

Coca-Cola Bottlers Japan, thinkrun, and Genpact Partner to Optimize Beverage Equipment Operations

TOKYO, August 2, 2024 – Coca-Cola Bottlers Japan Inc., a consolidated subsidiary of Coca-Cola Bottlers Japan Holdings Inc., thinkrun Holdings Co., Ltd., and Genpact Japan K.K. have agreed to partner on beverage sales equipment¹⁾ placement, refurbishment, repair and quality control.

Starting January 6, 2025, the placement, refurbishment, repair and quality control, and other field services of Coca-Cola Bottlers Japan Inc. and Coca-Cola Bottlers Japan Business Services Inc. will be managed by the EQ Operation Company, a new joint venture between Coca-Cola Bottlers Japan Inc. and thinkrun Holdings Co., Ltd., to enhance operational efficiencies. In addition, specific areas of the planning and management services supporting these operations will be provided by the EQ Admin Company, a new enterprise wholly owned by Genpact.

By leveraging thinkrun's extensive experience in beverage logistics and sales equipment placement, and repair as a partner of the Coca-Cola system in Japan, we aim to enhance our service capabilities. Utilizing Genpact's expertise in data, technology and AI, we will improve the processes and operations of sales equipment placement, refurbishment, repair, quality control, supply chain, and spare parts provision. This collaboration will deliver high-quality and competitive services, contributing to the revitalization of the beverage industry in Japan.

Under its strategic business plan "Vision 2028" announced in August 2023, the Coca-Cola Bottlers Japan Group aims for sustainable and profitable growth through a cost structure resilient to change. This partnership will leverage the expertise of both thinkrun Holdings and Genpact to efficiently deliver enhanced quality services to our customers and consumers.

The thinkrun Group has over 50 years' experience in logistics operations and sales equipment placement, and repair for the Coca-Cola system in Japan. By forming a new joint venture with Coca-Cola Bottlers Japan, the company will combine its expertise to ensure safe, secure, and high-quality operations, establishing itself as a business process outsourcing (BPO) service partner in the beverage industry.

Genpact has been supporting transformation of Coca-Cola Bottlers Japan Group's equipment business for over three years with digital transformation initiatives. A new company, the EQ Admin Company, will be formed to centralize planning and management operations using data, technology, AI. In partnership with EQ Operation Company, Genpact aims to enhance the speed and efficiency of field services, drive innovation, and contribute to the sustainable, profitable growth of the Coca-Cola Bottlers Japan Group.

Note 1) Vending machine, Dispenser, Tabletop showcase

Outlines of EQ Operation Company (tentative for January 6, 2025 onwards)

- 1) Name: To be decided (EQ Operation Preparation Company prior to share transfer)
- 2) Address: 1-1 Sakuradamachi, Kanazawa City, Ishikawa Prefecture
- 3) Representative: Daisuke Tsuruga, Representative Director
- 4) Description of business:

- 1) Contracted field service operations, including placement, refurbishment, repair and quality control of various sales equipment, such as vending machines

- 5) Capital stock: 51,000,000 yen
- 6) Date of foundation: September 2, 2024
- 7) Date of company split and share transfer: January 6, 2025
- 8) Number of employees: Approx. 820
- 9) Investment status:

thinkrun Holdings Co., Ltd.: 51%

Coca-Cola Bottlers Japan Inc.: 49%

(*Shares held by Coca-Cola Bottlers Japan Inc. will be transferred to thinkrun Holdings Co., Ltd. in part after the company split of Coca-Cola Bottlers Japan Inc. and Coca-Cola Bottlers Japan Business Services Inc.)

Outlines of EQ Admin Company (tentative for January 6, 2025 onwards)

- 1) Name: To be decided (EQ Admin Preparation Company prior to share transfer)
- 2) Address: Toyosu Urban Point 11F, 5-5-13 Toyosu, Koto-ku, Tokyo
- 3) Representative: Allen Fukada, Representative Director
- 4) Description of business:
 - 1) Contracted planning and management operations related to the placement, refurbishment, repair and quality control of various sales equipment including vending machines
 - 2) Planning and consultation services related to the above
- 5) Capital stock: 51,000,000 yen
- 6) Date of foundation: September 2, 2024
- 7) Date of company split and share transfer: January 6, 2025
- 8) Number of employees: Approx. 110
- 9) Investment status: Genpact Japan K.K.: 100% (*All shares held by Coca-Cola Bottlers Japan Inc. will be transferred to Genpact Japan K.K. after the company split of Coca-Cola Bottlers Japan Inc. and Coca-Cola Bottlers Japan Business Services Inc.)

About Coca-Cola Bottlers Japan Holdings Inc.

The Coca-Cola Bottlers Japan Group consists of Coca-Cola Bottlers Japan Holdings, its ten subsidiaries, and one affiliated company, with the beverage business as its primary operations. In addition, The Coca-Cola Company is an affiliated company. Coca-Cola Bottlers Japan Holdings is responsible for the Group Management Business and the Asset Management Business.

Coca-Cola Bottlers Japan Inc. (CCBJI) produces and supplies approximately 90% of the Coca-Cola system's products in Japan to serve the needs of our customers and consumers spread widely across. Among the 225 or more bottlers currently manufacturing and selling Coca-Cola brand products globally, CCBJI stands firm not only as one of the largest Coca-Cola bottlers in Asia but also as one of the largest in the world in terms of sales revenue. (As of December 2023)

For more information, please visit our official website.

<https://www.ccbj-holdings.com/>

About thinkrun Holdings Co., Ltd.

The thinkrun Group consists of thinkrun Holdings, its seven subsidiaries in Japan including thinkrun, and one affiliated company overseas, with the logistics business as its primary operations. In addition, thinkrun Holdings is responsible for the Group Management Business.

The thinkrun Group upholds its purpose of "Changing the Beverage Business Worldwide" and undertakes the logistics operations (site-to-site transport, delivery to stores, product management, etc.) for Coca-Cola Bottlers Japan and two other bottler companies in Japan. It also operates soft drinks' sales equipment maintenance business overseas. As a bold BPO innovator in the beverage industry, the company will continue to pursue innovative operational excellence and contribute to enhancing its customers' corporate value.

For more details, please visit the official websites of thinkrun Holdings and thinkrun:

<https://thinkrun-holdings.com/>

<https://www.thinkrun.co.jp/>

About Genpact

Genpact Japan K.K. is a Japanese corporation of Genpact (NYSE: G), a global professional services and solutions firm delivering outcomes that shape the future. Our 125,000+ people across 30+ countries are driven by our innate curiosity, entrepreneurial agility, and desire to create lasting value for clients. Powered by our purpose – the relentless pursuit of a world that works better for people – we serve and transform leading enterprises, including the Fortune Global 500, with our deep business and industry knowledge, digital operations services, and expertise in data, technology, and AI.

Get to know us at genpact.com and on [LinkedIn](#), [X](#), [YouTube](#), and [Facebook](#).

*Please note that the information contained in this news release is current as of the date of release. Certain information may have changed since the date of release.

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