



*Coca-Cola West Japan Company, Limited*

December 14, 2004

Company name:	Coca-Cola West Japan Company, Limited (“CCWJ”)
Representative:	Norio Sueyoshi, Representative Director, President & CEO (Stock code No.:2579 Listed on the Tokyo Stock Exchange [First Section], Osaka Securities Exchange [First Section], and the Fukuoka Stock Exchange)
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**Announcement of Group-wide Reorganization  
and Personnel Reassignments**

We are pleased to announce that the following changes will take effect on January 1, 2005, with regard to the organization, responsibilities, and offices of executive and operating officers as well as personnel assignments within the CCWJ group:

**I. Outline of reorganization**

**1. Coca-Cola West Japan Company, Limited**

(1) CSR Headquarters

- A unit for promoting corporate social responsibility (CSR) across the CCWJ group will be created.
  - A. Staff will be assigned for tasks relating to corporate ethics and crisis management.
  - B. A Customer Service Office will be created to address the opinions and suggestions of the customers.
  - C. The Product Assurance Office will be transferred to the CSR headquarters and renamed the Product Assurance Department.
  - D. The Environmental Promotion Office will be transferred to the CSR headquarters and renamed the Environment Protection Promotion Department.

(2) Management Control Headquarters

- Tasks related to general affairs, human resources, and purchase and partnership promotion will be transferred from the General Affairs Division.
- The General Affairs Division will be abolished in line with the above-mentioned transfers.



*Coca-Cola West Japan Company, Limited*

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- (3) SCM Headquarters
  - Supply chain management (SCM) tasks will be transferred from the Management Control Department to a new unit in the SCM Headquarters.
    - A. A general manager will be appointed to oversee SCM.
    - B. SCM planning will be assigned to a new SCM Planning Department unit within the SCM headquarters.
  
- (4) Business System Headquarters
  - Tasks relating to information systems and CRM\* will be transferred from the Management Control Department to a new unit in the Business Systems Headquarters.

\*CRM, or Customer Relationship Management, is a concept or business framework that brings sales channels such as stores, direct sales, agents, telephone calls, and Internet transmission under integrated control. CRM enables a company to respond to each customer in an optimal way in order to increase customer retention ratio.

    - A. The Business Systems Department will be renamed the Information System Department.
  
- (5) Sales Planning Headquarters
  - A. A general manager in charge of time management will be provided to oversee the promotion of time management within the Sales Planning Headquarters.
  
- (6) Market Development Headquarters
  - These headquarters will be newly created to reinforce the market development system.
    - A. The Vending Corporate Department will be transferred from the Vending Business Department and renamed the Corporate Sales Department.
    - B. A Market Development Department will be created to oversee new development.
  
- (7) Retail Sales and Vending Headquarters
  - These headquarters will be created to strengthen sales forces, focusing on channel-based promotion.
    - A. A general manager will be appointed to oversee the promotion of time management within the Retail Sales and Vending Headquarters.
    - B. A Retail and Vending Promotion Department will be created to oversee sales promotion to retailers and vendors, support for the area sales system, and tasks related to operator and card businesses.
    - C. A Retail and Vending Account Department will be created to oversee sales promotion to the transport and worksite markets and convenience stores.
    - D. All the sales departments will take the names of the regions they serve.
    - E. These will be the departments of Okayama, Hiroshima, San-in, Yamaguchi and Kita-kyushu, Fukuoka, and Saga and Nagasaki.
    - F. All sales offices will be given branch status.
  
  - The Vending Business Department and Convenience Store and Retail Sales Department will be abolished in line with the creation of the units referred to in (6) and (7) above.



*Coca-Cola West Japan Company, Limited*

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- (8) Chain Store Sales Headquarters
  - A. A general manager will be appointed to oversee the promotion of time management within the Chain Store Sales headquarters.
  - B. A general manager will be appointed to oversee the training of chain store sales staff.
  - C. The Chain Store Planning Department will be renamed the Chain Store Promotion Department.
  - D. All the Sales Offices will be given branch status.
  
- (9) Food Services Sales Headquarters
  - A. The Food Services Planning Department will be renamed the Food Services Promotion Department.
  - B. All sales offices will be given branch status.
  
- (10) Sales Office Operational Improvement Department
  - This department will be abolished.

**2. Nishinohon Beverage Co., Ltd.**

- (1) Administration Department

The Administrative Control Department will be renamed the Administration Department.  
Two general managers will be appointed: one to oversee general affairs and one to oversee accounting.
- (2) Sales Planning Control Department

This department will be abolished.
- (3) Sales Planning Department

Two general managers will be appointed: one to oversee sales planning and one to oversee machinery maintenance.
- (4) Regional Departments
  - A. The Chugoku Sales Control Department and Kyushu Sales Control Department will be renamed the Chugoku Regional Department and Kyushu Regional Department, respectively.
  - B. All sales offices will be given branch status.
- (5) Market Development Department

The Market Development Control Department will be renamed the Market Development Department.  
Two general managers will be appointed: one to oversee corporate sales and one to oversee operations in the Chugoku region.

**3. Coca-Cola West Japan Products Co., Ltd. (“CCWJP”)**

- (1) Production Management Department
  - A. The Production Control Department will be renamed the Production Management Department.



*Coca-Cola West Japan Company, Limited*

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**4. Coca-Cola West Japan Vending Co., Ltd. (CCWJV)**

(1) Management Planning Department

A Management Planning Department will be created to strengthen management planning and administrative functions of business units.

(2) Sales Department

The Japanese appellation for the Sales Department will change. [See Notes]

All sales offices will be given branch status.

**5. Nishinohon Customer Service Co., Ltd.**

(1) Field Business Department

A general manger will be appointed to oversee operations in the Kyushu region.

A general manger will be appointed to oversee planning related to machinery maintenance and sanitation.

(2) Maintenance Service Department

A general manger will be appointed to oversee maintenance in the Fukuoka region.

The Hiroshima and the Fukuoka Factories will be abolished.

**6. Logicom Japan Co., Ltd.**

(1) Sales Department

The Sales Control Department will be renamed the Sales Department.

(2) Logistics Department

The Logistics Control Department will be renamed the Logistics Department.

- There will be no changes at Nichibei Co., Ltd., TakaMasamune Co., Ltd., or West Japan Service Co., Ltd.



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## II. Changes in the Responsibilities and Posts of Executive Officers and Other Employees

### 1. Executive Officers

Name	New	Current
Yasumasa Niimi	Executive Vice President, Assistant to President (responsible for projects)	Executive Vice President, Assistant to President (responsible for compliance and special projects)
Kouichi Morii	Executive Corporate Officer, Assistant to President (responsible for Administration Division), General Manager, CSR Headquarters and General Manager, Reform from Within Promotions Office	Executive Corporate Officer, Assistant to President (responsible for Reform from Within Committee) and General Manager, Reform from Within Promotions Office
Tadatsugu Harada	Executive Corporate Officer, Assistant to President (responsible for sales, business systems and SCM)	Executive Corporate Officer, Manager, Management Control Headquarters
Hijiri Morita	Executive Corporate Officer, General Manager, Management Control Headquarters	Executive Corporate Officer, Manager, Sales Planning Division
Junji Katsura	Senior Corporate Officer, General Manager, Food Service Sales Headquarters and General Manager, Food Service Promotion Department	Senior Corporate Officer, Manager, Food Services Sales Control Department
Yukio Sako	Senior Corporate Officer, General Manager, Sales Planning Headquarters	Senior Corporate Officer, Manager, Vending Business Division
Mitsuo Isobe	Senior Corporate Officer, General Manager, SCM Headquarters	Group Senior Corporate Officer, CCWJ and Director and Senior Corporate Officer, Coca-Cola Beverage Service Co., Ltd.
Masami Nomiyama	Senior Corporate Officer, General Manager, Retail Sales and Vending Headquarters	Senior Corporate Officer, Manager, Convenience Store and Retail Sales Control Department
Tatsuhiko Ike	Senior Corporate Officer, General Manager, Market Development Headquarters	Senior Corporate Officer, Manager, Chain Store Sales Control Department
Masayuki Yamasaki	Corporate Officer, General Manager, SCM Planning Department, SCM Headquarters	Corporate Officer, Manager, Projects
Tsugawa Katsuzo	Corporate Officer, General Manager, Chain Store Sales Headquarters	Corporate Officer, Manager, Sales Planning Department, Sales Planning Headquarters



*Coca-Cola West Japan Company, Limited*

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Shigejiro Sato	Corporate Officer, General Manager, Business System Headquarters	Corporate Officer, Manager, Business Systems Department, Management Control Department
Naotake Tokieda	Corporate Officer, General Manager, General Affairs Department, Management Control Headquarters	Corporate Officer, Manager, Operation Department, Sales Planning Headquarters



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## 2. Group Executive Officers

Name	New	Current
Akira Gohhara	Group Senior Corporate Officer, CCWJ and President and Representative Director, Nichibei Co., Ltd.	Group Senior Corporate Officer, CCWJ and President and Representative Director, CCWJP
Toshiki Miyake	Group Senior Corporate Officer, CCWJ and President and Representative Director and General Manager, Administration Department, TakaMasamune Co., Ltd.	Group Senior Corporate Officer, CCWJ and President and Representative Director, TakaMasamune Co., Ltd.
Nobuo Shibata	Group Senior Corporate Officer, CCWJ and President and Representative Director, CCWJP	Executive Corporate Officer, Manager, General Affairs Division and Manager, Human Resource Department, CCWJ
Yoshiaki Hamasaki	Group Senior Corporate Officer, CCWJ and Assistant to President (responsible for operational improvement)	Group Senior Corporate Officer, CCWJ, Manager, Fukuoka Sales Department and Manager, Minami-fukuoka Sales Office, CCWJV

## 3. Special Management Officers

Name	New	Current
Kouichi Watanabe	Special Management Officer, General Manager responsible for Sales Services Department, Retail Sales and Vending Headquarters	Special Management Officer, Manager, Sales Services Department and Manager, Fukuoka Telephone Center
Hisamitsu Nonaka	Special Management Officer, General Manager responsible for SCM, SCM Headquarters	Special Management Officer, Manager, SCM Promotion Department
Syoichi Takada	Special Management Officer, General Manager, Retail and Vending Promotion Department, Retail Sales and Vending Headquarters	Special Management Officer, Manager responsible for vending business, Vending Business Division
Tomoji Oohata	Special Management Officer, General Manager, Sales Services Department, Retail Sales and Vending Headquarters	Special Management Officer, Manager, Sales Reform-from-Within Promotion Department
Yasunori Muraoka	Special Management Officer, General Manager, Coca-Cola West Japan University	Special Management Officer, Manager, Auditors' Office



*Coca-Cola West Japan Company, Limited*

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**4. Chief Officer**

Name	New	Current
Haruhiro Nishiyama	Chief Officer responsible for market development	Chief Officer, Assistant to President (responsible for customer relations)

**5. Counselor**

Name	New	Current
Katsuhiko Machida	Counselor, CCWJ Nichibei Co., Ltd.	Counselor, CCWJ, and President and Representative Director, Nichibei Co., Ltd.



*Coca-Cola West Japan Company, Limited*

### III. Reassignments among Managers

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

Name	New	Current
Toshiro Taguchi	General Manager, Auditors' Office	Deputy Manager responsible for operational guidance, Operation Department
Masahiro Umezaki	General Manager, Human Resource Department	Deputy Manager responsible for operations, Yamaguchi and Kita-Kyushu Sales Department
Shuichi Nonaka	General Manager, Purchase Department	Manager, General Affairs Department.
Shigenori Urakawa	General Manager, SCM Promotion Department	Assistant Manager, Supply and Demand Management Section
Yoshinari Owaki	General Manager, Information System Department	Assistant Manager, ERP System Section
Kiyoharu Masuno	General Manager responsible for time management, Sales Planning Headquarters	Manager, Sales Office, Operational Improvement Promotion Department
Masahiro Takase	General Manager, Sales Reform-from-Within Promotion Department	Assistant Manager responsible for investor relations, Public Relations Office
Toshio Fukami	General Manager, Sales Planning Department	Manager, Fukuoka Sales Department
Isao Hayashi	General Manager, Operations Department	Manager, Sales Administration Department
Kazuhiko Ogawa	General Manager, Market Development Department	Deputy Manager responsible for market development, Fukuoka Sales Department
Mitsunobu Sakaguchi	General Manager responsible for time management, Retail Sales and Vending Headquarters	Deputy Manager responsible for convenience store and retail sales promotion, Hiroshima Sales Department
Akira Yamauchi	General Manager responsible for area office promotion, Retail Sales and Vending Promotion Department	Manager, Convenience Store and Retail Sales Promotion Department
Toshihiko Suetsugu	General Manager, Retail and Vending Account Sales Department	Manager, Convenience Store and Retailer Account Sales Department
Yoshiki Asahara	General Manager, Hiroshima Region Department	Manager, Food Services Planning Department
Takashi Himeno	General Manager, Fukuoka Region Department	Sales Manager, Saga and Nagasaki District
Takanori Gau	General Manager, Saga and Nagasaki Region Department	Sales Manager, Hiroshima District
Kiyotoshi Fuchigami	General Manager responsible for time management, Chain Store Sales Headquarters	Manager, Chain Store Planning Department



*Coca-Cola West Japan Company, Limited*

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Tadashi Yamada	General Manager responsible for chain store sales education, Chain Store Sales Headquarters	Coca-Cola (Japan) Co., Ltd.
Yoshikazu Okazaki	General Manager, Chain Store Promotion Department	Manager, Account Sales Department I
Shohei Kawamoto	General Manager, Account Sales Department I	Deputy Manager responsible for sales promotion, Account Sales Department I



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**2. Nishinon Beverage Co., Ltd.**

Name	New	Current
Nobuyuki Tokuhara	General Manager responsible for special mission	Responsible for special missions, Sales Planning Control Department
Hideki Tachibana	General Manager, Administration Department	Manager, Administrative Control Department and Manager, General Affairs Department
Nobuhiro Abe	General Manager responsible for general affairs, Administration Department	Deputy Manager, General Affairs Department
Masayuki Imatou	General Manager responsible for accounting, Administration Department	Manager, Accounting Department
Hideaki Baba	General Manager, Sales Planning Department and General Manager, FV Business Department	Manager, Sales Planning Control Department, Manager, Operations Department and Manager, FV Business Department
Setsuo Kimura	General Manager responsible for machinery maintenance, Sales Planning Department	Manager, Sales Planning Department
Toshiro Suzuki	General Manager responsible for sales planning, Sales Planning Department	Manager responsible for communications, General Affairs Department
Toshio Imafuku	General Manager, Market Development Department	Manager, Market Development Control Department and Manager, Eastern Chugoku District Development Department
Hideki Kihara	General Manager responsible for corporate sales, Market Development Department	General Manager, Corporate Sales Department
Takashi Miyamoto	General Manager responsible for the Chugoku region, Market Development Department	Manager, Western Chugoku District Development Department
Kazuhiro Nishimura	General Manager, OCS Business Department	General Manager responsible for sales, OCS Business Department
Shigeyuki Asami	General Manager responsible for OCS, OCS Business Department	General Manager, OCS Business Department



*Coca-Cola West Japan Company, Limited*

**3. Coca-Cola West Japan Vending Co., Ltd.**

Name	New	Current
Tetsu Ushiogi	Assistant to President, responsible for education	General Manager, Coca-Cola West Japan University, CCWJ
Syousou Yamauchi	General Manager, Management Planning Department	Manager responsible for Sales and Manager, FS Nishi-Fukuoka Sales Office
Katsuharu Shimoda	General Manager, Okayama Sales Department	Manager, Hiroshima Sales Department and Manager, Hiroshima-Kita Sales Office
Tsutomu Isomura	General Manager, Hiroshima Sales Department	Deputy Manager responsible for Hiroshima Sales Department, CCWJ
Susumu Tanaka	General Manager, Yamaguchi and Kita-kyushu Sales Department	Manager, Kurume Sales Office and Manager, Tosu Sales Office
Yoshikazu Ueda	General Manager, Fukuoka Sales Department	Manager, Yamaguchi and Kita-kyushu Sales Department and Manager, FS Kokura Sales Office

**4. Nishinohon Customer Service Co., Ltd.**

Name	New	Current
Chikara Arai	General Manager, Management Administration Department	Deputy Manager, Human Resource Department and Manager, Group Mutual Welfare Association Office, CCWJ
Teruyoshi Nakano	General Manager responsible for management administration, Management Administration Department	General Manager, Management Administration Department
Gen Takakura	General Manager, Sales Department	Assistant Manager, Machinery Maintenance Section, CCWJ
Tadashi Kikkawa	General Manager, Field Business Department and General Manager responsible for the Kyushu region	Manager, Field Business Department
Kenji Fukuda	General Manager responsible for planning, Field Business Department	Deputy Manager, Field Business Department
Kimio Hanada	General Manager responsible for machinery in Fukuoka, Maintenance Service Department	Assistant Manager, Machinery Maintenance Section, Fukuoka Factory, Maintenance Service Department



*Coca-Cola West Japan Company, Limited*

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**5. Nichibeï Co., Ltd.**

Name	New	Current
Masayuki Nomiya	Managing Director	Managing Director and Almond Factory Manager
Masahisa Ogawa	Director and Manager responsible for production, Almond Factory	Director and Almond Factory Manager