

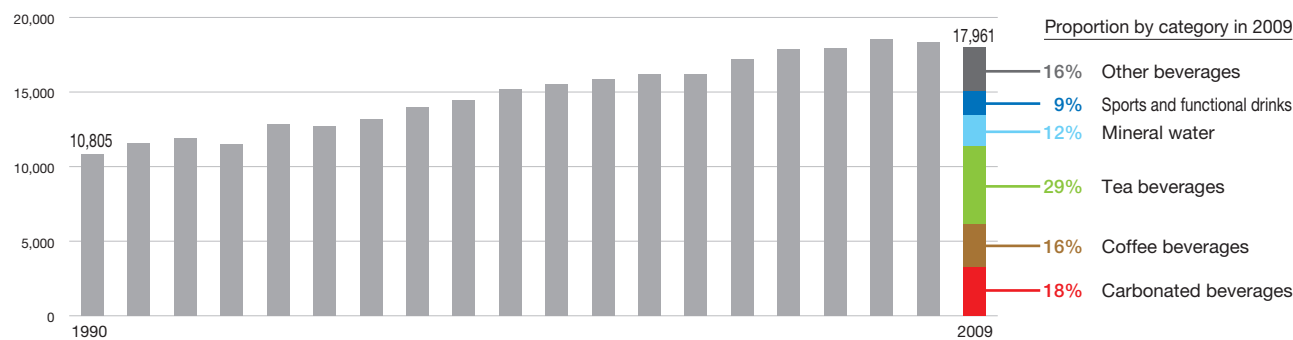
# Overview of Sales Results

## Japan's Soft Drink Market

In 2009, production volume of soft drinks in Japan decreased year on year as a result of tightened spending by consumers facing worsening economic conditions, as well as unseasonable weather during the summer season. By product category, production volume of carbonated beverages and mineral water increased, while coffee beverages, tea beverages, and sports and functional drinks declined.

Despite these year on year results, the market has been expanding over the long term, with production of new beverage categories—particularly mineral water—rising 66% over the past 20 years since 1990, and 16% since 2000. This trend suggests that the overall market for cold beverages in Japan will continue to grow.

### ● Production volume of soft drinks over the previous 20 years (1,000kl)



Source: 2009 Annual Statistical Report on Soft Drinks, published by the Japan Soft Drink Association

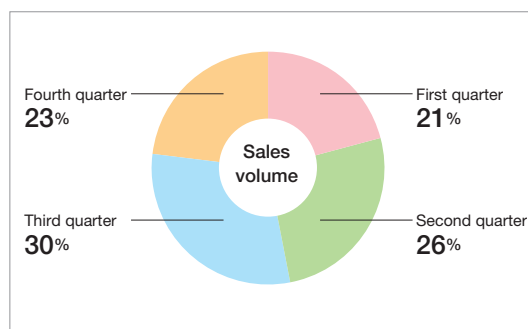
## Coca-Cola West Sales Results

### 1. Sales volume

Sales volume decreased year on year due to the impact of continued sluggish consumer spending and falling product prices brought on by deteriorating employment and earnings conditions, as well as unseasonal summer weather.

### ● Sales by Quarter (Thousands of cases)

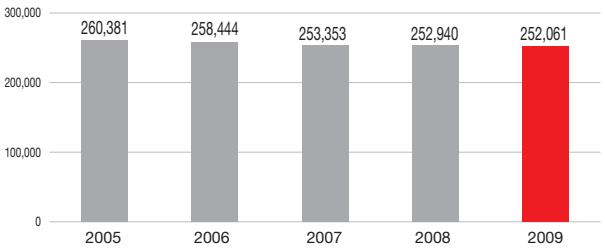
	Sales volume	Breakdown	YoY change	
			Volume	Percent
First quarter	38,017	21%	(1,410)	(3.6%)
Second quarter	46,781	26%	(455)	(1.0%)
Third quarter	53,454	30%	(2,438)	(4.4%)
Fourth quarter	41,460	23%	(2,395)	(5.5%)
Total	179,711	100%	(6,699)	(3.6%)



## 2. Number and market share of vending machines

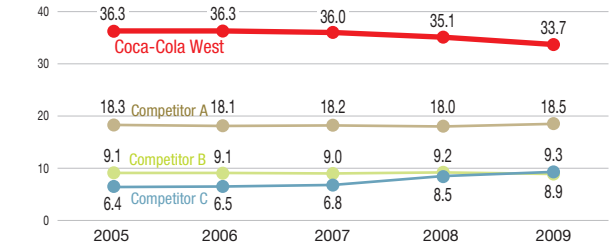
As of the end of fiscal 2009, Coca-Cola West had 252,061 vending machines in operation. This total was 879 less than the previous fiscal year-end, owing to the Company's strategy of giving priority to highly profitable vending machines and decommissioning machines with low sales. Coca-Cola West's market share of vending machines installed outdoors was 33.7% in fiscal 2009, continuing the Company's overwhelming lead over its competitors.

### ● Number of vending machines



Note: Figures for 2009 are for Coca-Cola West Co., Ltd., while figures for 2005 – 2008 are the combined total of its three predecessor companies: Coca-Cola West Japan Co., Ltd., Kinki Coca-Cola Bottling Co., Ltd., and Mikasa Coca-Cola Bottling Co., Ltd.

### ● Share of vending machines installed outdoors (%)

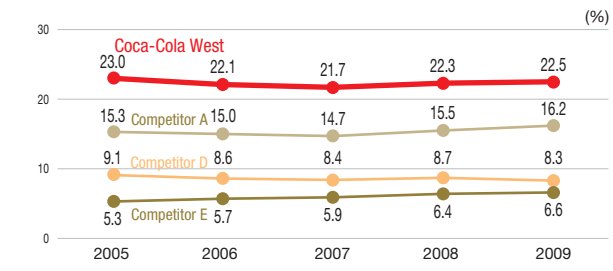


Source: Survey of Vending Machines (covering May to June 2009), conducted by Intage Inc.

## 3. Market share for over-the-counter sales

In 2009, Coca-Cola West's market share for over-the-counter sales of cold beverage products was 22.5%, up 0.2 percentage points year on year, as the Company continued to hold the top share in the industry.

By sales outlet, Coca-Cola West's share of this market was 23.2% for supermarkets, 19.4% for convenience stores, 25.9% for general stores (such as grocery stores and liquor stores), and 23.5% for drug stores—the No. 1 share in each of these categories.

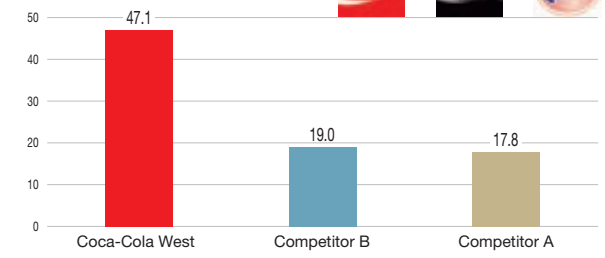


Source: Store Audit conducted by Intage Inc.

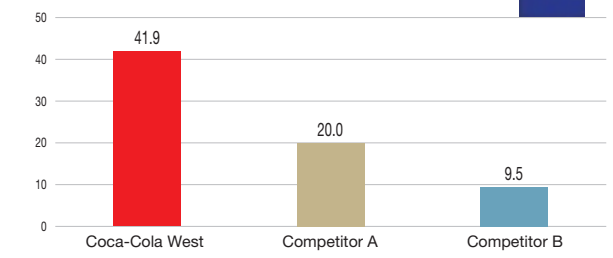
## 4. Market share for over-the-counter sales by product category

Coca-Cola West dominated the market share for over-the-counter sales of soft drink products in every product category with its brands of Coca-Cola, Coca-Cola Zero, Fanta, Georgia, Sokenbicha, and Aquarius.

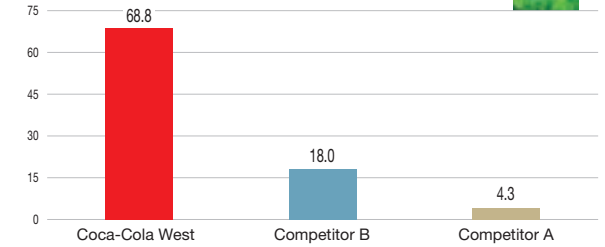
### ● Carbonated beverages share (%)



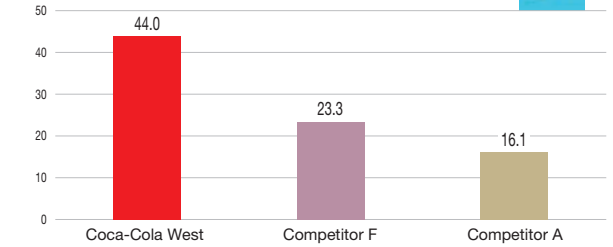
### ● Canned coffee beverages share (%)



### ● Blended tea beverages share (%)



### ● Sports and functional drinks share (%)



Source: MBI conducted by Intage Inc.

# Coca-Cola West Brand Lineup

The Company concentrates investment in its “Big 6” brands, namely Coca-Cola, Coca-Cola Zero, Fanta, Georgia, Sokenbicha, and Aquarius. In addition to these, I LOHAS and Ayataka were both positioned as priority brands beginning from 2010. Coca-Cola West is also promoting numerous other brands including Qoo, Kocho-kaden, and Minute Maid.

Priority brands

Big  
6

Coca-Cola



Coca-Cola Zero



Fanta



Georgia



Sokenbicha



Aquarius



Plus  
2

I LOHAS



Ayataka



Other brands

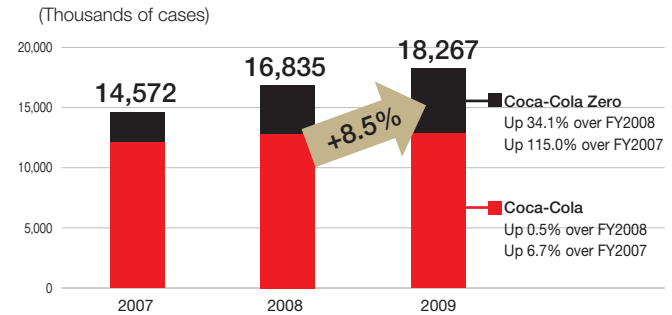


# Spotlight on Selected Brands

## Coca-Cola and Coca-Cola Zero

Favored by consumers who prefer low-calorie drinks, Coca-Cola Zero has enjoyed steady sales growth since its release in June 2007. In fiscal 2009, sales volume jumped 34.1% year on year as the Company took every opportunity to boost sales by releasing two-liter PET bottles and conducting various promotions. Sales volume of Coca-Cola also increased year on year, and together with Coca-Cola Zero, the combined sales volume of both products rose 8.5% over the previous fiscal year.

### Sales volume of Coca-Cola and Coca-Cola Zero



Coca-Cola



Coca-Cola Zero



## New product release—I LOHAS

In May 2009, Coca-Cola West launched I LOHAS, a new brand of mineral water that is both delicious and gentle on the environment. Packaged in a 520-milliliter PET bottle that weighs only 12 grams—40% lighter than previous bottles made by the Company and the lightest in Japan\*—I LOHAS has won over environmentally conscious consumers and recorded considerable sales growth.

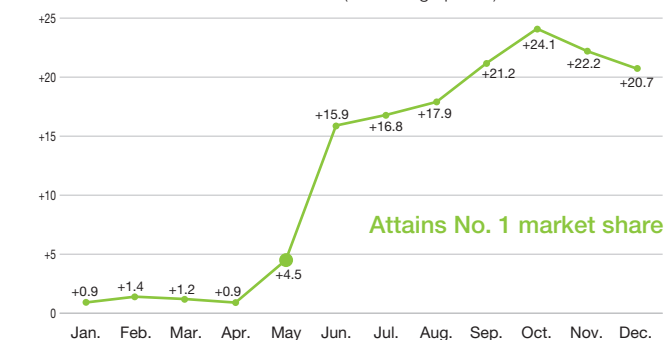
\* Compared to PET bottles of up to 550 milliliters manufactured in Japan, based on research by Coca-Cola (Japan) Co., Ltd., in July 2009.



The empty bottle is made more compact with a light squeeze and twist



### YoY increases in market share of mineral water products sold at convenience stores (Percentage points)



Launch of I LOHAS on May 18, 2009

Sales of 100 million units nationwide in August (97 days after release)

Sales of 200 million units nationwide in December (183 days after release)

A few of the many awards presented to I LOHAS:

- 2009 Reduce, Reuse and Recycle Promotion Minister's Prize from the Ministry of Agriculture, Forestry and Fisheries
- 2009 Container Packaging 3R Promotion Minister's Prize from the Ministry of the Environment

Source: Store Audit by Intage Inc.

# Overview of Sales Structure

Coca-Cola West's sales structure is organized according to specialized sales channels, and its sales representatives are all beverage experts able to provide consumers with value-added solutions.

## Vending machines

For this sales channel, Coca-Cola West carries out business through the operation of vending machines, providing all related services including replenishing and maintaining the machines. The Company supplies assorted products that are popular with customers, while actively introducing cashless vending machines that suit the needs of today and energy-saving units that are easier on the environment.



## Chain stores

The chain store sales channel is comprised of high-volume sales outlets including supermarkets, convenience stores, and home centers. Since consumer needs are diverse, Coca-Cola West researches the reasons why consumers visit certain stores and purchase particular items. From these findings, the Company selects the most suitable assortment of products to match the character of each store and proposes plans for sales promotions.



## Retail stores

Retail stores include over-the-counter shops such as liquor stores, grocery stores, and roadside stores. Coca-Cola West offers proposals for optimum sales equipment especially suited for each store and provides advertising materials featuring seasonal or popular culture themes, to give full support to store operators so that their facilities can satisfy consumers.



## Food service

For this sales channel, Coca-Cola West supplies syrup and powdered products for drink dispensers to fast food and family restaurants, movie theaters, and other food service facilities. Targeting diverse customer needs, the Company offers a wide assortment of products beginning with Coca-Cola and Fanta soft drinks along with coffee and soups.



## Coca-Cola West Sales Channels

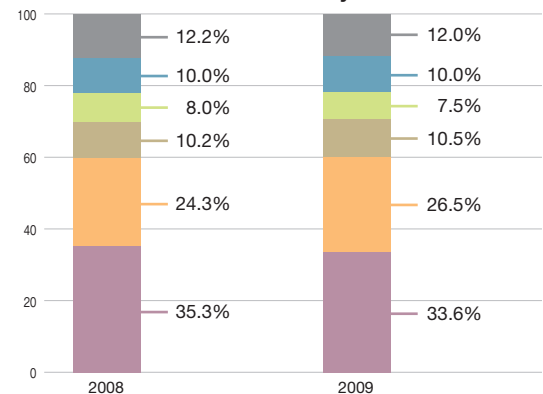
● Sales volume by sales channel (Thousands of cases)

	2008*	2009	YoY change
Vending machines	65,808	60,324	(8.3%)
Supermarkets**	45,248	47,622	5.2%
Convenience stores	19,105	18,839	(1.4%)
Chain stores total	64,353	66,461	3.3%
Retail stores	14,915	13,464	(9.7%)
Food service	18,636	17,890	(4.0%)
Other	22,698	21,572	(5.0%)
Total	186,410	179,711	(3.6%)

\* Results for 2008 have been adjusted to reflect changes related to some products in 2009.

\*\* The supermarkets channel includes drugstores, discount stores, and home centers.

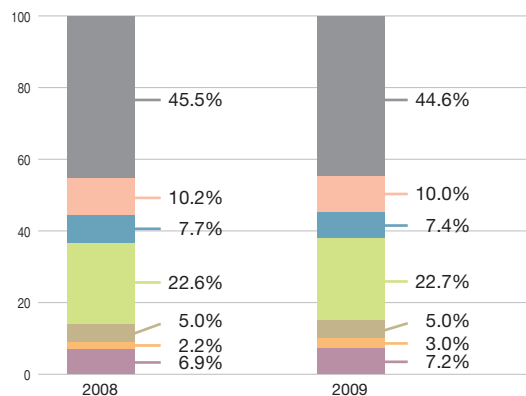
● Sales volume breakdown by channel



## Sales volume by brand

(Thousands of cases)

	2008*	2009	YoY change
Coca-Cola	12,804	12,863	0.5%
Coca-Cola Zero	4,031	5,404	34.1%
Fanta	9,257	9,055	(2.2%)
Georgia	42,208	40,832	(3.3%)
Sokenbicha	14,264	13,370	(6.3%)
Aquarius	19,100	18,022	(5.6%)
Big 6 total	101,664	99,545	(2.1%)
Other brands	84,746	80,166	(5.4%)
<b>Total</b>	<b>186,410</b>	<b>179,711</b>	<b>(3.6%)</b>



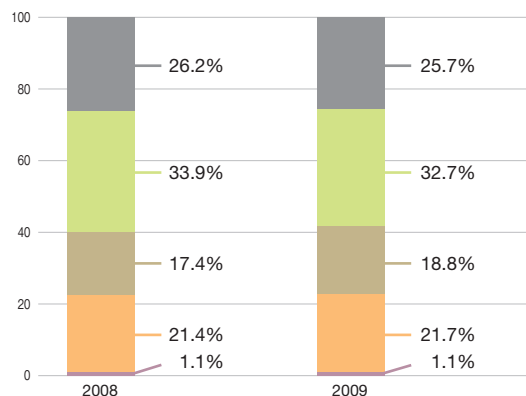
\* Results for 2008 have been adjusted to reflect changes related to some products in 2009.



## Sales volume by container type

(Thousands of cases)

	2008*	2009	YoY change
Glass bottles	2,071	2,024	(2.3%)
Small PET bottles (up to 1000 ml)	39,975	39,014	(2.4%)
Large PET bottles (over 1000 ml)	32,494	33,703	3.7%
<b>Total PET bottles</b>	<b>72,469</b>	<b>72,716</b>	<b>0.3%</b>
Cans	63,116	58,783	(6.9%)
Other containers	6,391	5,942	(7.0%)
Syrup, powder, and food products	42,363	40,246	(5.0%)
<b>Total</b>	<b>186,410</b>	<b>179,711</b>	<b>(3.6%)</b>



\* Results for 2008 have been adjusted to reflect changes related to some products in 2009.

