

News Release

March 22, 2019

Dear All:

Coca-Cola Bottlers Japan Holdings Inc.

Selected as 2019 “Semi-Nadeshiko Brand” as an excellent listed enterprise striving to empower women in the workplace in response to CCBJH Group’s diversity initiatives

Coca-Cola Bottlers Japan Holdings Inc. (head office in Minato-ku, Tokyo; Representative Director & President: Tamio Yoshimatsu; hereinafter referred to as CCBJH) has been selected for the first time as a “Semi-Nadeshiko Brand,” which are semi-successful brands just below the “Nadeshiko Brand”. Nadeshiko Brands are enterprises selected and publicized jointly by the Ministry of Economy, Trade and Industry and the Tokyo Stock Exchange for outstanding efforts to encourage the empowerment of women in the workplace.

CCBJH Group has defined a policy on diversity in accordance with the corporate philosophy, “THE ROUTE”. Furthermore, the Human Rights & Diversity Promotion Committee has been formed to execute an initiative termed *DEAR* for the promotion of diversity across the organization. We believe that our efforts to transform the behaviors and awareness of our employees, including assisting the career design of all age groups through career support training for women, training to support the balancing of work and child-rearing, and round-table discussions, etc. as well as our proactive actions to communicate such efforts to the public through our website, CSV reports and recruiting sites, etc. contributed to this result.

CCBJH Group will continue to promote the empowerment of women and to focus on diversity, as we aim to become a company capable of maximizing the capabilities of our employees.

【Target proportion of female employees in Coca-Cola Japan Holdings Group】

	Target (2025)	Current (Dec. 2018)
Ratio of female managers	6%	3.9%
Ratio of female leaders	15%	10.9%
Ratio of female employees	15%	12.0%

【The Nadeshiko Brand】



Since its inauguration in FY2012, the Ministry of Economy, Trade and Industry (METI) and the Tokyo Stock Exchange (TSE) have been jointly conducting the Nadeshiko Brand Initiative for the purpose of selecting and publicizing enterprises that encourage women’s success in the workplace. The aim of the Nadeshiko Brand is to introduce certain TSE-listed enterprises that are outstanding in terms of encouraging the empowerment of women in the workplace as attractive stocks to investors who put emphasis on improving corporate value in the mid- and long-term, thereby promoting investment in such enterprises and accelerating efforts encouraging women’s success in the workplace.

Under the Semi-Nadeshiko Brands, METI and the TSE select semi-successful enterprises just below the Nadeshiko Brands. To be selected as a Semi-Nadeshiko Brand, enterprises are required to have at least one female board member, executive officer or director.

*From METI website

【Title for diversity promotion efforts in Coca-Cola Japan Holdings Group and the mid to long-term vision】

1. Title: DEAR



Diversity
Engagement
All
Respect

2. Mid to long-term vision:

Respect the diversity of each employee and offer opportunities for all employees to exert their capabilities to the fullest, irrespective of attributes including gender, age, disabilities, nationality, etc. to create transformation and innovation that lead to value creation, increase competitive advantage and promote actions to become an “excellent company with dignity”.

3. Key examples of our efforts:

- ① Transforming awareness, nurturing the proper climate
 - Promotion of diversity across the organization by the team for the empowerment of women
 - National diversity training for Heads of Depts. and above
 - Communication using company media on the introduction of role models, etc.
 - Training by tier (Dept. Head and above, supervisors, newly-appointed supervisors, etc.)
 - Training accessible from remote areas (diversity awareness activities using video)
 - Intranet communication on the human rights logo, etc.
 - Activities to raise awareness of human rights (actions to eradicate harassment, etc.)
- ② Hiring, talent development
 - Active hiring of women and assignment to site operations
 - Program for developing candidates for management or leader positions
 - Development by encouraging participation in external training programs
- ③ Retention
 - Building a company scheme to realize diverse ways of working (telework, paid leave by the hour, etc.)
 - Gift to congratulate newborn given to female employees on maternity leave
 - Efforts to support the balancing of work and child-rearing (e.g. A *papa apron* with “PAPA TIME” indicated in Coke red is presented (in person) from the manager to a male employee whose wife has just given birth, to celebrate the birth of the baby and to promote the use of child care leave.)