

News Release

March 3, 2020

Coca-Cola Bottlers Japan Holdings Inc.

**In recognition of our efforts for Diversity,
CCBJH selected as “2020 Semi-Nadeshiko” brand as a
listed company advancing the empowerment of women**

Coca-Cola Bottlers Japan Holdings Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter “CCBJH”) has been selected as a “Semi-Nadeshiko Brand” company for the second consecutive year under the “Nadeshiko Brand” program implemented jointly by the Ministry of Economy, Trade and Industry (METI) and Tokyo Stock Exchange to recognize companies that are making outstanding efforts in the promotion of active participation by women.

Our group actively employs women workers; provides flexible working arrangements such as telework; offers career support and training for women; and holds round-table talks and other mentoring opportunities with women directors and other management to change the employees’ behavior and mindset. In addition, our active communication of these initiatives via website, CSV Report, and Recruitment Information Site were well-received.

Our group regards the promotion of diversity and inclusion as an important business challenge and respects the diversity of each employee so that we can provide opportunities for all employees to leverage their full potential, regardless of gender, age, disability, nationality, sexual orientation, thereby creating changes and innovations that lead to value creation and enhancing our competitiveness.

【Target percentage of women employees at Coca-Cola Bottlers Japan Holdings】

	Target (2025)	Current (Jan 2020)
Women managers	6%	4.5%
Women leaders	15%	9.7%
Women employees	15%	14.3%

【What is Nadeshiko Brand?】



The "Nadeshiko Brand" program has been implemented since 2012 jointly by the Ministry of Economy, Trade and Industry and Tokyo Stock Exchange to select and announce such listed companies that are excellent in promoting active participation by women.

The "Nadeshiko Brand" introduces listed companies, who "promote the active participation by women", to investors who value "mid/long-term corporate value improvement" as attractive companies to invest in, while accelerating such efforts among the companies.

Semi-Nadeshiko Brands are selected as successful companies just below the Nadeshiko Brand selection criteria. To be qualified for "Semi Nadeshiko", a company is required to have at least one female director, corporate auditor, or executive officer.

※ Data from the Ministry of Economy, Trade and Industry