

## News Release

June 1 2016

To all,

Coca-Cola East Japan Co., Ltd.

Utilizing JOC top athlete job placement support navigation called "Athnavi"

### CCEJ hires para powerlifting athlete

### Hideki Odo and provide supports for the games

Coca-Cola East Japan Co., Ltd. (Representative Director & CEO: Calin Dragan, Head office: Akasaka, Minato-ku, Tokyo) is pleased to announce that we will hire the para powerlifting athlete Hideki Odo as a permanent employee as of June 16 and provide supports for the games. The job placement was made by utilizing the top athlete job placement support navigation system called "Athnavi", which is operated by Japanese Olympic Committee (JOC) under an agreement with Japanese Paralympic Committee (JPC).

#### 【Profile of athlete Odo Hideki】

- Type of sports: Para powerlifting
- Age: 41 years old
- Hometown: Aichi Prefecture
- Main records:

2008/8	Peking Paralympic	75kg div.	8 <sup>th</sup> place winner
2012/9	London Paralympic	82.5kg div.	6 <sup>th</sup> place winner
2014/10	Yingcheng 2014 Asia Para Games (Korea)	88kg div.	4 <sup>th</sup> place winner
2015/9	The 12 <sup>th</sup> West Japan Para Powerlifting Championships	88kg div.	1 <sup>st</sup> place winner 191kg
2015/11	2015 IPC Europe Open	88kg div.	8 <sup>th</sup> place winner 185kg
2016/1	The 16 <sup>th</sup> Japan Para Powerlifting Championship	88kg div.	1 <sup>st</sup> place winner 170kg
2016/4	Rio 2016 Paralympic Powerlifting game	88kg div.	Qualified to represent Japan





Photo: Fazza IPC Powerlifting World Cup Dubai 2016

- Hire date: June 16, 2016 (to be affiliated with HR Administration, HR, CCEJ)

### 【Comment from Mr. Odo】

This time, thanks to the opportunity, I was able to join Coca-Cola East Japan, Co., Ltd. through the support of Athnavi. I feel very grateful that they will provide me with an environment where I can concentrate on the games.

I have been drinking Coca-Cola particularly as my favorite drink both during practice and at matches, but from now on, I am very pleased that I will be able to appeal Coca-Cola East Japan with confidence and pride as an employee. For the Rio de Janeiro Olympic in September, I extend my gratitude for being able to face it in the best environment, and I will make efforts both in work and games so that I will be able to be an athlete who can give dream and inspiration to the employees.

### 【For the job placement supporting the games】

Coca-Cola East Japan, which consistently leads the beverage industry, challenges innovative initiatives to provide high-quality products and services, and aims to win trust from local people and be a company of choice. We feel very grateful that we will be able to welcome Mr. Odo, who has continued to make challenges as a para powerlifting player, and worked as a top athlete for many years.

We expect that Odo-san's attitude of challenging in the games by exerting his full power will strengthen the employees' feeling of oneness further and give inspiration to them.

### 【JOC top athlete job placement support navigation called "Athnavi"】

It is a job placement support system operated by Japanese Olympic Committee (JOC), which aims to promote "building a win-win relationship between the sports world and the industry world by matching the athletes who hope to find a job in a company and the companies which show understanding to the sports activities, in order to stabilize the life environment of the top athletes who aim for the world and to create an environment where they feel secure in continuing to play the sports".

**【About Coca-Cola East Japan】**

Coca-Cola East Japan (security code: Tokyo Stock Exchange, First Section 2580) is the largest Coca-Cola bottler engaged in the manufacture and sales of Coca-Cola products in Japan with the highest annual sales revenue.

We deliver to customers about 50 Coca-Cola beverage brands, including Coca-Cola, Coca-Cola Zero, Georgia and I LOHAS, across beverage categories from carbonated beverages, sports drinks, energy drinks and fruit juice to non-sugar tea.

Coca-Cola East Japan was established on Jul 1, 2013 through the merger of 4 Coca-Cola bottlers (Coca-Cola Central Japan Co., Ltd., Mikuni Coca-Cola Bottling Co., Ltd., Tokyo Coca-Cola Bottling Co., Ltd., and Tone Coca-Cola Bottling Co., Ltd.) in the Kanto and Tokai regions (Tokyo metropolitan area and 12 prefectures). On Jan 1, 2016, with the integration of Sendai Coca-Cola Bottling Co., Ltd., our sales area was expanded to include the Southern Tohoku region (Miyagi, Fukushima, Yamagata), and currently we cover the Tokyo metropolitan area and 15 prefectures. For more details, please go to the Coca-Cola East Japan website

HP page : [www.ccej.co.jp](http://www.ccej.co.jp)

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