

Coca-Cola BOTTTLERS JAPAN INC.
コカ・コーラ ボトラーズジャパン株式会社
News Release

June 3, 2019

Dear All,

Coca-Cola Bottlers Japan Inc.

CCBJI hired Haruki Masanari

who is an athlete in track & field and javelin as an athlete-employee through
“Asunavi”, the JOC’s top athlete employment support/navigation program

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter “CCBJI”) has taken advantage of “Asunavi”, which is an employment support program for top athletes offered by Japanese Olympic Committee (JOC), and hired Haruki Masanari who is a para-athlete of track & field and javelin as of June 1st. He is the 4th athlete we have hired through “Asunavi” after Katsuji Takashima (June, 2017), Mina Chinju (October, 2018), and Maki Tsujimura (March, 2019).

In the 23rd Kanto Track&Field ParaAthletics Championship in 2018, Masanari made a new record of that time in Japan. He also became an athlete ranked 5th in the world ranking of International Paralympic Committee in the same year and has a bright future.

We are looking forward to seeing him fully devote himself to the championships as one of Coca-Cola Bottlers Japan associates, which will inspire us and heighten our sense of unity even more.

Coca-Cola Bottlers Japan will continue to contribute to promoting sports by providing an environment that enables athletes to focus on their sports activities.

【Profile of Haruki Masanari】

- Discipline Para track & field, javelin (visual impairment)
- Place of birth Sasayama-shi, Hyogo Prefecture
- Organization Osaka Para Athletics
- Age 21 (born in 1997)
- Track record 1st place in Japan Para Track & Field Championships in 2017 (48m72cm)
1st place in 23rd Kanto Track&Field ParaAthletics Championship in 2018 (52m14cm)



【Masanari's comment】

I have joined Coca-Cola Bottlers Japan Inc. through JOC's "Asunavi". Since I started playing my sports, I've been feeling how important it is to appreciate everything around me, and I'm feeling this more strongly than ever. I will thrive to achieve greater records in championships in Japan and overseas with an aim to compete in Tokyo 2020 Paralympic. I will also be mindful of my responsibility and make sure that I don't tarnish the name of Coca-Cola Bottlers Japan as its employee. I will be making every effort to be an athlete who will be supported by all of you.

【What is "Asunavi"?】

JOC launched "Asunavi" in 2010 to promote mutual understanding between companies and athletes, and make employment matches that are beneficial for both parties (supporting top athletes and their employment). Asunavi aims to build win-win relationships for both employers and athletes, and provide a stable life to top athletes in which they can continue to play their sports. Since an agreement with Japanese Paralympic Committee (JPC) was signed with Japanese Paralympic Committee (JPC) in August 2014, Asunavi also provides employment support for the top athletes who aim to competing in Paralympic.