

# News Release

January 28, 2019

Dear all:

Coca-Cola Bottlers Japan Holdings Inc.

Coca-Cola Bottlers Japan Holdings Inc. (Headquartered in Minato Ward, Tokyo; Representative Director and President Tamio Yoshimatsu, hereafter “CCBJH”) is pleased to announce organizational and operational changes to be implemented as of February 1, 2019.

CCBJH will evolve its organization and operational structure to support sustainable business growth by accelerating decision-making speed through a flatter and simplified reporting structure.

## 1. Organizational Reform

We will streamline the organization to allow each team to be more specialized in their respective professions and further improve the quality of service they provide. In addition, we will flatten the organization to enable more direct reporting to the president in order to reduce reporting layers, increase visibility and accelerate the decision-making process.

## 2. Change in Operational Structure

To ensure speedy decision-making to put initiatives into action, we will reduce the current 33 executive officers to 18. In conjunction with this and the above-mentioned organizational reform, we will newly establish the position of executive manager between executive officers and employees and abolish the senior executive officer layer.

## 3. Assignment for Executives (Effective Feb. 1, 2019)

Name	New Position	Current Position
Tamio Yoshimatsu	Coca-Cola Bottlers Japan Holdings Inc. Representative Director & President; Coca-Cola Bottlers Japan Inc. Representative Director & President	Coca-Cola Bottlers Japan Holdings Inc. Representative Director & President; Coca-Cola Bottlers Japan Inc. Representative Director & President

Vikas Tiku	Coca-Cola Bottlers Japan Holdings Inc. Representative Director & Vice President Chief Strategy Officer & Chief Financial Officer; Coca-Cola Bottlers Japan Inc. Representative Director & Vice President, Chief Strategy Officer & Chief Financial Officer	Coca-Cola Bottlers Japan Holdings Inc. Representative Director & Vice President Chief Financial Officer; Coca-Cola Bottlers Japan Inc. Representative Director & Vice President, Chief Strategy Officer & Chief Financial Officer
Yasunori Koga	Coca-Cola Bottlers Japan Holdings Inc. Director; Q'SAI CO., LTD. Representative Director & Chairman	Coca-Cola Bottlers Japan Holdings Inc. Director; Coca-Cola Bottlers Japan Inc. Senior Executive Officer, Head of Administration, Head of Corporate Communications
Costin Mandrea	Coca-Cola Bottlers Japan Holdings Inc. Director; Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Commercial, Head of Region Sales, Head of Commercial Capability	Coca-Cola Bottlers Japan Holdings Inc. Director; Coca-Cola Bottlers Japan Inc. Senior Executive Officer, Head of Commercial, Head of Region Sales, Head of Marketing, Head of Commercial Capability
Masanori Ichihara	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Key Account Management; Head of KAM Marketing; Coca-Cola Customer Marketing Company, Ltd. Representative Director & President	Coca-Cola Bottlers Japan Inc. Senior Executive Officer, Head of Key Account Management(KAM); Head of KAM Marketing; Coca-Cola Customer Marketing Company, Ltd. Representative Director & President
Yoshiki Fujiwara	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Vending Business Unit, Commercial Head of Sales Promotion Department	Coca-Cola Bottlers Japan Inc. Senior Executive Officer Head of Vending Business Unit, Commercial
Bruce Herbert	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Supply Chain Management	Coca-Cola Bottlers Japan Inc. Senior Executive Officer, Head of Supply Chain Management
Bjorn Ivar Ulgenes	Coca-Cola Bottlers Japan Holdings Inc. Executive Officer, Head of Finance; Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Finance; Coca-Cola Bottlers Japan Business Service Inc. Representative Director & President	Coca-Cola Bottlers Japan Holdings Inc. Senior Executive Officer, Head of Finance; Coca-Cola Bottlers Japan Inc. Senior Executive Officer, Head of Finance; Coca-Cola Bottlers Japan Business Service Inc. Representative Director & President

Jun Kato	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Business Systems	Coca-Cola Bottlers Japan Inc. Senior Executive Officer, Head of Business Systems
Shunichi Nasu	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Strategic Transformation	Coca-Cola Bottlers Japan Inc. Senior Executive Officer, Head of IMO
Narihiko Uemura	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Human Resources & General Affairs	Coca-Cola Bottlers Japan Inc. Senior Executive Officer, Head of Human Resources
Kotaro Endo	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Marketing, Commercial	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Channel Planning, Commercial
Edward Walters	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Logistics, Supply Chain Management	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Logistics, Supply Chain Management
Yoichi Nishiguchi	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Manufacturing, Supply Chain Management	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Manufacturing, Supply Chain Management
Raymond Shelton	Coca-Cola Bottlers Japan Holdings Inc. Executive Officer, Head of Investor Relations & Corporate Communications; Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Investor Relations & Corporate Communications	Coca-Cola Bottlers Japan Holdings Inc. Executive Officer, Head of Investor Relations
Maki Kado	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Procurement	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Procurement
Toyoji Okada	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Human Resources, Human Resources & General Affairs	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Human Resources, Human Resources

Haruko Ozeki	Coca-Cola Bottlers Japan Holdings Inc. Executive Officer, Head of Legal; Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Legal	Coca-Cola Bottlers Japan Holdings Inc. Executive Officer, Head of Legal; Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Legal, Administration
Yasuhiro Shiba	Coca-Cola Bottlers Japan Inc. Executive Manager, Head of East Japan Area Sales, Region Sales, Commercial	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of East Japan Area Sales, Region Sales, Commercial
Yutaka Inoue	Coca-Cola Bottlers Japan Inc. Executive Manager, Head of Kanto Area Sales, Region Sales, Commercial	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Kanto Area Sales, Region Sales, Commercial
Kazuhito Sato	Coca-Cola Bottlers Japan Inc. Executive Manager, Head of Tokyo Area Sales, Region Sales, Commercial	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Tokyo Area Sales, Region Sales, Commercial
Keisuke Seki	Coca-Cola Bottlers Japan Inc. Executive Manager, Head of Central Japan Area Sales, Region Sales, Commercial	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Central Japan Area Sales, Region Sales, Commercial
Shunichiro Hombo	Coca-Cola Bottlers Japan Inc. Executive Manager, Head of Alcohol Project, Commercial Head of West Japan Area Sales, Region Sales,	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Alcohol Project, Commercial Head of West Japan Area Sales, Region Sales,
Yoshiaki Murata	Coca-Cola Bottlers Japan Inc. Executive Manager, Head of Regional Key Account Management, Commercial	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Regional Key Account Management, Commercial
Takeshi Narishige	Coca-Cola Bottlers Japan Inc. Executive Manager, Head of CVS Channel Sales, Key Account Management	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of CVS Channel Sales, Key Account Management

Teruyuki Suzuki	Coca-Cola Bottlers Japan Inc. Executive Manager, Head of Super Market Channel Sales, Key Account Management	Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Kinki/Shikoku Area Sales, Region Sales, Commercial
Yukinobu Kawamura	Coca-Cola Bottlers Japan Inc. Executive Manager, Head of Food Service & Drug Channel Sales, Key Account Management	Coca-Cola Bottlers Japan Inc. Executive Officer Head of Food Service & Drug Channel Sales, Key Account Management
Asako Aoyama	Coca-Cola Bottlers Japan Holdings Inc. Executive Manager, Head of Business Development; Coca-Cola Bottlers Japan Inc. Executive Manager, Head of Business Development	Coca-Cola Bottlers Japan Holdings Inc. Executive Officer, Head of Business Development; Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Business Development
Takahide Baba	Coca-Cola Bottlers Japan Inc. Executive Manager; Coca-Cola Bottlers Japan Vending Inc. Representative Director and President	Coca-Cola Bottlers Japan Inc. Executive Officer; Coca-Cola Bottlers Japan Vending Inc. Representative Director and President
Mikihiro Hara	Coca-Cola Bottlers Japan Inc. Executive Manager; FV Japan Inc. Representative Director and President	Coca-Cola Bottlers Japan Inc. Executive Officer; FV Japan Inc. Representative Director and President

#### 【Overview of Coca-Cola Bottlers Japan Inc.】

On April 1, 2017, Coca-Cola Bottlers Japan Inc. (CCBJI) was born through the integration of the two largest Coca-Cola bottlers in Japan: Coca-Cola West Co., Ltd and Coca-Cola East Japan Co., Ltd. Since its inception, CCBJI has produced and supplied approximately 90% of the Coca-Cola system's products in Japan to serve the needs of its customers and consumers spread widely across Tokyo, Osaka, Kyoto, and 35 additional prefectures.

As a total beverage company that delivers happy, refreshing moments every day, and in every occasion to enrich the lives of everyone in the community, CCBJI intends to continue providing high added-value to all its stakeholders, including customers, consumers, shareholders, local communities and its own employees, by staying consistent with its guiding principle of pursuing business through a "community-based" approach and with a "customer-centric" mindset.

For further details, please refer to the official website of Coca-Cola Bottlers Japan Inc.  
<https://www.ccbji.co.jp>