

News Release

August 7, 2019

Dear all,

Toward realization of Creating Shared Value with society

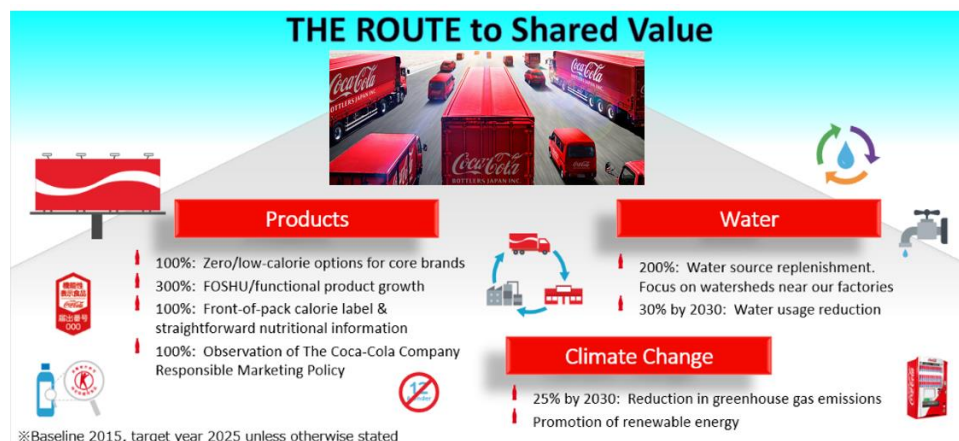
“THE ROUTE to Shared Value”

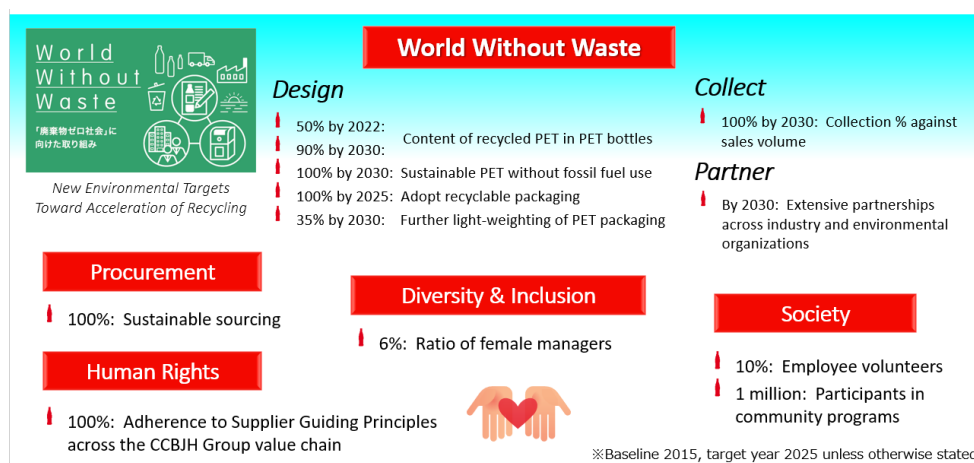
Coca-Cola Bottlers Japan announces CSV targets

Coca-Cola Bottlers Japan Holdings (Headquarters in Minato-ku, Tokyo; Representative Director and President Calin Dragan; hereafter “CCBJH”) on August 7 announced “THE ROUTE to Shared Value”, CCBJH’s ESG-related initiatives and commitments toward creating shared value (CSV) with society, as an integral part of the five-year strategic business plan announced today. CCBJH Group has developed deep and long-lasting connections with the local communities in which we operate across Japan, and we consider these CSV goals to be important in demonstrating our responsibilities and commitments to creating shared value for our company and with society.

Under the “Sustainable Development Goals (SDG’s)” put forward at the United Nations in 2015, companies are considered to have a responsibility for addressing social issues. Toward realization of a more sustainable future, CCBJH Group is promoting specific actions throughout the Group while placing “Creating Shared Value” at the center of its actions.

“THE ROUTE to Shared Value” addresses CCBJH’s commitments in the areas of Environment, Society and Governance (ESG). This includes our strong commitment toward creating a “World Without Waste”, new environmental targets announced by Coca-Cola (Japan) Company, Ltd. on July 12, 2019. The Coca-Cola system in Japan is undertaking activities built on the three pillars of “Design, Collect, and Partner” to resolve the problem of packaging waste, and we aspire to become a model case for plastic resource recycling in the world by deepening collaboration with excellent resource recycling schemes in Japan.





CSV targets*The base year is 2015 and the target year is 2025 unless otherwise noted.

Product	100%	Zero / low-calorie products for core brands
	300%	FOSHU / functional label products (through sales volume increase)
	100%	Front of pack calorie label & straightforward nutritional information
	100%	Observation of The Coca-Cola Company Responsible Marketing Policy
Water	200%	Water source replenishment. Focus on watersheds near our plants
	30%	Water usage reduction (By 2030)
Climate Change	25%	Reduction in greenhouse gas emissions (By 2030)
	—	Promotion of renewable energy

Toward a World Without Waste

Design	50%	Content of recycled PET in	(By 2022)
	90%	PET bottles	(By 2030)
	100%	Sustainable PET without fossil fuel use	(By 2030)
	100%	Adopt recyclable packaging	(By 2025)
	35%	Further light-weighting of PET packaging	(By 2030)
Collect	100%	Collection % against sales volume	(By 2030)
Partner	—	Extensive partnerships across industry and environmental organizations	(By 2030)

Procurement	100%	Sustainable sourcing	Diversity & Inclusion	6 %	Ratio of female managers
Human rights	100%	Adherence to Supplier Guiding Principles across the CCBJH group value chain	Society	10%	Employee volunteers
				1 Million	Total participants to community programs