

News Release

November 19, 2019

Coca-Cola Bottlers Japan Holdings Inc.

Nikkei Smart Work Management Survey

Coca-Cola Bottlers Japan Holdings earns

★★★★ (four stars) in the overall rating

Continues promoting people development under its new

Mission, Vision and Values

Coca-Cola Bottlers Japan Holdings Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter “CCBJH”) is pleased to announce that it has earned a four-star rating in the 2019 overall rating of the Smart Work Management Survey that Nihon Keizai Shimbun has been conducting since 2017.

The survey, in its third year this year, formulates and assesses 19 metrics using questionnaires for businesses and consumers, as well as public data, in three areas - namely People Utilization Capability, Innovation, and Market Development Strengths, plus Business Foundation required for sustainable corporate development as a definition of initiatives to maximize organizational performance through, for example, the work style reform. In the overall assessment, CCBJH was rated “S” in People Utilization Capability, “A++” in Innovation, “S+” in Market Development Strengths, and “S” in Business Foundation; highly recognized in Market Development in particular. In the area of people utilization capability, CCBJH also won this year the Director General of Industrial and Labor Affairs Bureau’s Award of the Disabled Employment Excellent Company Award hosted by the Tokyo Metropolitan Government. CCBJH continues working on various initiatives.

CCBJH, under its people strategy based on new Mission, Vision and Values announced at the recent Earnings Presentation for the third quarter, is enhancing employees’ capabilities and fostering a culture of aspiring, continuous learning with initiatives towards the work style reform. As a total beverage company that comes close to the people’s lives and daily livings and delivers happy, refreshing moments in every occasion of lives, CCBJH is committed to consistently provide high level added value to consumers, customers, local communities and employees.

[For reference]

- About Nikkei's Smart Work Management Survey and assessment method

Nihon Keizai Shimbun started in 2017 the Nikkei Smart Work Management survey to recognize companies with ongoing Smart Work initiatives as Japan's new Excellent Companies. The Smart Work Management refers to business strategies that deliver diverse and flexible ways of working for the optimal use of people, create innovations and a good cycle of continuous development of new markets, and maximize the organizational productivity and performance. The survey consists of three areas of People Utilization Capability, Innovation, and Market Development Strengths, plus Business Foundation required for sustainable corporate development, and formulates and assesses 19 metrics using questionnaires for businesses and consumers, as well as public data.

*Source: The Nihon Keizai Shimbun

- About Mission, Vision and Values

Coca-Cola Bottlers Japan's new philosophy, "Mission, Vision, and Values", is a new people strategy clarified in its Values as examples of observable behaviors such as learning, agility, result-orientation, and integrity, as well as Vision that is required to be the preferred partner of customers, with the aim of achieving the Mission to "deliver happy moments to everyone while creating value."