

Second Quarter 2024 Earnings Presentation

August 5, 2024

Coca-Cola Bottlers Japan Holdings Inc.

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ボトルから。
We bottle happy moments.

Coca-Cola
BOTTTLERS JAPAN HOLDINGS INC.

Coca-Cola Bottlers Japan Holdings Inc. (CCBJH)

Second Quarter 2024 Earnings Presentation

1H 2024 Results

Marketing Update

Outlook

Today's Highlights

- 🔥 1H business income grew 4 billion yen vs previous year. Progressing in line with full-year business income target. Q2 also saw revenue and profit growth.
- 🔥 Top-line growth continued to contribute to profit growth. Efforts to capture summer demand in each channel are progressing well, wholesale revenue per case improved while volume grew. 1H revenue grew 1.8%.
- 🔥 Transformation progressing as planned, achieving immediate benefits and building a foundation. As part of commercial transformation, announced equipment services collaboration to drive mid- to long-term cost savings and increase provided value.
- 🔥 For 2H, continue to focus on profitability to achieve full-year earnings targets through maximizing commercial activities during peak demand period, while also focusing on activities for future growth.

1H 2024 Results

Revenue and profit grew in Q2 & 1H, earnings continued improvement trend

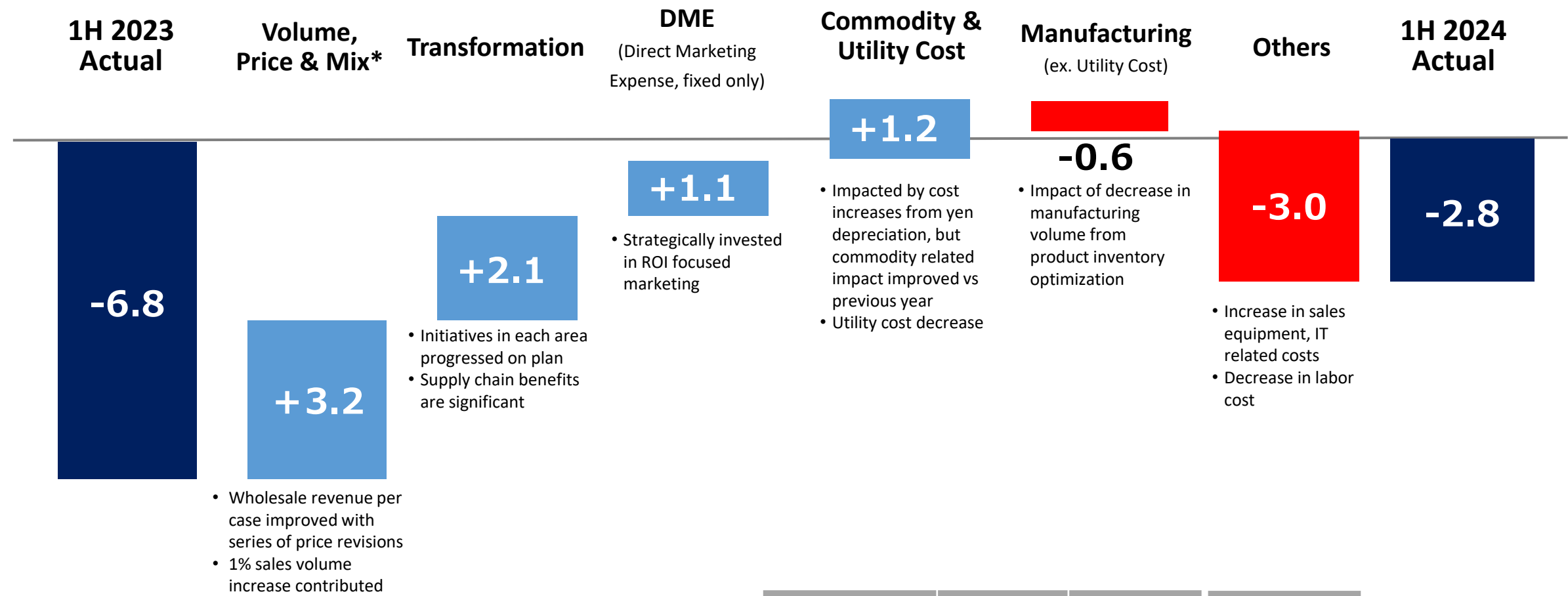
Unit: Million JPY

	1H 2024 Actual	1H 2023 Actual	Change YoY	YoY
Revenue	411,455	404,109	+7,345	+1.8%
Sales Volume (Million Cases)	232	230	+2	+1%
NARTD (Non-alcoholic ready to drink) Beverage Volume (Million Cases)	230	227	+3	+1%
COGS	230,251	227,313	+2,938	+1.3%
Gross Profit	181,204	176,797	+4,407	+2.5%
SG&A	183,971	183,212	+759	+0.4%
Business Income (Loss)	(2,791)	(6,763)	+3,972	-
Operating Income (Loss)	1,207	(6,529)	+7,736	-
Net Income (Loss) attributable to owners of parent	(297)	(3,947)	+3,650	-

Please refer to appendix for Q2 (April - June) results.

1H Drivers of Business Income (vs 2023)

Top-line growth and transformation led to 4B yen BI improvement



(Unit: B JPY)	1H Actual	vs PY	FY Plan
Capex	9.6	-10.3	33.9
Depreciation	22.9	-0.2	47.0

Unit: B JPY
(Rounding off less than unit)

*Volume, Price & mix represent marginal profit of our commercial activities including variable costs and deduction from revenue in IFRS.

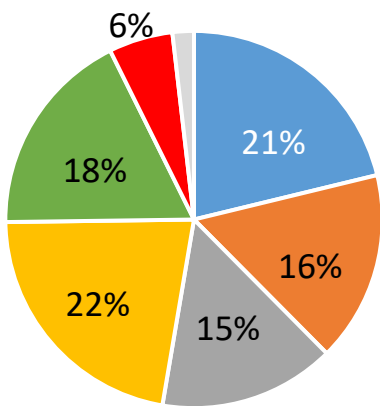
Capex related to real estate rental properties to which IFRS16 applies are not included in the above amounts.

Wholesale revenue per case growth continues, volume growth accelerates

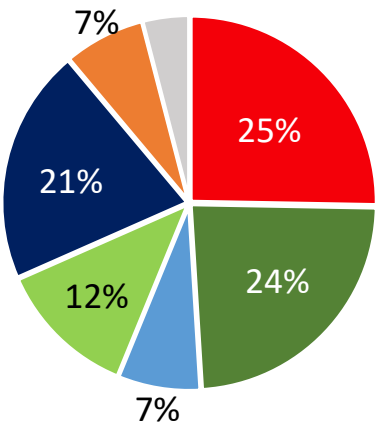
- ⚡ Sales volume grew 1% by capturing traffic increase and through effective commercial initiatives despite the impact on volume from price revisions.
- ⚡ Wholesale revenue per case continues to improve with price revision benefits.
- ⚡ CVS volume grew with new products and strengthened customer-exclusive products. VM minimized impact of price revisions and was flat leveraging strong share base and digital initiatives. R&F grew by capturing demand for dining out. Online growth was driven by customer collaboration promotions.
- ⚡ Sparkling grew due to Coca-Cola. Tea growth was driven by strong sales of the fully renewed Ayataka.

Sales Volume: +1%

Channel		Volume	Wholesale revenue per case (Yen)
	Supermarket (SM)	-6%	+81
	Drug & Discounter (D&D)	Flat	+82
	Convenience Store (CVS)	+6%	-10
	Vending (VM)	Flat	+66
	Retail & Food Service (R&F)	+5%	+4
	Online	+18%	+26



Category		Volume
	Sparkling	+2%
	Tea	+4%
	Sports	-1%
	Water	-4%
	Coffee	-1%
	Juice	+8%



Note: Volume doesn't include alcohol. Wholesale revenue per case doesn't include DFR (deduction from revenue). Some inconsistencies with the volume data provided in past presentations may be expected as a result of standardization of volume and revenue calculation.

Please refer to appendix for Q2 (April - June) sales volume.

Profitability focused activities leading to value share growth and sustained price premiums

- Total channel value share maintained a growth trajectory and grew by 0.3 pts.
- Vending value share returned to growth. In OTC channel, new products contributed to value share trend improvement. CVS value share growth continues.
- Our products maintained price premium vs market average. OTC retail prices for Large PET improved greatly with benefits from price revisions implemented October of last year.

Market Share (Jan to June, vs PY, Pts)	Value	Volume
Total (CCBJH Area)	+0.3	-0.2
Of Which Vending	+0.3	+0.6
Of Which Over the Counter (OTC)	-0.2	-0.4

Source: Coca-Cola Japan Internal Estimate

OTC Retail Price (Jan to June, JPY per bottle)	vs Market Average	vs PY
Small PET	+9.6	-1.5
Large PET	+32.3	+14.4

Source: Intage SRI+ soft drink market Small PET (351~650ml), Large PET products (1.251L~)
CCBJH Area Jan-June 2024
Market Ave: CCBJH avg. retail price (bottles) / market avg. retail price (bottles)
YoY: CCBJH retail price (bottles) / previous year actuals

Maximize market execution by channel towards peak demand period

Vending

- 🔥 Strengthen activities focused on sparkling and tea to capture summer demand
 - Strengthen campaigns for Coca-Cola and new Ayataka
- 🔥 Leverage Coke ON to stimulate demand
 - Promote use of vending machine through cross-channel campaigns
 - Expand functions such as Coke ON Wallet



OTC (Over the Counter)

- 🔥 Enhanced acquisition of sales space leveraging full renewal of Ayataka
 - Create attractive sales spaces and implement effective campaigns
 - Rollout strategic lineup to meet consumer needs
- 🔥 Exclusive product deployment tailored to customers
 - Strategic deployment of double-brand products and limited flavors



Food Service

- 🔥 Expansion of products carried
 - Strengthen Coca-Cola Zero
 - Proposals based on insights collected from market analysis
 - Campaigns for the Olympics and Expo 2025 Osaka, Kansai
- 🔥 Strengthen activities to acquire new business
 - Focus on growing categories and new businesses
 - Offering products and commercial programs tailored to customer needs



Transformation progressing well, generating benefits and building a foundation

Vending

Efficiency improvement of vending machine operations

- Fewer routes by improving visit frequency and routes
- Establishing and testing of piece-picking model to achieve further operational efficiency
- Improved installed vending machine portfolio by visualizing per-machine profitability

Promote vending DX

- Expansion of QR code payment functions and smart modem installation progressing as planned



Supply Chain

Productivity improvement in manufacturing fields

- High-mix, small-lot manufacturing enables agile supply, supports local production for local consumption model
- Expand manufacturing capacity by improving productivity at each site

Improved logistics network

- Reduced transportation distance and number of touches through overall optimization
- Strengthen customer collaboration

Improved S&OP process accuracy

- Efficiently handled increased shipments ahead of the summer period
- Improved new product introduction process and promote stronger collaboration with customers

Marketing Update

Grew revenue & value share through strong campaigns & activations

CORE

Ayataka Core
Full Renewal
with
New Campaign



Coca-Cola x Marvel
The Heroes



Georgia
New Campaign



INNOVATIONS

Yakan Koi Barley Tea
Food with
Function Claims



Georgia
PRIME BLEND



Lemon Dou
Non- Sweetened



MARKETING
EXPERIENCE

Ayataka
Immersive
Sampling Event



Expo 2025
Osaka, Kansai
Portfolio
Promotion
via Coke ON
platform



I LOHAS
Water Replenishment
Campaign



Further strengthen CORE through campaigns & innovations

CORE

Ayataka Core
Full Renewal
with New Campaign #2



Coke with Meat
Summer Campaign



INNOVATIONS

Aquarius ORS
Renewal Comms
as official Food for Medical Uses



FANTA YogurRush
Marble Orange



MARKETING
EXPERIENCE

Paris Olympic
Portfolio Promotion



Sprite
Waterbomb Tokyo 2024



Outlook

Target strong profit growth despite high hurdles from previous year's Q3

2H Key Initiatives and Progress

Top-line growth focused on profit maximization

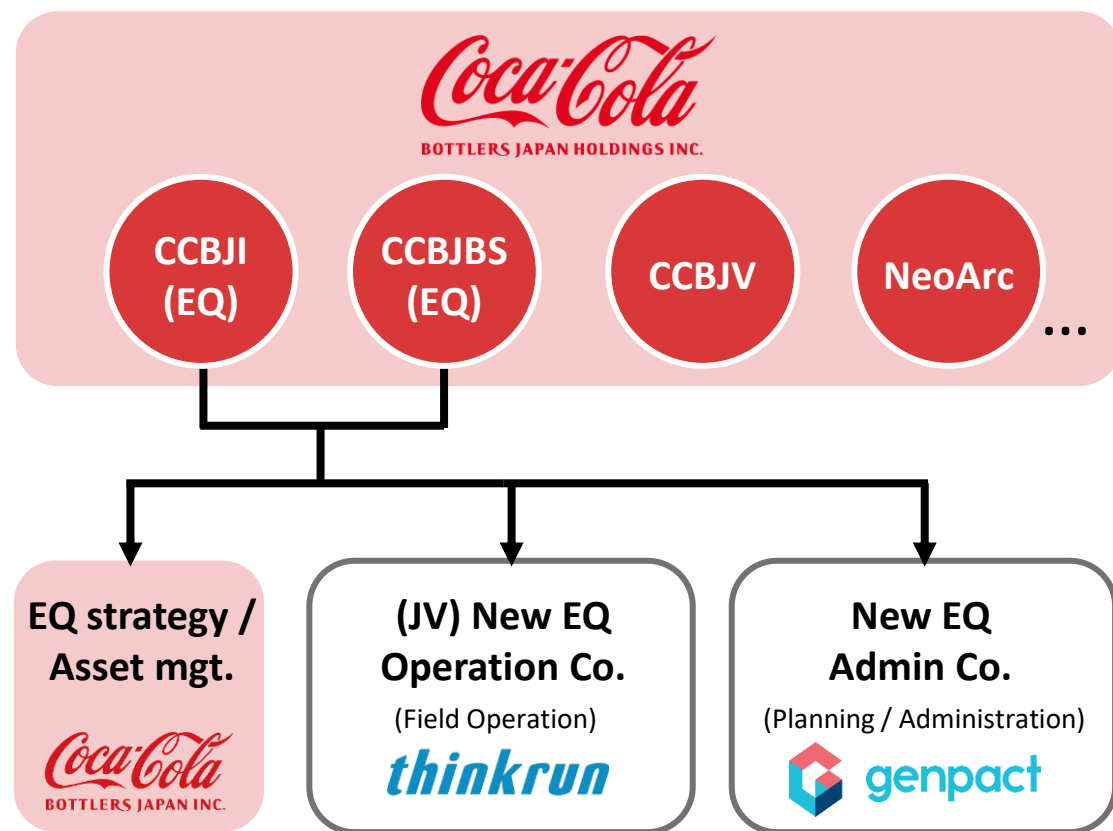
- Capture summer demand through maximizing commercial activities leveraging new products and campaigns. July volume grew strongly by 3% despite cycling last year and weather impacts.
- Maximize price revision benefits. Maintain shipping prices after the revisions, minimize volume and mix impact, prepare for further price revisions in October.
- Optimized S&OP process for stable supply during periods of highest demand.

Driving transformation and cost control

- Transformation progressing well. Activities strengthened to realize annual savings of 6 billion yen and to generate benefits from next year onward.
- Marketing investment will be strengthened for sustainable growth, while appropriately monitoring market environment and ROI.
- Continued control of commodity and currency impacts by leveraging Coca-Cola system procurement collaboration.

Commercial transformation: Reorganizing equipment service organization to drive future growth

Transformation Scheme: Ownership to Partnership



Provide high-quality and competitive services through collaboration based on strong partnership

Expected Benefits



Focus business resources on areas where future growth is expected



Improve efficiency and operational quality by leveraging each partner's knowledge and experience, and introducing new technologies and processes



Achieve cost savings and increased value to stakeholders

(Start of operation in January 2025)

*EQ: Equipment, CCBJI: Coca-Cola Bottlers Japan Inc.,
CCBJBS: Coca-Cola Bottlers Japan Business Services Inc., CCBJV: Coca-Cola Bottlers Japan Vending Inc.

Summary

- Business income building-up steadily with 1H growing 4 billion yen vs prior year.
- Through profitability focus and achieving our best performance during peak demand period, ensure achieving full-year business income target of 10 billion yen.
- Progress on key initiatives such as October price revisions and transformation for mid-term growth. As the first year of “Vision 2028,” significant steps towards growth for next year onwards.



THANK YOU

Investor Relations

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Appendix

Q2 QTD (April - June) Results (vs 2023)

Unit: Million JPY

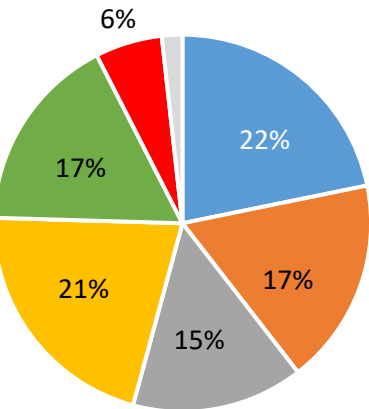
	Q2 2024 Actual	Q2 2023 Actual	Change YoY	YoY
Revenue	224,926	222,046	+2,880	+1.3%
Sales Volume (Million Cases)	128	126	+2	+2%
NARTD (Non-alcoholic ready to drink) Beverage Volume (Million Cases)	127	125	+2	+2%
COGS	125,164	123,990	+1,174	+0.9%
Gross Profit	99,763	98,056	+1,706	+1.7%
SG&A	94,683	95,211	-528	-0.6%
Business Income	5,056	2,674	+2,382	+89.1%
Operating Income	4,277	2,631	+1,646	+62.6%
Net Income attributable to owners of parent	2,600	2,513	+88	+3.5%

Note: Sales volume in 2023 is revised retroactively due to changes of counting segmentation and scope in some products.

NARTD Sales Trend by Channel / Category / Package (vs 2023)

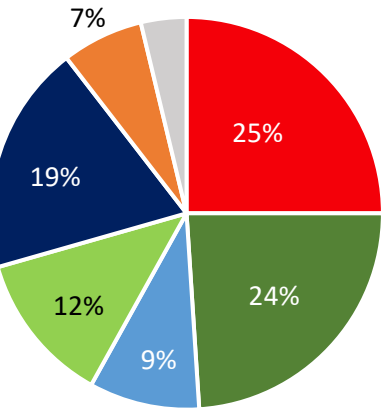
Q2 QTD (April to June) Sales Volume +2%

By Channel



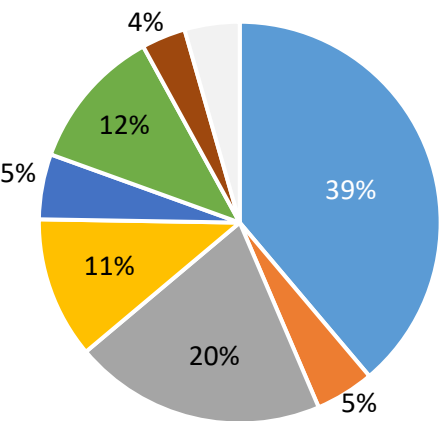
Channel	Volume	Wholesale revenue per case (Yen)
Supermarket (SM)	-3%	+62
Drug & Discounter (D&D)	+5%	+64
Convenience Store (CVS)	+5%	-24
Vending (VM)	Flat	+65
Retail & Food Service (R&F)	+3%	+9
Online	+15%	+14

By Category



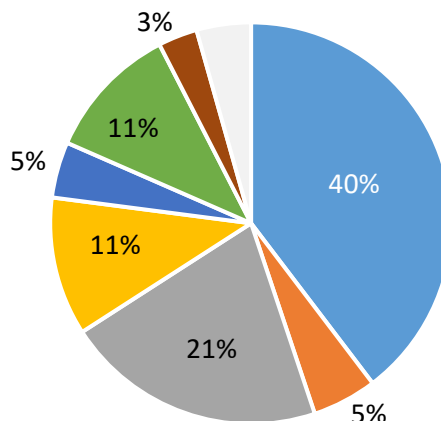
Category	Volume
Sparkling	+4%
Tea	+7%
Sports	-1%
Water	-2%
Coffee	-2%
Juice	+5%

By Package 1H (Jan to June)



Package	Volume
S-PET	+6%
M-PET	+16%
L-PET	-11%
Can	Flat
Bottle Can	+1%
Syrup	+9%
Powder	+11%

Q2QTD (April to June)



Package	Volume
S-PET	+5%
M-PET	+17%
L-PET	-6%
Can	+3%
Bottle Can	-2%
Syrup	+7%
Powder	+10%

S-PET: Below 650ml / L-PET: Above 1.5L

Note: Volume doesn't include alcohol. Wholesale revenue per case doesn't include DFR (deduction from revenue). Some inconsistencies with the volume data provided in past presentations may be expected as a result of standardization of volume and revenue calculation.

ESG Initiatives: Focus on initiatives that create value

Major Initiatives

Environment & Local Community Initiatives

- Expansion of "CAN to CAN" horizontal aluminum can recycling initiative*
 - In addition to the can body, 100% recycled aluminum is used for the cap, reducing CO₂ emissions by approximately 37% per can.
- Expanding "Bottle to Bottle" Collaboration
 - Implemented at LEGOLAND® Japan Resort, 2024 World Triathlon Yokohama, etc.
 - Newly partnered up with Ryusen Association (Tokyo)
- Started deployment of DE&I Support Vending Machine



Enhancing Human Capital/ DE&I Promotion

- Dedicated 25% of executive meetings to discussing People Strategy to achieve "Vision 2028" by strengthening human capital and committed its execution
- Released a new logo and statement for CCBJH's DE&I initiatives to communicate our intentions and stance on DE&I
- Participated in Tokyo Rainbow Pride for the third consecutive year



External Evaluation

- Selected for the FTSE Blossom Japan Index for the first time and for the FTSE Blossom Japan Sector Relative Index and FTSE4Good Index Series
- Received "DC Excellent Company" for second consecutive year
- Ranked No. 1 in the food category in the "Best 100 Companies for Women in Japan"



Values



Business
Expansion



Reduce
Environmental
Impact



Community
Development

* Target SKU: 3 Bottle can SKUs; GEORGIA KAORU BLACK 400ml, GEORGIA KAORU BITO 370ml, bonaqua 400ml



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Coca-Cola Bottlers Japan Holdings is committed to providing quality in every bottle, delivering great new tastes and happy moments while creating value for every occasion. We are committed to conserving limited resources and achieving a sustainable cycle of production.

With diverse talents working together to accomplish transformation, we believe that we can create an overflowing of happiness that will enrichen lives.

We continue to drive forward every day with pride in our work and mission to support people, communities, and the natural environment.



Forward-looking Statements

The plans, performance forecasts, and strategies appearing in this material are based on the assumptions and judgment of the management of Coca-Cola Bottlers Japan Holdings Inc. (CCBJH or Company) in view of data obtained as of the date this material was released. These forecasts may differ materially from actual performance due to risks and uncertain factors such as those listed below.

Risks and uncertain factors are not limited to the items listed below. They are also included in our annual securities report, or “Yuka Shoken Houkokusho”.

- Agreements with The Coca-Cola Company and Coca-Cola (Japan) Company Limited.
- The quality and safety of products
- Market competition
- Natural environment, such as climate, disaster, water resources, etc.
- Legal environment
- Leakage or loss of information
- Change of economic conditions, such as personal consumption, currency exchange rates, prices of raw materials, fair value of assets, etc.
- Business integration, streamlining and optimization of business processes, etc.
- Uncertain factors other than those above

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