

TO THE LEADING BOTTLER IN THE WORLD

Special Feature 1

Coca-Cola West

- Reorganization of the Group
- Reform of Sales
- Reform of Supply-Demand Management System



Toward achieving the effect of management integration

IN THE MIDST OF A SEVERE MANAGEMENT ENVIRONMENT, WE ARE WORKING AT VARIOUS ACTIVITIES TO PROVIDE VALUE THAT WILL CONSTANTLY OUTSTRIP THAT OF THE COMPETITION, AND TO MAINTAIN GROWTH OVER THE NEXT SEVERAL DECADES BASED ON THE PRINCIPLE THAT ALL VALUE STARTS WITH THE CUSTOMER.

REORGANIZATION OF THE GROUP

Integration of Manufacturing Companies (January 1, 2008)

Coca-Cola West Japan Products Co., Ltd.

Kinki Coca-Cola Products Co., Ltd.

Coca-Cola West Products Co., Ltd.

Integration of Vending Machine Maintenance Services (April 1, 2008)

Coca-Cola West Japan Customer Service Co., Ltd.

Kansai Beverage Service Co., Ltd. Rex Techno business unit

Mikasa Service Co., Ltd.

Coca-Cola West Equipment Services Co., Ltd.

Integration of Holdings and sales companies by area (January 1, 2009)

Coca-Cola West Holdings Co., Ltd.

Coca-Cola West Japan Co., Ltd.

Kinki Coca-Cola Bottling Co., Ltd.

Mikasa Coca-Cola Bottling Co., Ltd.

Coca-Cola West Co., Ltd.

*In order to focus business resources on the soft drink business even further, we sold all the shares of TAKAMASAMUNE Co., Ltd., which is engaged in production and sales of alcoholic beverages, and C&C Co., Ltd. and Ange de Virge Co., Ltd., which are engaged in restaurant and retail businesses, and closed the business of Nichibe Co., Ltd., which was engaged in the manufacture of processed foods.

Purposes of Reorganization of the Group

CONTINUED INCREASE OF CORPORATE VALUE

- 1 Further enhancement of management base
- 2 Enhancement of operational and sales functions
- 3 Reduction of indirect costs



● REFORM OF SALES

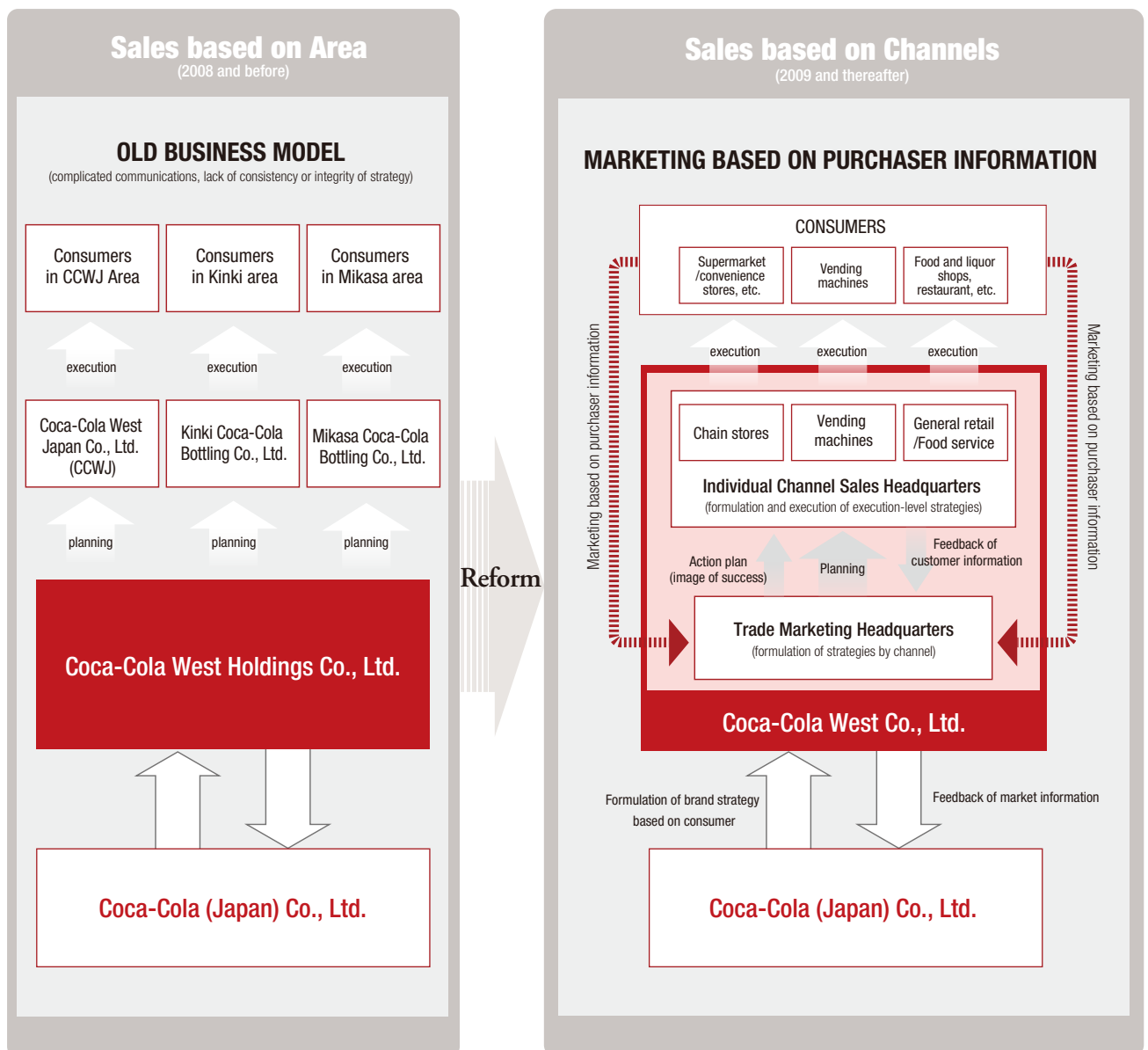
Introduction of trade marketing functions*

Trade Marketing Headquarters and Sales Headquarters for each channel have been set up in order to specialize in formulation of strategies and market execution, and to create a management system that emphasizes operational quality.

Reform of sales from “Area-based” to “Channel-based”

Based on strategies by channel formulated by Trade Marketing Headquarters, each channel Sales Headquarters makes execution-level strategies and executes without fail.

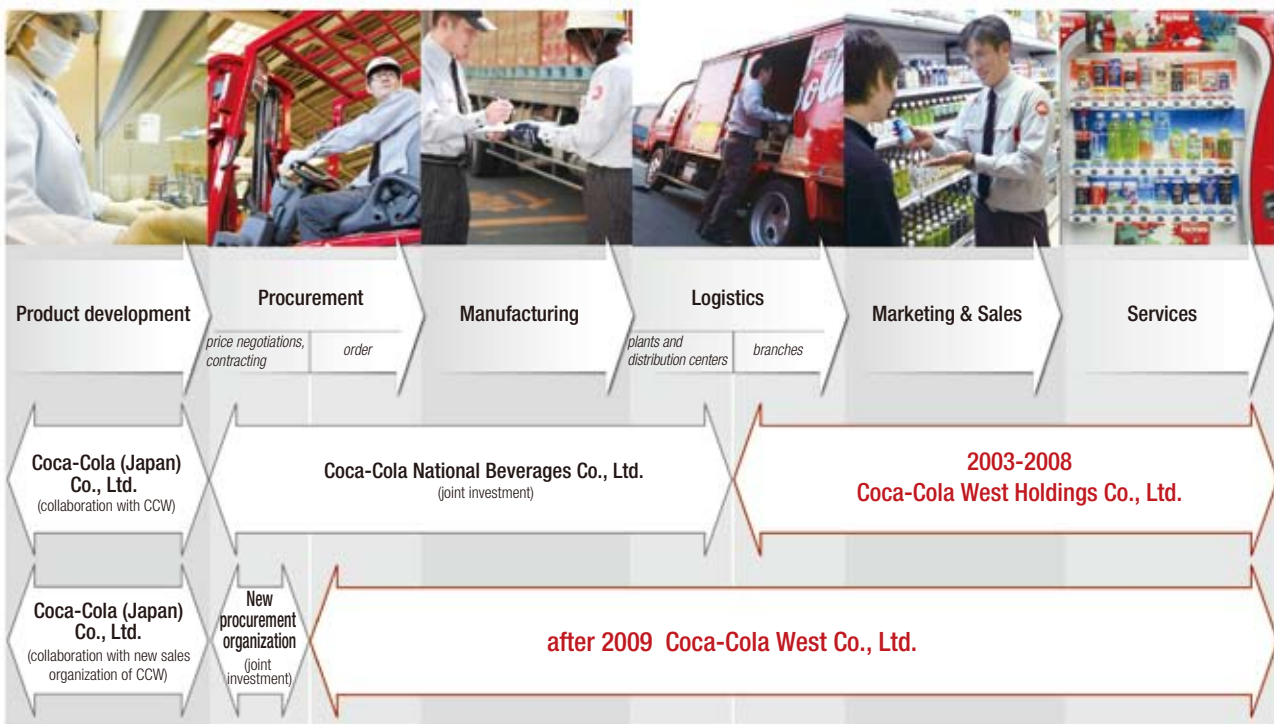
*Trade marketing function means brand marketing expansion at sales sites, that is, to build sales site strategy to lead improvements in the number of product purchases by consumers and of purchase value, making use of knowledge linked to consumers and customers.



● REFORM OF SUPPLY-DEMAND MANAGEMENT SYSTEM

CCW reexamined the unification of its supply-demand management system in the nationwide Coca-Cola System and made aggressive efforts to build a new supply-demand management system for Western Japan, centering on the CCW Group, and started a system to realize provision of swift and high-quality services rooted in the local area from January 2009.

Realization of streamlined system from procurement, manufacturing, logistics, sales and services in line with CCW intentions



New supply-demand management system in Western Japan region

Based on supply-demand management at the managerial judgment of individual Bottler company, a supply-demand management system centering on CCW will be built in the Western Japan region.

- Centering on CCW, which has many manufacturing lines, optimal supply network will be built in Western Japan (production and logistics plan)
- For logistics, efficiency improvements of logistics will be promoted through collective management by CCW subsidiary, Coca-Cola West Logistics Co., Ltd.



*Minami Kyushu Coca-Cola Bottling Co., Ltd. is an affiliate of Coca-Cola West Co., Ltd under the equity method.