



BOTTLETS JAPAN HOLDINGS INC.



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To whom it may concern

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Notice on the renewal and subsequent abolition of Shareholder Benefit Program

Please be informed that a resolution was passed in Coca-Cola Bottlers Japan Holdings (hereafter “CCBJH”) Board of Directors meeting convened today to change the shareholder benefit items scheduled to be awarded in March 2020 to the shareholders listed or recorded in the company’s register of shareholders as of December 31, 2019 as the shareholders holding 100 shares or more, and to abolish the Shareholder Benefit Program itself after completing the delivery of these items to eligible shareholders, as follows.

1. Reasons for the renewal and subsequent abolition of Shareholder Benefit Program
CCBJH has been offering a program named Shareholder Benefit Program as a form to express the gratitude to the shareholders for their continued support and encourage as many shareholders as possible to continue holding the shares for mid-to long-term.

In August this year, CCBJH announced the new mid-term business plan for the next five years until 2024. Based on this plan, the company is currently undergoing a process of drastic transformation aimed at improving the profitability and accelerating the sales growth. In conjunction with these efforts, careful deliberations were made on how the company could continue returning its profits fairly to the shareholders going forward. As a result of these deliberations, the company has decided to change the shareholder benefit items scheduled to be awarded in March 2020 to the shareholders listed or recorded in the company’s register of shareholders as of December 31, 2019 as the shareholders holding 100 shares or more, and to abolish the Shareholder Benefit Program itself after completing the scheduled delivery of these items to eligible shareholders next March.

CCBJH has always regarded the return of profits to the shareholders as an important business management matter and will continue to work on improving the corporate value through the drastic transformation efforts defined in the new mid-term business plan and offering fair share of dividends stably and continuously to its shareholders. Kind understanding and continued support of all the shareholders on the matters disclosed in this letter will be sincerely appreciated.

2. Description of the changes in Shareholder Benefit Program

Item	Shareholder Benefit Program currently in effect	Shareholder Benefit Program after renewal
① Outline	<p>1) Shareholders who own 100 shares or more as of December 31 of each year will be awarded "shareholder benefit points (including long-term ownership benefit points)" (equivalent to 60 yen per point) according to the number of shares owned and holding period.</p> <p>2) The following year, shareholders can exchange their shareholder benefit points with Coca-Cola products, Coca-Cola Bottlers Japan merchandise, or donate them to a social contribution activity (Ichimura Shizenjuku Kyushu) from late March through September 30.</p>	To the shareholders holding 100 shares or more as of December 1 of each year, Coca-Cola products will be awarded, according to the number of shares and the length of period held.
② Reference Date	December 31	December 31, 2019 (※1)
③ Timing	Shareholder benefit points will be awarded in late March of the following year.	Shareholder benefit items will be awarded in late March of 2020.(※1)
④ Term when shareholder benefit program service may be used	From late March to September 30 th of the following year	-

⑤ Description of shareholder benefit items	Points awarded in the Shareholder Benefit Program currently in effect						
	Number of shares held	Holding period of less than 3 years		Holding period of three years or more			
		Shareholder benefit points		Shareholder benefit points ①	Long-term holder benefit points ②	Shareholder benefit points + Long-term holder benefit points Total ① + ②	
100 shares or more; less than 500 shares	45 points	Equivalent to 2,700 yen	45 points	30 points	75 points	Equivalent to 4,500 yen	
500 shares or more; less than 1,000 shares	60 points	Equivalent to 3,600 yen	60 points	45 points	105 points	Equivalent to 6,300 yen	
1,000 shares or more; less than 5,000 shares	90 points	Equivalent to 5,400 yen	90 points	60 points	150 points	Equivalent to 9,000 yen	
5,000 shares or more; less than 5,000 shares	180 points	Equivalent to 10,800 yen	180 points	120 points	300 points	Equivalent to 18,000 yen	

Description of shareholder benefit items after renewal		
Number of shares held	Shareholder benefit items awarded to shareholders holding the shares for less than 3 years	Shareholder benefit items awarded to shareholders holding the shares for 3 years or more (※2)
100 shares or more; less than 1,000 shares	Assortment of Coca-Cola products worth 1,000 yen	Assortment of Coca-Cola products worth 1,500 yen
1,000 shares or more	Assortment of Coca-Cola products worth 3,000 yen	Assortment of Coca-Cola products worth 4,500 yen

※1 : Shareholders Benefit Program will be abolished after completing the delivery of shareholder benefit items scheduled in March 2020 to all the shareholders listed or recorded on the register of shareholders of Coca-Cola Japan Bottlers as having held 100 or more shares for an uninterrupted period of at least 3 years.

※2 : Shareholder holding the shares for 3 years or more refers to any shareholder who as of December 31, 2019 is listed or recorded on the register of shareholders of Coca-Cola Bottlers Japan as having held 1 unit (100 shares) or more for an uninterrupted period of at least 3 years under the same shareholder number (i.e. who is listed or recorded on the register of shareholders under the same shareholder number as of March 31, June 30, September 30, and December 31 in the years in question, on 13 consecutive occasions).

However, if a different shareholder number/information is written in the shareholders list due to marriage or a change of address, those shareholders may be determined as shareholders holding the shares for 3 years or more, if they submit an application themselves.

Because in former Coca-Cola East Japan, Co. Ltd., the shareholders listed or recorded on its register of shareholders were checked only twice a year (as of June 30 and December 31), shareholding status cannot be verified as of March 30 and September 30 in a given year. By way of an extraordinary measure, however, the eligibility of shareholders holding the shares for 3 years or more for the period up until March 31, 2017 will be determined by verifying the listing or record of that shareholder on the register of shareholders as having held 1 unit (100 shares) or more shares as of the aforementioned two dates, provided that from April 2017, a shareholder must be listed or recorded on the register of shareholders every quarter in order for that shareholder to be eligible as the shareholder holding the shares for 3 years or more.

3. Timing to abolish the Shareholder Benefit Program

Shareholder Benefit Program will be abolished after awarding the last set of shareholder benefit items, currently scheduled to be in March 2020.

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