



February 13, 2025

To whom it may concern,

Company name Coca-Cola Bottlers Japan Holdings, Inc.
Representative Representative Director & President Calin Dragan

(Code No. 2579 TSE Prime Market)
Contact Head of Controllers Senior Group Division, Finance Tatsuhiko Ishikawa

(Tel.0800-919-0509)

Announcement of Shareholder Benefit Program Introduction

Coca-Cola Bottlers Japan Holdings, Inc. (“the Company”) announces that its Board of Directors resolved at a meeting on February 13, 2025, to introduce a shareholder benefit program utilizing Coke ON® drink tickets, as detailed below.

1. Purpose of Introducing the Shareholder Benefit Program

The Company is introducing a shareholder benefit program using Coke ON drink tickets to encourage shareholders to hold its shares over the medium to long term and to deepen their appreciation of the Company and Coca-Cola products.

Due to business conditions and other factors, in March 2020 the Company discontinued its shareholder benefit program, which provided mainly Company products to shareholders. However, with the Company's current business performance steadily progressing in line with the Strategic Business Plan “Vision 2028” and ability to deliver shareholder benefits at lower shipping costs by fully utilizing Coke ON drink tickets, the decision has been made to reintroduce the shareholder benefit program in a new form. This is in addition to measures announced in November 2024, namely dividend increases and a share repurchase.

The Company believes that having our shareholders hold our shares over the medium to long term and fostering greater appreciation for the Company and Coca-Cola products will contribute to an increase in corporate value. The Company will continue to strive to be an attractive choice for investment.

2. Outline of Shareholder Benefit Program

(1) Eligible Shareholders

2025 Interim	Shareholders holding 100 or more shares of the Company's stock as listed on the shareholders' register at the end of June 2025.
After 2025 year-end	Shareholders who have continuously held 100 or more shares of the Company's stock for six months or more, as listed on the shareholders' register at the end of June and December each year, starting December 2025.



(2) Contents of Shareholder Benefits

Eligible shareholders will receive Coke ON drink tickets that can be used at any Coke ON-compatible vending machine, based on the number of shares held and the holding period:

	2025 Interim		After 2025 year-end	
	Continuous holding period : less than 3 years	Continuous holding period : 3 years or more	Continuous holding period : 6 months or more but less than 3 years	Continuous holding period : 3 years or more
100 shares or more but less than 1,000 shares	5 tickets	10 tickets	5 tickets	10 tickets
1,000 shares or more	10 tickets	20 tickets	10 tickets	20 tickets

(3) Shipping Time

2025 Interim	Scheduled to ship in late August or early September 2025.
After 2025 year-end	Scheduled to ship within 3 months from the end of June and December each year.

3. Notes on Coke ON drink ticket

(1) To redeem tickets, shareholders must install the “Coke On” app. Those who have not yet used the app are encouraged to install it.

(2) Contact information for ticket inquiries will be provided with the ticket shipment.

* “Coca-Cola” and “Coke ON” are registered trademarks of The Coca-Cola Company Limited.

End