



*Coca-Cola West Japan Company, Limited*

To whom it may concern

December 16, 2003

Company name: Coca-Cola West Japan Company, Limited (CCWJ)  
Representative Director: Norio Sueyoshi, President & CEO  
Stock code: No. 2579, listed on the Tokyo Stock Exchange (First Section),  
the Osaka Securities Exchange (First Section), and the  
Fukuoka Stock Exchange)  
Inquiries: Ryuji Nakagawa, Corporate Officer and Manager of  
the Human Resource Dept.  
(Tel. +81-92- 641-8583)

### **Announcement of Organizational Changes and Personnel Reassignments**

We are pleased to announce that the following changes will take effect as of January 1, 2004, in our group organization, responsibilities and offices of executive and operating officers, and personnel assignments:

#### **1. Outline of organizational changes:**

- (1) Coca Cola West Japan Company
  - 1) General Affairs Control Department
    - A Partnership Promotion Department will be created to oversee labor-related operations.
  - 2) General Management Control Department
    - A CRM\* Promotion Department will be created to promote systematization of “Reform from Within” activities from the customers and consumers’ viewpoints and improvement of systems at respective sales offices.

\*CRM (Customer Relationship Management) refers to a concept, or general mechanism to implement that concept, designed to increase customer retention rate by consolidating information relating to contacts and dealings with customers gathered from various sales channels (including retail stores, direct sales, agents, telephones, and the Internet), and thus optimizing our response to individual customers.

- 3) Sales Planning Control Department
  - A “Reform from Within” sales promotion department will be created to oversee operations for increasing customer satisfaction (CS) from our sales activities.
  - A Sales Control Department will be created to oversee operations for building sales and distribution systems and relevant operational structures and managing accounts receivable.
  - A Hiroshima office manager will be posted in the Operations Department to oversee the control and operation of plants in the Hiroshima District.



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4) Vending Business Control Department

- A Vending Business manager will be posted to assist the Department Manager.
- An Operators Manager will be posted in connection with the consolidation of TPO business.
- An OEP\* Promotion Department will be created to oversee operations related to OEP promotion and day-to-day official application procedures in connection with the installation of vending machines and assenter contributions.

\* OEP (Operation Effectiveness Project) refers to a project to improve operational processes by running the PDCA cycle after defining the roles of sales and operational organizations more clearly and posting full-time supervisors.

- A market development manager will be posted in the Hiroshima Sales Department, to develop and reinforce Hiroshima District markets.

5) Convenience Store Retail Sales Control Department

- A convenience store retail sales manager will be posted to assist the department manager.
- A convenience store retail sales promotion department will be created to oversee day-to-day procedures related to vending machine installation and assenter contribution applications as well as developing more suitable sales structures where area-by-area promotion activities are required.
- The Sales Service Department, now part of the Sales Planning Control Department, will be relocated under the Convenience Store Retail Sales Control Department.
- The post of Equipment Service Manager will be created in the relocated Sales Service Department to oversee all operations regarding the equipment service centers.

6) Chain Store Sales Control Department

- The Chain Store Planning Department will be renamed the Chain Store Sales Planning Department.
- The Chain Store Account Sales Department, Sales Department I, and Sales Department II will be renamed Account Sales Departments I, II, and III to create three account/area sales departments.

7) Food Service Sales Control Department

- The Food Service Planning Department will be renamed the Food Service Sales Planning Department.



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- (2) Nishinohon Beverage Co., Ltd.
  - 1) General Control Department
    - A General Control Department will be created to strengthen control department functions.
  - 2) Sales Planning Control Department
    - A Sales Planning Control Department will be created to reinforce functions assisting sales strategy and sales office operation.
    - A Sales Planning Department will be created to take charge of sales planning for the vending business in general.
  - 3) OCS Business Department
    - The Special Sales Department will be renamed the OCS Business Department.
  - 4) Marketing Control Department
    - A Corporate Sales Department will be created to boost sales to corporations.
    - Nishi Chugoku and Higashi Chugoku District Development Departments will be created to strengthen development capabilities in the Chugoku District.
- (3) Nishinohon Customer Service Co., Ltd.
  - 1) Distribution Control Department
    - A Distribution Control Department will be created to oversee operations regarding the procurement and management of equipment (inventories) and parts
- (4) LOGICOM JAPAN CO., LTD.
  - 1) Sales Control Department
    - The Sales and Distribution Control Department will be renamed the Sales Control Department.



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## 2. Changes in the responsibilities and posts of executives and other staff

	<b>Name</b>	<b>New</b>	<b>Current</b>
Senior Group Executive Officer	Toshiyoshi Kawabe	Representative Director and President and concurrently Manager, Sales Control Dept., Logicom Japan Co., Ltd.	Representative Director and President, Logicom Japan Co., Ltd.
Executive Corporate Officer	Koichi Morii	Assistant to President (concerning the Reform from Within Promotion Committee) and concurrently Manager, Reform from Within Promotion Office, responsible for the Public Relations Office, Coca-Cola West Japan University, and Reform from Within Promotion Office	Responsible for the Reform from Within Promotion Committee, Public Relations Office, Coca-Cola West Japan University, and Reform from Within Promotion Office
Senior Corporate Officer	Shozo Nomiyama	Manager, Convenience Store Retail sales Control Dept.	Deputy Manager, Headquarters for Strengthening Sales Structures
Corporate Officer	Sotaro Akatsuka	Manager for Retail Sales to Convenience Stores, Convenience Store Retail Sales Control Dept.	Manager, Convenience Store Retail Sales Control Dept.
Corporate Officer	Toshinori Seto	Manager, Partnership Promotion Dept.	Manager for Promoting Partnership, General Affairs Control Dept.
Corporate Officer	Hayao Ogawa	Manager Responsible for Operators, Vending Business Control Dept.	Manager for CS, Sales Planning Control Dept.
Corporate Officer	Katsuzo Tsugawa	Manager, Sales Planning Dept.	Manager, Sales Promotion Dept.
Special Executive Post	Masaichi Takada	Manager for Vending Business, Vending Business Control Dept.	Sales Manager for Fukuoka District
Special Executive Post	Tomoharu Ohata	Manager, Reform from Within Sales Promotion Dept.	Manager, Vending Business Planning Dept.
Special Executive Post	Yasunori Muraoka	Manager, Auditing Office	Manager, Sales Dept. I
Special Group Executive Post	Tanesuke Harada	Vice President, and concurrently Manager, Sales Dept., West Japan Customer Service Co., Ltd.	Vice President, West Japan Customer Service Co., Ltd.
Advisor	Taku Matsuda	Assistant to President and Advisor, West Japan Beverage Co., Ltd.	Assistant to President responsible for the Kyushu District, West Japan Beverage Co., Ltd.



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### 3. Reassignments among manager-class executives

#### 1) Coca-Cola West Japan Company, Limited

Name	New	Current
Seiji Yokota	Manager, Quality Assurance Dept.	Manager for Special Assignments, Quality Assurance Dept.
Tetsu Ushibashi	Manager, Coca-Cola West Japan University	Section Chief for Education, Coca-Cola West Japan University
Hiroyuki Akai	Manager, CRM Promotion Dept.	Manager for Promoting Systematization, General Management Control Dept.
Isao Hayashi	Manager, Sales Control Dept.	Section Chief for Coaching Sales Office Operations, Operations Dept.
Yukio Kajieue	Manager Responsible for Hiroshima Business, Operations Dept. and concurrently Chief, Hiroshima Operations Center I	Manager, Auditing Office
Yukio Okazaki	Manager for Special Assignment, Operations Dept.	Manager for Promoting Hiroshima Operations
Yuji Kuratomo	Manager for Promoting OEP	Section Chief for Promoting Vending Systems
Seiei Ando	Manager for Market Development, Hiroshima Sales Dept.	Manager, Coca-Cola West Japan University
Toshio Fukami	Sales Manager for Fukuoka District	Chief Secretariat, Headquarters for Strengthening Sales Structures
Akira Yamauchi	Manager, Convenience Store Retail Sales Promotion Dept.	Sales Manager to Convenience Retail Accounts
Toshihiko Suetsugu	Sale Manager to Convenience Retail Accounts	Sales Manager for Food Services
Junji Higasa	Manager for Sales Services, Sales Service Dept. and concurrently Chief, Fukuoka Telephone Center	Managing Director, Fukuoka Blux Co., Ltd.
Yoshinori Yuda	Manager Responsible for Equipment Service, Sales Service Dept. and concurrently Chief, Equipment Service Center	Manager Responsible for Sales Services, Sales Service Dept. and concurrently Chief, Fukuoka Telephone Center
Kiyotoshi Fuchigami	Manager, Chain Store Sales Planning Dept.	Manager, Sales Dept. II
Kiichi Okazaki	Manager, Account Sales Dept. I	Manager, Chain Store Planning Dept.
Yoshiaki Yoshioka	Manager, Account Sales Dept. II	Manager, Chain Store Account Sales Dept.
Shinichi Kusaba	Manager, Account Sales Dept. III	Deputy Manager for Sales Promotion, Sales Dept. II
Kiyoharu Masuno	Chief Secretariat, Headquarters for Strengthening Sales Structures	Deputy Manager for Vending Business, Okayama Sales Dept.



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2) Nishinohon Beverage Co., Ltd.

<b>Name</b>	<b>New</b>	<b>Current</b>
Masashi Hara	Assistant to President, responsible for Chugoku District	Manager, Chugoku Sales Control Dept.
Kuniaki Iwasa	Assistant to President, responsible for Kyushu District	Manager, Kyushu District Sales Control Dept.
Hideki Tachibana	Manager, Corporate Control Dept. and concurrently Manager, General Affairs Dept.	Manager, Reform from Within Promotion Office, Coca-Cola West Japan Co., Ltd.
Masayuki Imato	Manager, Accounting Dept.	Chief, Affiliated Business Section, Coca-Cola West Japan Co., Ltd.
Hideaki Baba	Manager, Sales Planning Control Dept. and concurrently Manager, Operations Dept. and Manager for FV Business	Manager, Operations Dept., and concurrently, Manager for FV Business
Nobuaki Tokuhara	Manager for Special Assignment, Sales Planning Control Dept.	Manager for Special Assignment, Operations Dept.
Setsuo Kimura	Manager, Sales Planning Dept.	Manager, Planning Group, Operations Dept.
Shigeyuki Asami	Manager for OCS Business	Manager, Special Sales Dept.
Takao Shibato	Manager, Kyushu Sales Control Dept.	Assistant to Manager, Kyushu Sales Control Dept.
Minoru Hirano	Manager, Chugoku Sales Control Dept.	Manager, Kyushu District Development Dept.
Tsugio Matsumoto	Manager, Market Development Control Dept. and concurrently Manager, Corporate Sales Dept. and Manager, Higashi Chugoku District Development Dept.	Manager, Market Development Control Dept.
Toshio Imafuku	Manager, Kyushu District Development Dept.	Deputy Manager for Convenience Store Retail Sales, Yamaguchi-Kita Kyushu Sales Dept., Coca-Cola West Japan Co., Ltd.
Takashi Miyamoto	Manager, Nishi Chugoku District Development Dept.	Manager, Chugoku District Development Dept.



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3) COCA-COLA WEST JAPAN VENDING CO., LTD.

<b>Name</b>	<b>New</b>	<b>Current</b>
Kensuke Sawano	Manager, Control Dept.	Deputy Manager, Control Dept.
Katsuji Shimoda	Manager, Hiroshima Sales Dept.	Deputy Manager for Vending Business, Hiroshima Sales Dept., Coca-Cola West Japan Co., Ltd.

4) Nishinohon Customer Service Co., Ltd.

Yuzuru Endo	Manager for Special Assignment, Sales Dept.	Manager, Sales Dept.
Yoshihiro Yamazaki	Manager, Distribution Control Dept.	Chief, Parts Center

5) LOGICOM JAPAN CO., LTD.

<b>Name</b>	<b>New</b>	<b>Current</b>
Takashi Shigehara	Manager, General Affairs and Human Resource Dept.	Manager, Accounting Dept. and concurrently Manager, General Affairs Dept., West Japan Beverage Co., Ltd.
Kenji Abe	Manager Responsible for Kyushu District, Sales Control Dept.	Manager, Shimonoseki Sales Office, Coca-Cola West Japan Co., Ltd.
Yasutsugu Nakajima	Manager Responsible for Chugoku District, Sales Control Dept.	Manager Responsible for Chugoku District, Sales and Distribution Control Dept.
Tomohiko Nagabuchi	Manager for Special Assignment, Sales Control Dept.	Manager, Sales and Distribution Control Dept.
Makoto Akiyama	Manager for Special Assignment, Sales Control Dept.	Manager for Partner Companies, Sales and Distribution Control Dept.
Mamoru Tawara	Manager, Distribution Control Dept.	Chief, Production Planning Section, Coca-Cola West Japan Products Co., Ltd.

6) NICHIBEI CO., LTD.

<b>Name</b>	<b>New</b>	<b>Current</b>
Masahisa Ogawa	Production Manager, Almond Factory	Manager, Quality Assurance Office, Coca-Cola West Japan Co., Ltd.



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**4. Organizational charts**

The organizational charts attached below are those of the following companies whose organizations will be changed this time.

- (1) Coca-Cola West Japan Co., Ltd.
- (2) Nishinohon Beverage Co., Ltd.
- (3) Nishinohon Customer Service Co., Ltd.
- (4) LOGICOM JAPAN CO., LTD.