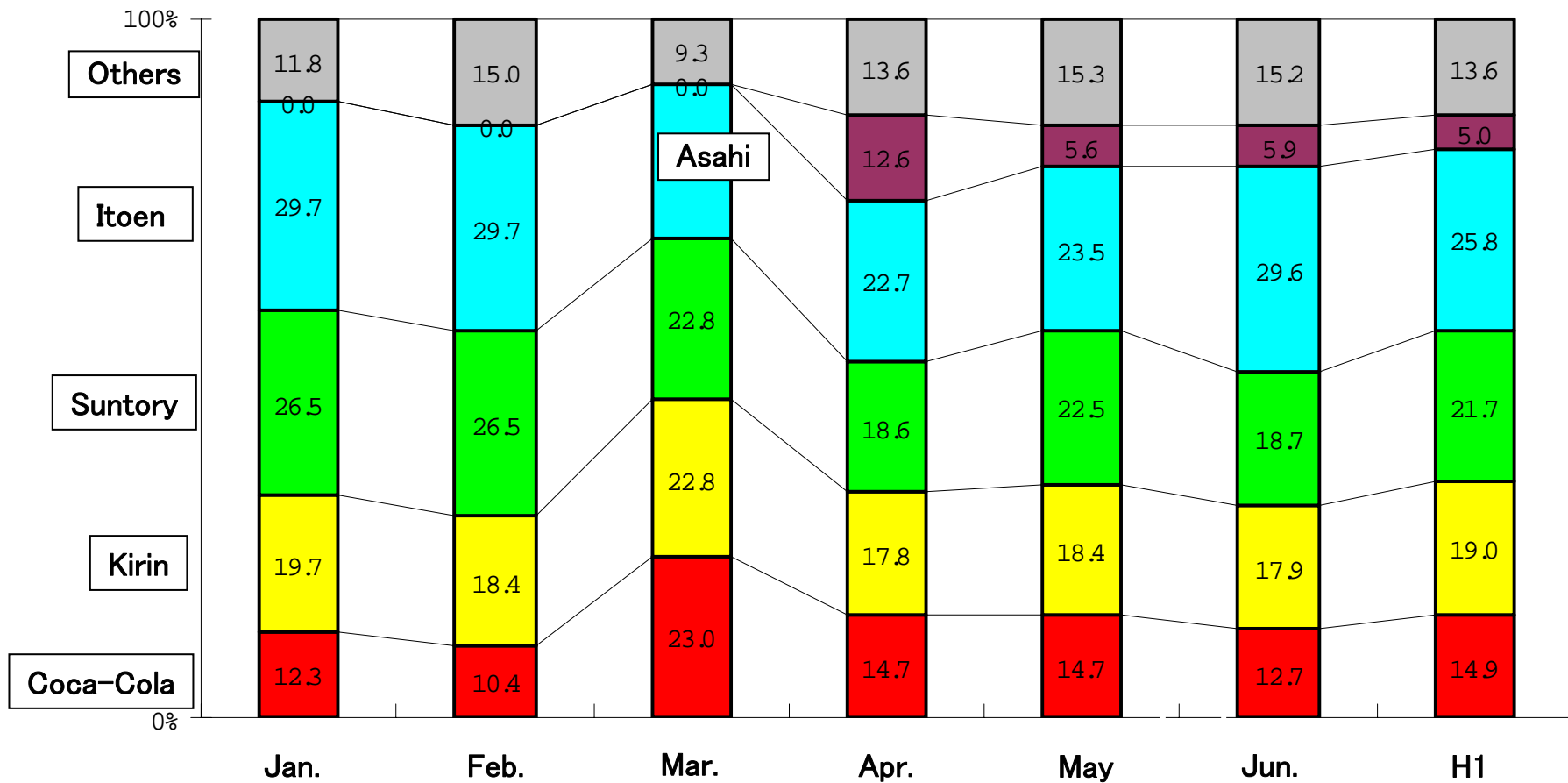
Source: Intage
(percent)





4) Market share trends for green tea 2L PETs at supermarkets (CCWJ area)

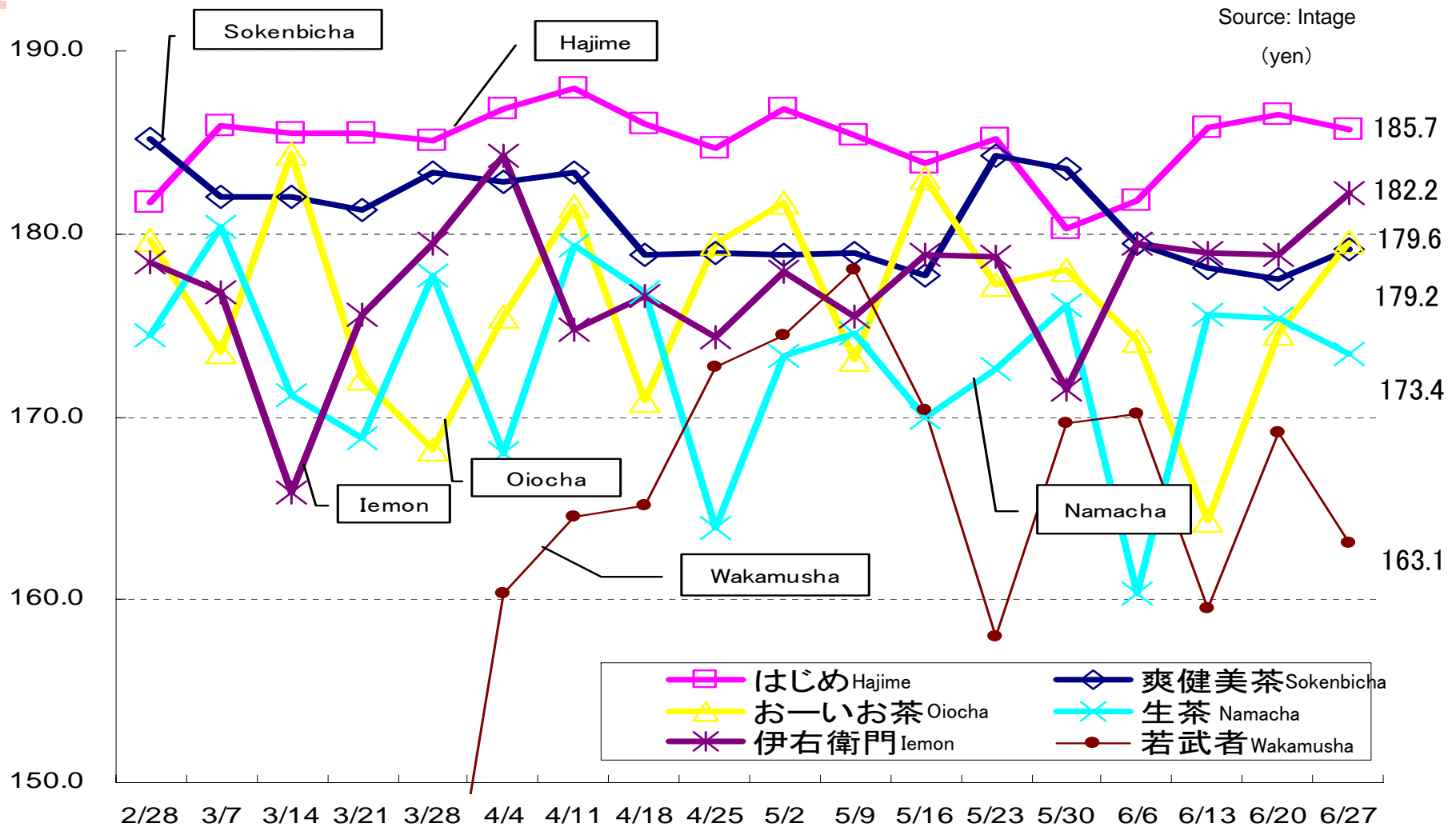
Source: Intage
(percent)



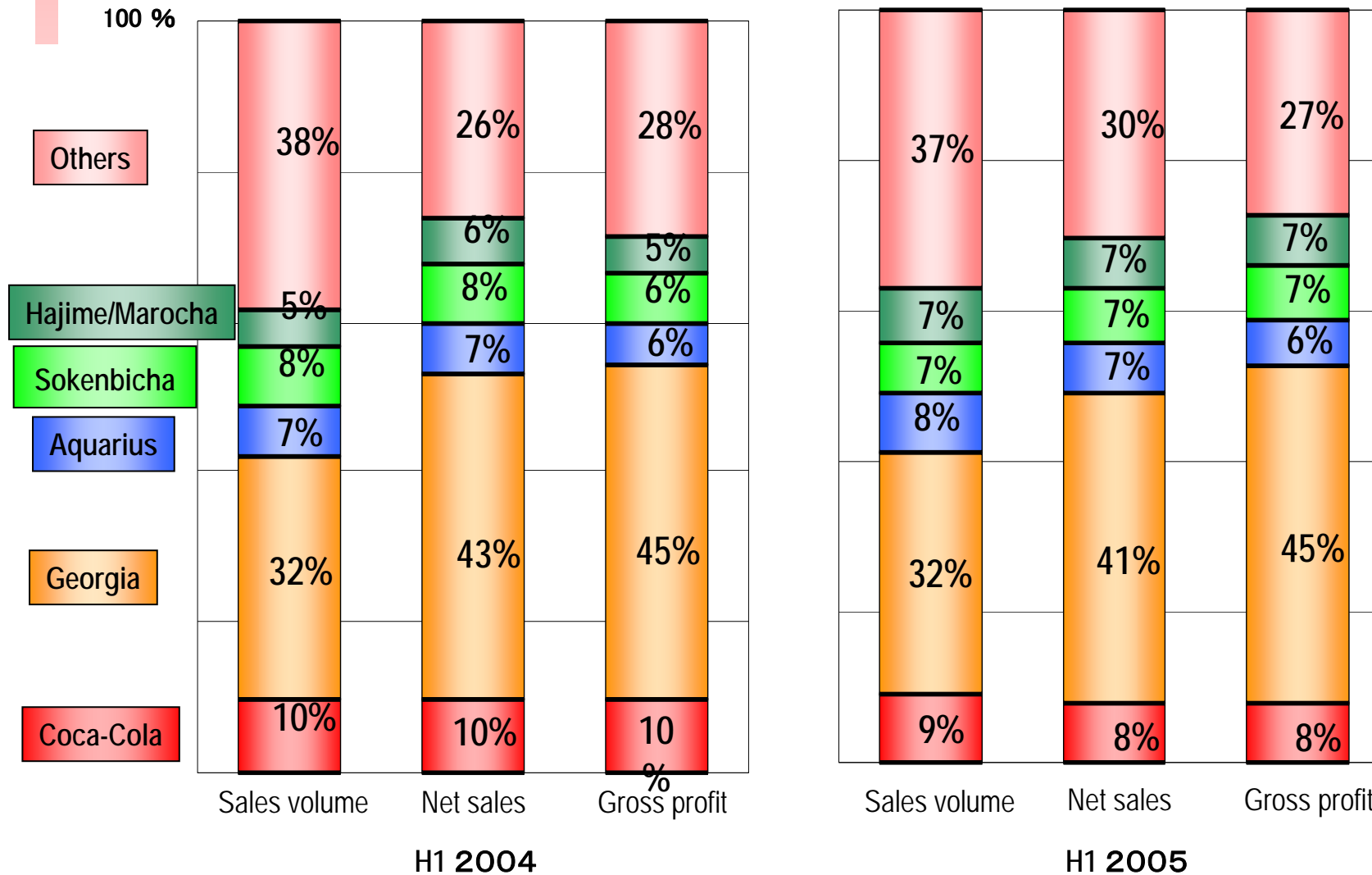


5) Green tea 2L PET price trends at supermarkets (CCWJ area)

Average unit price (yen)



E. Brand distribution

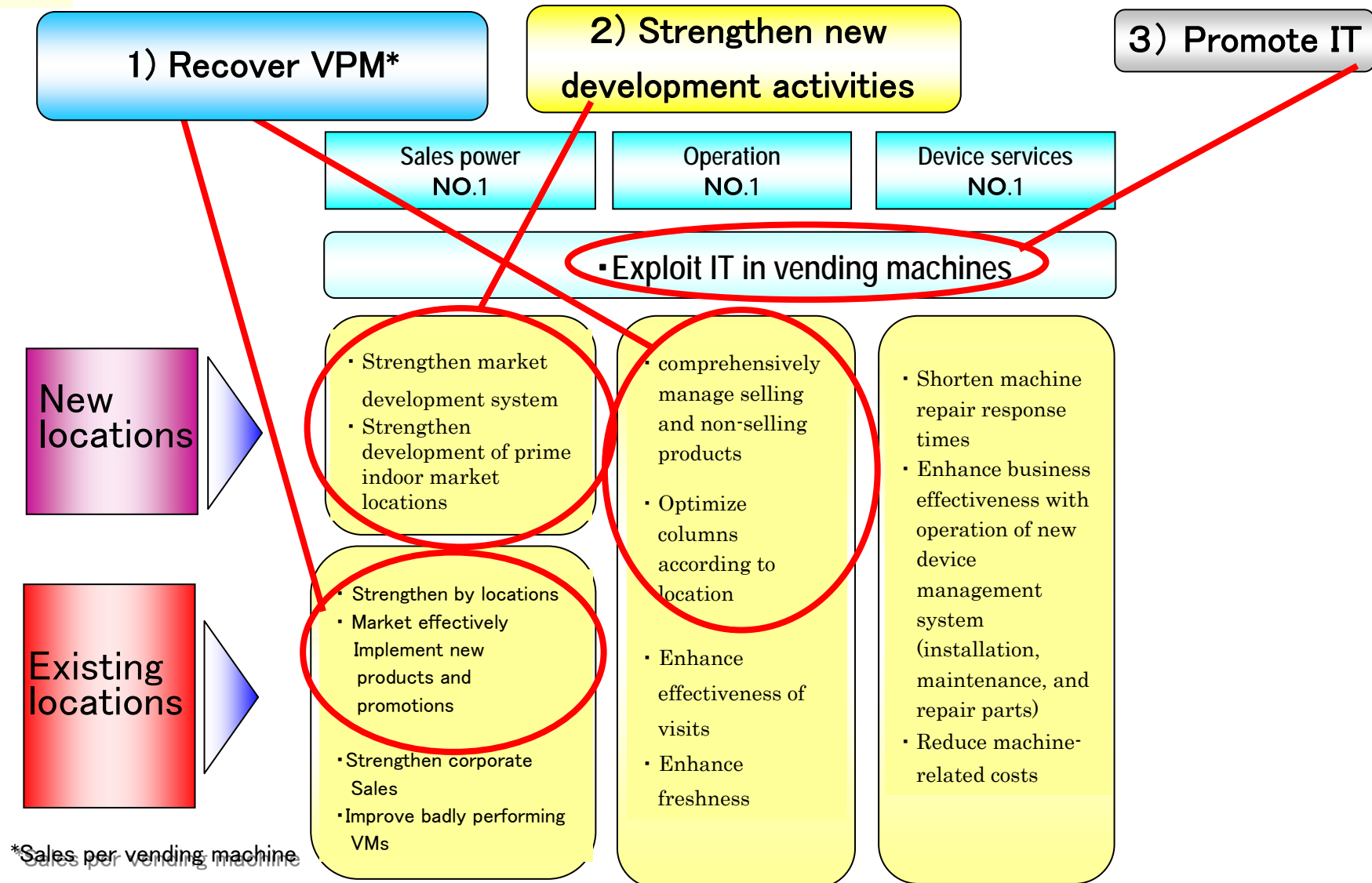


(3) Results by channel

(thousand cases, %)

	Q2 2005					H1 2005				
	results	vs. plan		vs. Q2 2004		results	vs. plan		vs. H1 2005	
		change (amount)	change (ratio)	change (amount)	change (ratio)		change (amount)	change (ratio)	change (amount)	change (ratio)
★ Vending machines	7,586	-83	-1.1	289	4.0	13,901	-317	-2.2	148	1.1
★ Chain stores	4,624	-56	-1.2	116	2.6	7,706	-352	-4.4	-148	-1.9
Convenience stores	2,530	-102	-3.9	58	2.3	4,865	-198	-3.9	-2	-0.0
Retail stores	3,683	-163	-4.2	-278	-7.0	6,509	-244	-3.6	-347	-5.1
Food services	1,964	-46	-2.3	89	4.8	3,594	-135	-3.6	72	2.0
Agencies	466	-12	-2.5	5	1.0	816	-32	-3.8	-4	-0.5
Others	1,664	-260	-13.5	-549	-24.8	3,298	-410	-11.1	-546	-14.2
Total	22,518	-721	-3.1	-269	-1.2	40,689	-1,689	-4.0	-828	-2.0

A. Vending machines



1) Recover VPM (sales per vending machine)

- ◆ Strengthen 23,000 machines (22% of full-service vending machines) at key accounts

January to June sales up 102.3% year-on-year

- ◆ Optimize VM columns through OEPs*

* Operation Effectiveness Projects based on key business indicators

VPM trends for all full-service vending machines

(no. of cases, %)

	Q1	April	May	June	Q2	H1
2004	66.1	24.1	23.7	26.2	74.0	140.2
2005	63.1	23.6	24.9	27.0	75.6	138.6
Y-o-y change	95.3%	98.0%	105.2%	103.0%	102.1%	98.9%

2) Strengthen new development activities

- ◆ Development crew activities for entire area (April to May)
- ◆ Strengthen organization development at Market Development Division
- ◆ Develop VMs that contribute to individual regions (disasters, soccer, administrative support, etc.)

Results of development activities (no. of machines)

	Q1	April	May	June	Q2	H1
Plan	3,463	1,372	1,161	1,191	3,724	7,187
Results	2,257	1,331	1,047	1,373	3,751	6,008
Change	-1,206	-41	-114	+182	+27	-1,179

Results of Market Development Division's activities

		Q1	Q2	H1
No. of machines	plan	220	290	510
	results	273	449	722
annual sales achieved (thousand cases)		159	242	401
VPM* (cases)		582	534	555

* VPM: Sales per vending machine

3) Promote IT

Maintain course of plan with expansion of on-line system and investment in vending machine IT

Vending machine for disaster support

- Illuminated sign displays disaster information
- Dispenses free soft drinks if disaster breaks out
- 20 machines introduced in Yasugishi city, Shimane prefecture, for the first time in West Japan
- Currently expanding through local authorities centered on San-in region



4) Sales volume for full-service vending machines

(thousand cases, %)

		Q1	April	May	June	Q2	H1
Results		6,314	2,369	2,504	2,713	7,586	13,901
vs. 2004	vol.	-140	-12	166	134	289	148
	%	-2.2	-0.5	7.1	5.2	4.0	1.1
vs. plan	vol.	-234	-109	-41	67	-83	-317
	%	-3.6	-4.4	-1.6	2.5	-1.1	-2.2

B. Chain stores

“Ten-round 10”

10% vertical and horizontal extension of store floors

(1) Floor display (RfW)*

*RfW: Reform from within

Create five floor displays

(2) Product lineup (RfW)

Product lineup policy to realize floor display concepts

(3) Account sales (RfW)

Management to realize floor display concepts

1) Floor display (RfW)

- ◆ Investigate floor displays and promote management at all stores (total of 3,157)
- ◆ Expand displays by aggressively installing machinery and materials
 - Installation of refrigerated devices
 - 191 small hot & cold coolers installed (up 30% since end of 2004)
 - 397 average-sized coolers installed (up 39% since end of 2004)
- ◆ Expand total brand numbers
 - 29.2 brands per store as of June 30 (up 9% since end of 2004)

Q2 floor display results (per store)

No. of stores	No. of brands	Faces	Machinery and materials	Sales locations
3,157	29.2	85.3	1.5	2.0

2) Product (RfW)

◆ Recover large package volume share

Create large-volume sales opportunities and flexible pricing policies

◆ Expand key products

- Initiatives to acquire greater share of midi-PET corner

4.0 brands per store as of June 30 (up 0.8 since end of 2004)

- Initiatives to acquire greater share of 500ml PET selection corner

9.1 brands per store as of June 30 (up 0.7 percent since end of 2004)

Package sales (year-on-year change)

(thousand cases, %)

	Q1 2005		Q2 2005		H1 2005	
	vol.	%	vol.	%	vol.	%
2L PET	-223	-15.9	+84	+4.7	-139	-4.4
1.5L PET	-76	-9.6	-6	-0.7	-83	-5.0
1L PET	+37	+588.2	+19	+38.2	+56	+99.3
500 PET	+13	+2.7	+24	+3.0	+37	+2.9

3) Account sales (RfW)

- ◆ Recovery of results in nine discount accounts
 - Organization brought under direct control of headquarters (May)
 - Initiatives to improve response to account features
 - Strengthening connections with headquarters
 - Category management
- ◆ Strengthening key accounts and stores
 - Select 827 key stores from 53 key accounts
 - Developing key activities there as designated strategic stores

Sales by account (year-on-year change)

(thousand cases, percentage points)

	Q1 2005		Q2 2005		H1 2005	
	vol.	%	vol.	%	vol.	%
9 discount accounts	-183	-23.4	-28	-3.9	-211	-11.9
Key accounts	-18	-1.4	+124	+7.4	+124	+3.6
CCNSC/NK	+34	+7.1	+99	+16.0	+133	+12.1
Others	-98	-11.5	-78	-6.4	-177	-8.5
Total	-265	-7.9	+116	+2.6	-148	-1.9

※ CCNSC: National supermarket chain that Coca-Cola National Sales Company deals with.

NK: Supermarket chain handled as a joint venture between CCJC and bottlers.

4) Sales volume and market share among chain stores

Sales volume

(thousand cases, %)

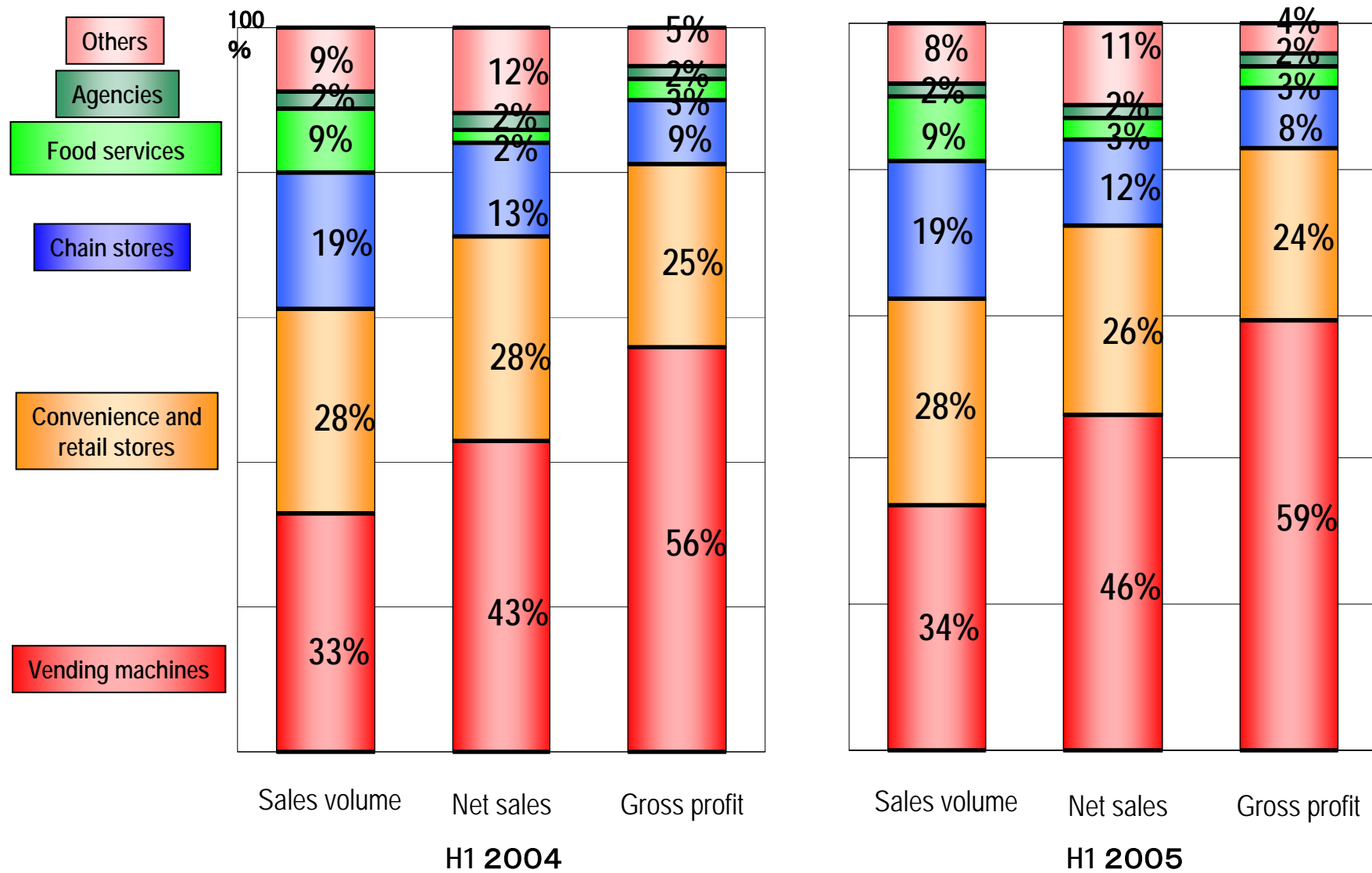
		Q1	April	May	June	Q2	H1
results		3,083	1,375	1,508	1,740	4,624	7,706
y-o-y change	vol.	-265	-118	74	160	116	-148
	%	-7.9	-7.9	5.2	10.1	2.6	-1.9
vs. plan	vol.	-297	-153	53	44	-56	-352
	%	-8.8	-10.0	3.7	2.6	-1.2	-4.4

Market share (year-on-year change)

(percent, percentage points)

	Q1	April	May	June	Q2	H1	
						market share	y-o-y change
CCWJ	-2	-2	-1	-0.5	-1.1	26.3	-1.5
Suntory	-0.3	-0.4	-0.5	-0.5	-0.5	12.7	-0.4
Kirin	+0.8	+0.8	+0.5	+0.4	+0.6	8.5	+0.7
Itoen	+0.4	+0.4	+0.4	+0.2	+0.3	4.5	+0.4
Asahi	+0.8	+2.0	+1.1	+0.7	+1.2	5.4	+1.1

C. Sales distribution by channel



3. Q2 summary



Nationwide market status

- April: Shipments failed to expand, partly because of reaction to the launch of major new products in March.

Loyalty to green tea led to stagnation of other major established brands.

- Green tea and water continued to drive the Q2 market overall.

CCWJ status

- Sales volumes down both on previous year and plan
 - ✓ The May and June recovery could not compensate for the April downturn.
- This fiscal year's most important new product, Hajime, and key product Aquarius Active Diet performed well.
 - ✓ Meanwhile, Coca-Cola, Sokenbicha and other flagship brands performed badly.
- Activities in the core vending and chain store channels bore fruit from May onward.

IV. Third-Quarter Marketing Activities

1. Q3 marketing points



Maximize sales at optimum time

(1) Recovery from H1 sales downturn

(2) Maximum development of new Georgia campaign

(3) Comprehensively strengthen vending machine & chain store channels



Brand strategy



Channel strategy

2. Brand strategy



(1) Sales targets by brand

Q3 sales plan

(thousand cases, %)

	H1		Q3 2005				
	vs. plan	vs. H1 2004	revised plan	vs. initial plan		vs. Q3 2004	
				change (amount)	change (ratio)	change (amount)	change (ratio)
Coca-Cola	-14.4	-13.7	3,103	+369	+13.5	+312	+11.2
Georgia	-0.2	-0.5	6,766	+254	+3.9	+723	+12.0
Sokenbicha	-24.4	-10.7	2,361	-149	-6.0	-308	-11.6
Aquarius	+3.7	+18.8	3,433	+209	+6.5	+309	+9.9
Hajime/Marocha	+6.8	+24.7	1,753	-60	-3.3	+331	+23.3
Mori-no-mizudayori	+2.5	+1.7	787	+153	+24.1	+118	+17.6
Others	-1.6	-6.3	9,378	-228	-2.4	+710	+8.2
Total	-4.0	-2.0	27,581	+549	+2.0	+2,195	+8.6

(2) Recovery from H1 sales downturn

Major activities for Q3

		Implementation	Development channels	Sales targets (thousand cases)
National promotion	Summer promotion	7/1 to 8/31	All channels	—
	New Georgia campaign and all-product renewal	from September	All channels	—
	Sokenbicha national promotion	from September	All channels	—
CCWJ original promotions	Promotion of Coca-Cola, Sokenbicha, and Aquarius extra-volume cans	7/4 to 8/31	VM	1,160
	Georgia: 30 year commemorative/summer cans	6/20 to 8/31	VM	540
	Mori-no-mizudayori: 500ml PET promotion	6/20 to 8/31	VM	210
	Mori-no-mizudayori : Strengthen 500ml and 2L PETs	Jul. to Sep.	S'market	420
	Hajime: Strengthen 2L PETs	Jul. to Sep.	S'market	240
	Hajime: Develop follow-up plan	Jul. to Sep.	All channels	1,700
	Sokenbicha: 500ml PET near-pack	From July 18	S'market	20
	Sokenbicha: Naotaro Moriyama live promotion	7/11 to 7/31	S'market	—

New products for Q3

		Date of launch	Channel development	Sales targets (thousand cases)
Georgia	Grande 190g can	9/5	All channels	267
	Kuromame Latte 280ml PET	Mid-Sep.	Face-to-face	21
	Café Latte 280ml PET (hot)	End of Sep.	Face-to-face	86
Sokenbicha	Fukami-kobashi Sokenbicha 280ml PET/350ml PET (hot)	9/26	All channels (280) Face-to-face (350)	92
Hajime	Hajime 350ml PET (hot)	9/5	Face-to-face	181
Nanairo-acha	Nanairo-acha 280ml PET/350ml PET (hot)	9/26	VMs (280) Face-to-face (350)	99
Fanta	Fanta Ultra Lemon 500ml bottle can	7/4	Face-to-face	19
	Fanta Cho-ultra Lemon 500ml bottle can	7/4	Face-to-face	27
	Fanta Kiwi 500ml PET/1.5L PET	8/29	Face-to-face	63
Qoo	Qoo Morimori Kudamono 500ml PET/1.5L PET	9/12	All channels	49

(3) Maximum development of new Georgia campaign

Basic policy

- Fully exploit the first renewal for 5 years, and cultivate Georgia's new consumers.
- Comprehensively strengthen existing 5 main flavors around the hub of the new Grande product.



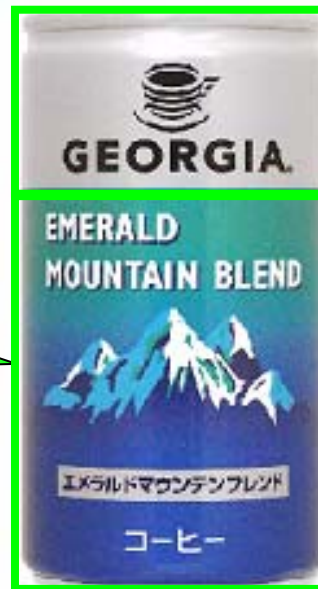
Summary of Georgia's new strategy development





Renewal

- Exploit the resource of the Georgia coffee cup icon while creating a more modern, refined design



Strengthen “high-quality,”
“refined,” “modern,” and
“new” feel

Keep “major” and
“regal” feel

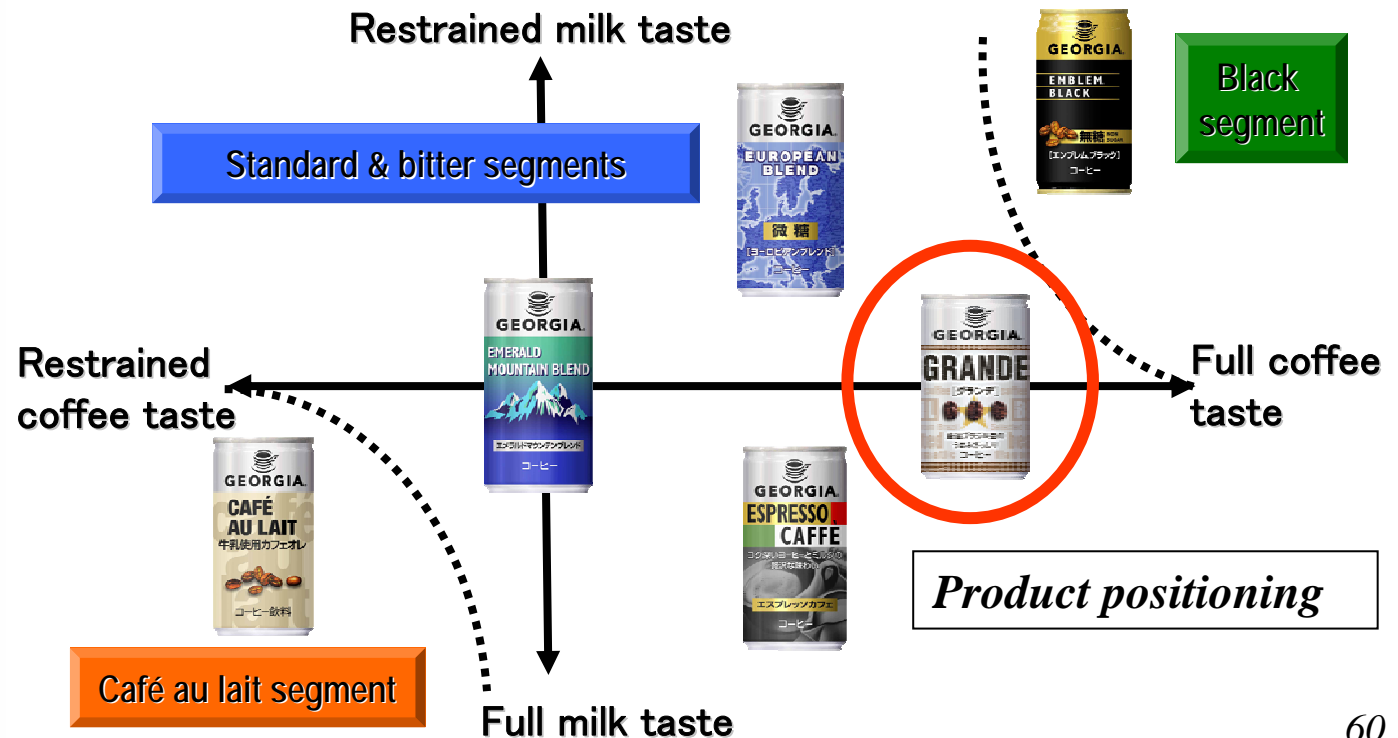
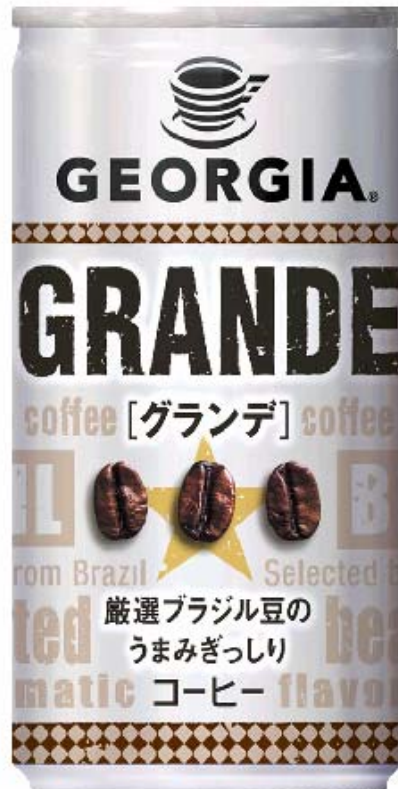




Enjoy **GEORGIA** New products

Georgia Grande

- ◆ Launch date: Mon, Sep. 5
- ◆ Package: 190g can
- ◆ Target channels: All channels
- ◆ Product features: Coffee packed with the essence of good taste using generous amounts of high-grade beans from Brazil
Customers can enjoy the fine taste of coffee's essence created with rich flavored beans
- ◆ Targets: Increase nos. of young coffee users, and propose new coffee standard



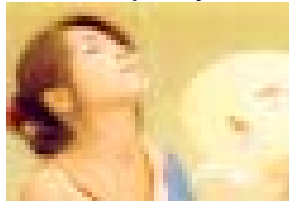


New ad campaign

Georgia ads: always ahead of their time and leading the pack

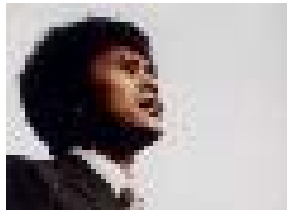
1994 to 1999

“Tranquility”



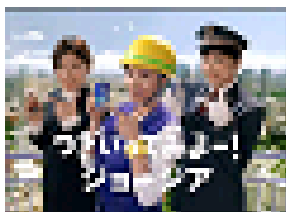
2000 to 2002

“Tomorrow is another day”



2003 to 2005

On to the next one!



What message is needed for the coming times?

New campaign for fall 2005

“Brand message” ad Product ad

Campaign copy

Performer

Music

Celebrities



PR activities

Station ads



Wrapping trains



Fully decorated VMs



End display development

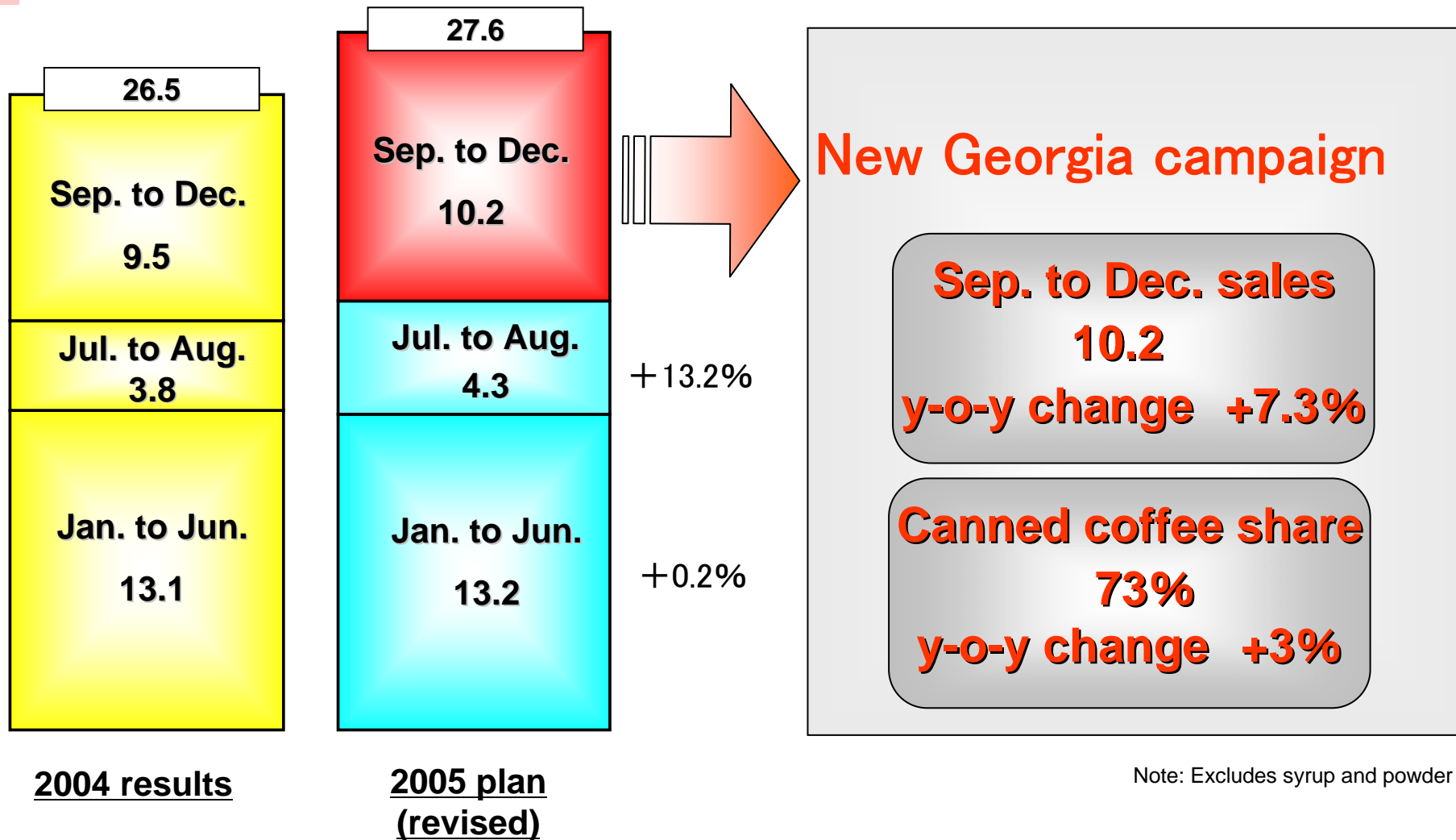


Sampling





Sales share targets (million cases)



3. Distribution strategies



(1) Sales targets by channel

Q3 sales targets

(thousand cases, %)

	H1		Q3 2005				
	vs. plan	vs. H1 2004	revised plan	revised vs. initial plan		vs. Q3 2004	
				change (amount)	change (ratio)	change (amount)	change (ratio)
VMs	-2.2	+1.1	9,101	+436	+5.0	+1057	+13.1
Chain stores	-4.4	-1.9	6,278	+196	+3.2	+769	+14.0
Convenience stores	-3.9	0.0	2,636	-186	-6.6	+63	+2.4
Retailers	-3.6	-5.1	4,350	+90	+2.1	+65	+1.5
Food services	-3.6	+2.0	2,480	+12	+0.5	+161	+7.0
Agents	-3.8	-0.5	577	+12	+2.1	+35	+6.4
Others	-11.1	-14.2	2,158	-12	-0.5	+44	+2.1
Total	-4.0	-2.0	27,581	+549	+2.0	+2,195	+8.6

(2) Vending machines

A. Expand no. of machines installed in market

- Develop prime locations centered on indoor market
- Maintain and strengthen predatory activities

Development
scale (no. of VMs)

2,000

1,750

B. Expand sales per vending machine (VPM)

- Maximize VPM in July and August
 - Promotion of extra-volume cans
 - Georgia 30-year anniversary program
 - Mori-no-mizudayori 500ml PET promotion
 - UGVCCS* time service activity promotion
 - Strengthen VMs loaded with 500ml PETs
- Create VM columns for fall period
 - Develop strong new Georgia campaign
 - Reinforce tea beverages
 - Hot product lineup

Sales targets
(thousand cases)

841

406

170

243

—

—

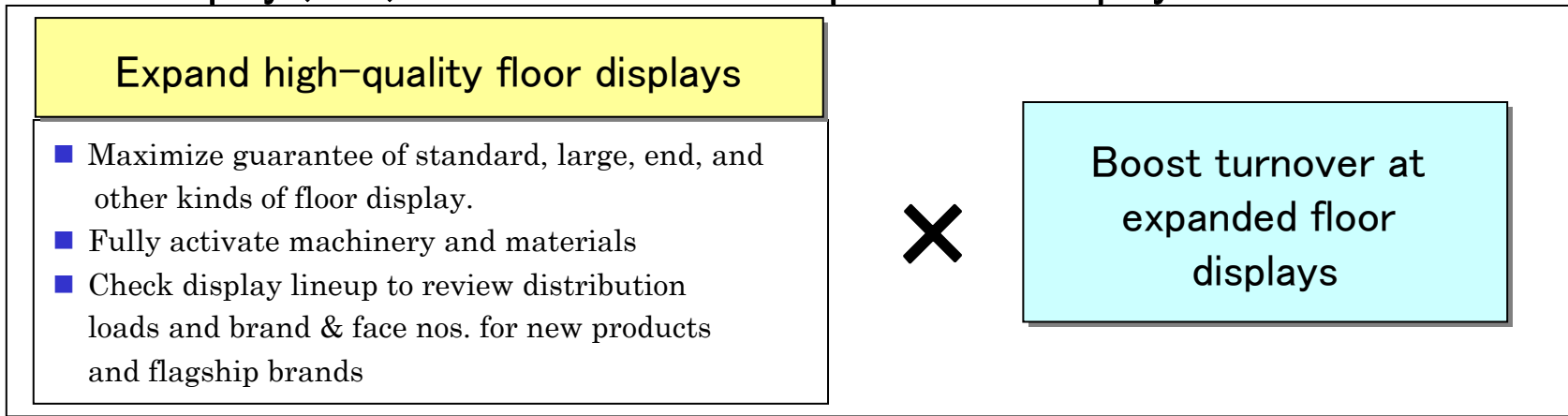
175

137

*Upgraded VCCS: Vending machines that support sales with added functions such as promotions and remote warm/chill switching

(3) Chain stores

A. Floor display (RfW): Maximize sales at acquired floor displays



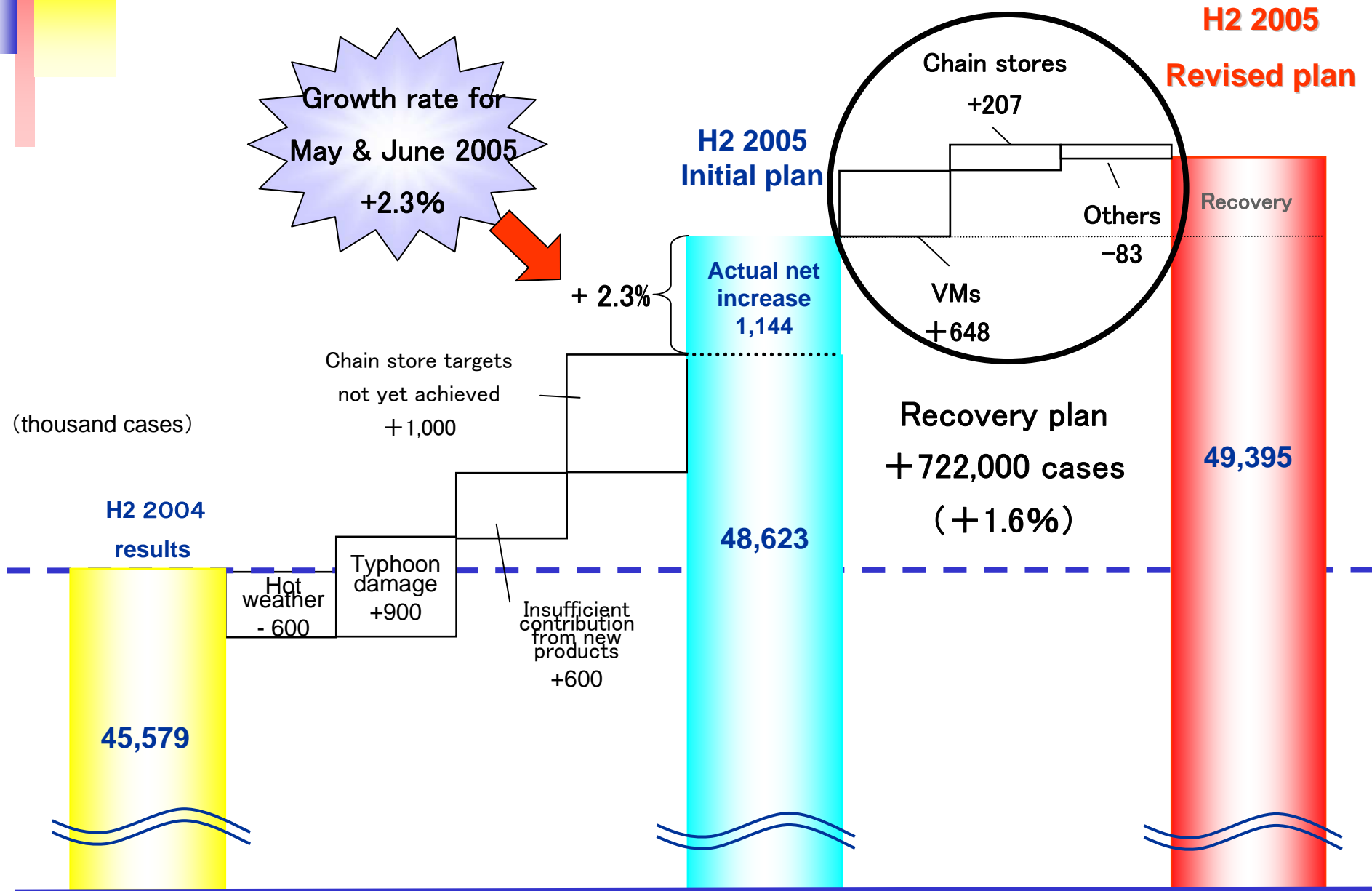
B. Products (RfW): Expand flagship brands and establish key products

<ul style="list-style-type: none"> ■ Comprehensively strengthen large PETs of non-sugar teas, water, and carbonated water ■ Reinforce can packages (350ml Georgia cans) ■ Strengthen sales of small PETs (hot and cold) 	<div style="background-color: #ffff00; padding: 5px; text-align: center;">Period</div>	<div style="background-color: #ffff00; padding: 5px; text-align: center;">Implementation scale (thousand cases)</div>
	Jul. to Aug.	1,600
	Jun. to Dec.	1,250
	Sep. to Dec.	100

C. Account sales (RfW): Recover and expand key customer sales

- Continue strengthening 9 discount accounts
- Strengthen key accounts and initiatives at 827 stores

4. Scenario for achieving H2 sales plan



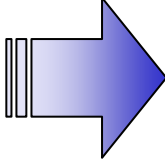
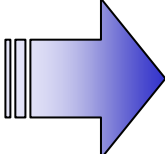
5. Sales targets for 2005



Basic sales policies

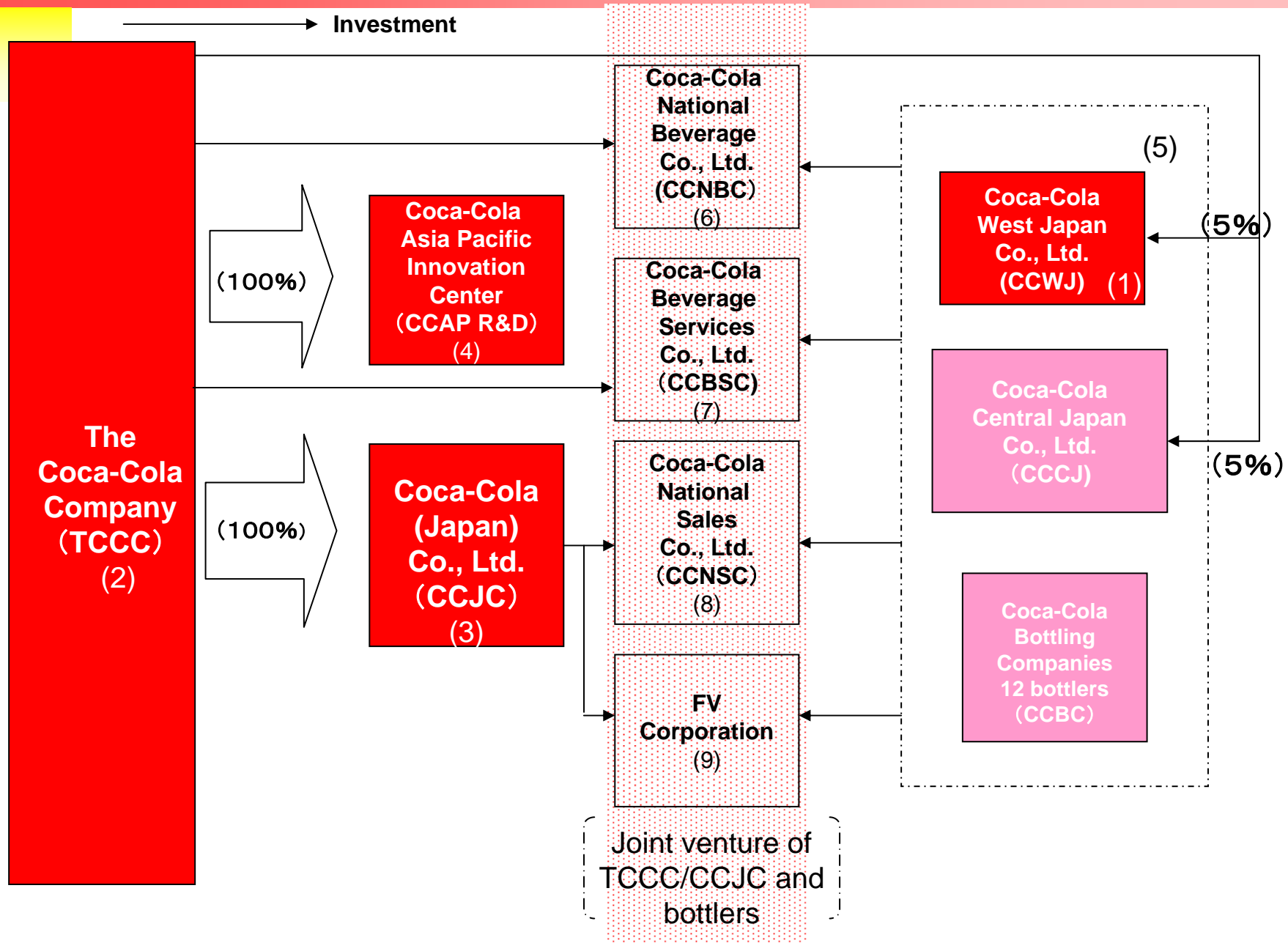
Sales (RfW): Expand and raise efficiency

- Expand sales and market share
- Improve profits

	2004 results		2005 targets
Sales volume	87.1 million cases		90.0 million cases
Total market share	28.5 %		30.0 %

Reference

1. Japan's Coca-Cola system



Coca-Cola group companies and their roles

1. Coca-Cola West Japan Co, Ltd. (CCWJ)

In July 1999, Sanyo Coca-Cola Bottling Co., Ltd. and Kita Kyushu Coca-Cola Bottling Co., Ltd. merged with a capital injection from The Coca-Cola Company to form Coca-Cola West Japan Company Limited (CCWJ). CCWJ is the first Coca-Cola Anchor Bottler in Japan.

2. The Coca-Cola Company (TCCC)

Established 1919 in Atlanta, Georgia, in the United States. Carries the rights to license manufacturing and sales of Coca-Cola to bottlers. Either TCCC or its subsidiary ties bottling contracts with 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 of the U.S. The company name was changed in 1958 to Coca-Cola (Japan) Company, Limited. The company carries out marketing and planning as well as manufacturing and distribution of concentrate in Japan.

4. Coca-Cola Asia Pacific Innovation Center (CCAP R&D)

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

5. Coca-Cola bottlers (CCBCs)

There are 14 bottlers in Japan, which promote sales in the respective sales regions.

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

A joint venture established in April 2003 by TCCC and CCBCs, with the aim of creating an optimal nationwide supply chain. Operation started in October 2003. At CCNBC, procurement of raw materials, manufacturing, demand and supply plans, and coordination are integrated on a nationwide basis to supply products to the bottlers.

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

Established June 1999 as a joint venture of TCCC and the CCBCs. Operations started September 1999. Procurement operations were transferred to Coca-Cola National Beverage Services as of October 2003. Carries out promotional activities to reform Japan's Coca-Cola information system.

8. Coca-Cola National Sales Co., Ltd. (CCNSC)

Established October 1995 as a joint venture between all the CCBCs and CCJC. Carries out sales activities for national chain customers.

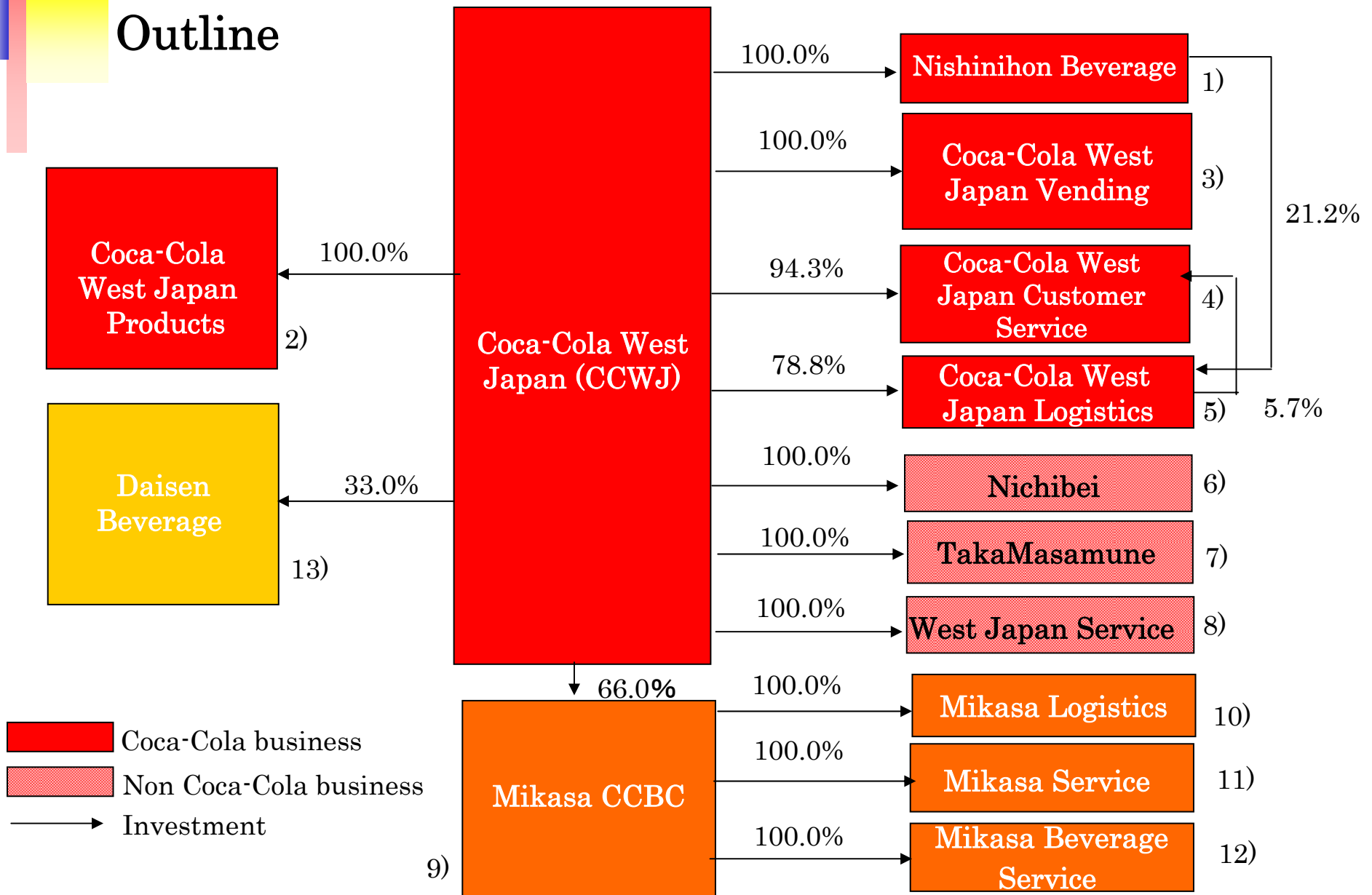
9. FV Corporation (FVC)

Established May 2001 as a joint venture between CCJC and all the CCBCs. Its functions include sales negotiations with cross-regional corporate customers for the vending machine business and procurement of non-corporate (not authorized by CCJC) products.

2. Group Companies



Outline



- 1) **Nishinohon Beverage Co., Ltd.:** Vending machine operator business focusing on Coca-Cola products
- 2) **Coca-Cola West Japan Products Co., Ltd.:** Beverage producer
- 3) **Coca-Cola West Japan Vending Co., Ltd.:** Vending machine operator
- 4) **Coca-Cola West Japan Customer Service Co., Ltd.:** Vending machine maintenance company handling installation, repair, and cleaning
(name changed from Nishinohon Customer Service Co., Ltd. on April 1, 2005)
- 5) **Coca-Cola West Japan Logistics Co., Ltd.:** Freight transport company
(name changed from Logicom Japan Co., Ltd. on April 1, 2005)
- 6) **Nichibei Co., Ltd.:** Food processor
- 7) **TakaMasamune Co., Ltd.:** Liquor brewer and distributor
- 8) **West Japan Services Co., Ltd.:** Insurance agent, leasing agent, and realtor
- 9) **Mikasa Coca-Cola Bottling Co., Ltd.:** Food and beverage distributor
- 10) **Mikasa Logistics Co., Ltd.:** Freight transport company
- 11) **Mikasa Service Co., Ltd.:** Vending machine maintenance company handling installation, repair, and cleaning
- 12) **Mikasa Beverage Service Co., Ltd.:** Vending machine operator focusing on Coca-Cola brands
- 13) **Daisen Beverage Co., Ltd.:** Beverage producer

3. Glossary



1. Distribution channels

Vending

Retail sales business to distribute products through vending machines to consumers.

Chain store

Wholesale business for supermarket chains.

Convenience store

Face-to-face sales business for convenience store chains.

Retailer

Face-to-face sales business for grocery stores, liquor shops, and other outlets.

Food service

Syrup sales business for operators of entertainments popular among young people (the future core target), such as fast food restaurants, movie theaters, sports facilities, family restaurants, and theme parks.

Agents

Intermediaries who work for Coca-Cola handling our products in remote areas and islands.

2. Vending

Regular vending machine

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

Full service vending machine

A vending machine installed and managed directly by us. Management functions include supplying products and collecting money from machines. Location fees are paid to the proprietors of installation spots.

Indoor market

Market of vending machines installed indoors. The user types are relatively specific.

Outdoor market

Market of vending machines installed outdoors. The user types are less specific.

Predatory

Eliminating competitors' vending machines by replacing them with ours.

Upgrade

Replacing an existing vending machine with another type that responds better to customer needs and sales trends. Examples might include a different-sized machine or a machine adaptable for PET bottles.

VPM

Sales per vending machine.

3. Chain stores

- **National chain**

A chain of supermarkets that CCNSC deals with.

- **NK (New KAM)**

A chain of supermarkets that CCJC and bottlers deal with jointly.

- **Regional chain**

A supermarket chain that carries out store development within the territories of two or more bottlers.

- **Local chain**

Supermarket chain carrying out store development with one bottler only.

4. Other

- **Sales mix**

Includes the difference between budget and results due to changes in a product's unit price and brand distribution.

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 including those listed below:

- Intensification of market price competition.
- Changes in economic trends affecting the business climate.
- Major rate fluctuations in capital markets.