

International Symposium

Corporate Potential in Global Health Issues

Contributions to Global Health through Initiatives by Food Companies to Improve Nutrition

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Ajinomoto Co., Inc.

CSR Dept.

Satoshi Kitamura

Eat Well, Live Well.
AJINOMOTO®

Vision of the Future of the Ajinomoto Group

Agenda

1. Company profile
2. Initiatives to improve nutrition
 - 1) Social contributions: AIN Program
 - 2) Social business: the development of fortified foods
3. Communication of activities
4. Summary: Future course of action

1. History of the Ajinomoto Group

From the discovery of "umami" to the launch of AJI-NO-MOTO®



1908:
Dr. Kikunae Ikeda of Tokyo Imperial University discovers *umami* in *konbu* seaweed.

“I want to make
a contribution to the world,
not just a scientific discovery.”



1909:
Saburosuke Suzuki
(first company president)
launches AJI-NO-MOTO®

“We want to save malnourished
Japanese citizens and contribute
to improvement in their health.”

1917: Established New York office; 1918: Established Shanghai office; 1956: Established Ajinomoto U.S.A., Inc., Ajinomoto Brazil; 1958: Established AJINOMOTO PHILIPPINES CORPORATION; 1960: Established Ajinomoto Co., (Thailand) Ltd.; 1984: Established Beijing Office

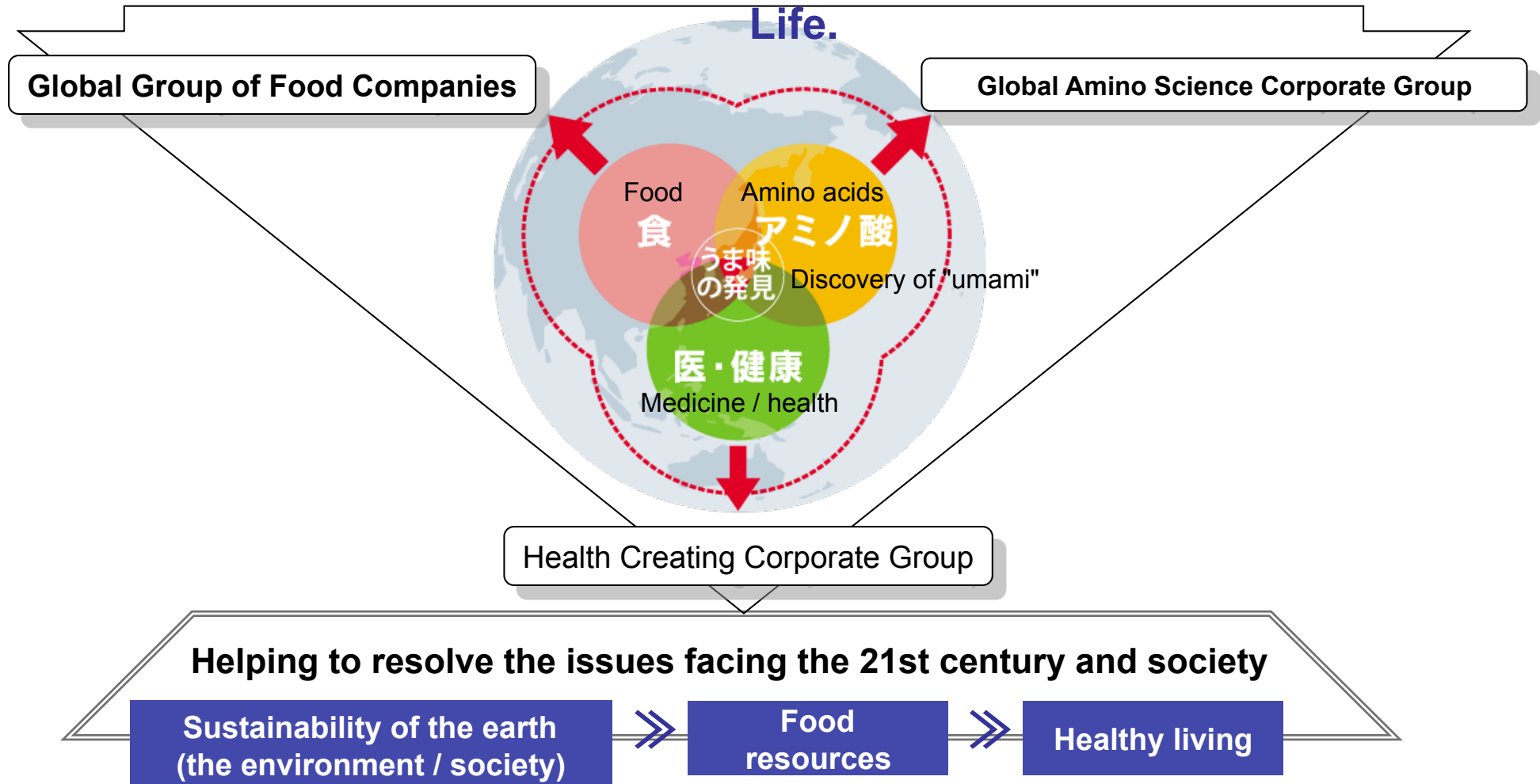


Ajinomoto Group Philosophy

**We create better lives globally by contributing to significant
advances in Food and Health and by working for Life.**

Vision of the Future of the Ajinomoto Group

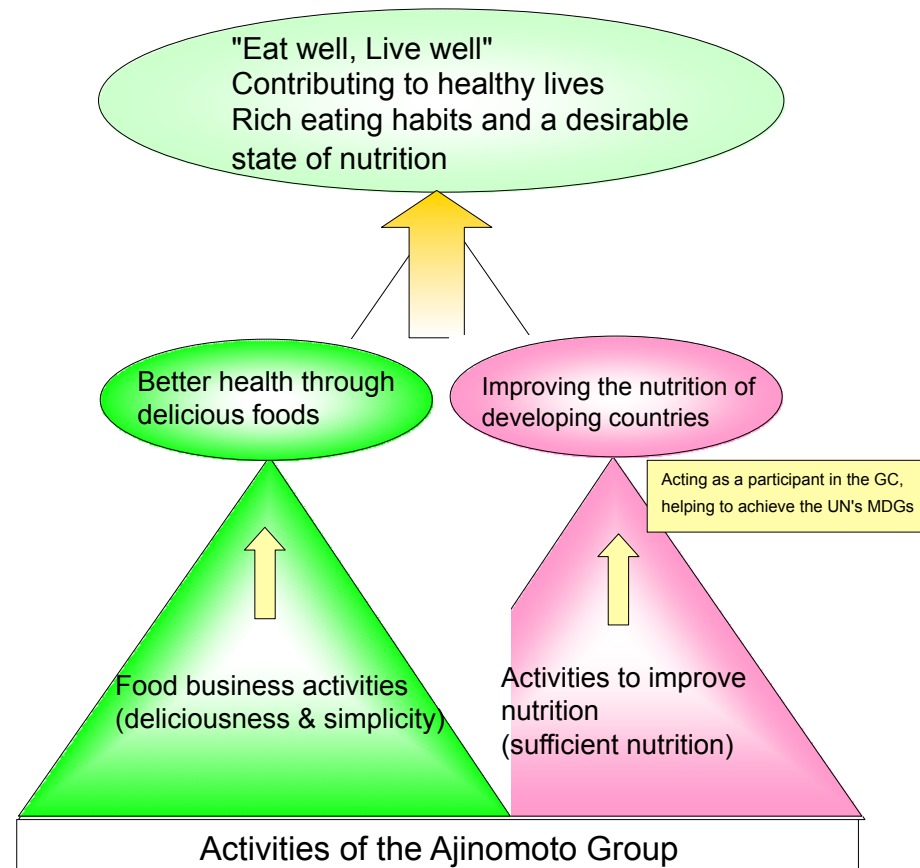
A "Group of companies that contributes to human health globally" in the areas of Food, Health and by working for **Life.**



Background and Significance of Initiatives to Improve Nutrition

- Background : Contributing to MDGs as a corporation participating in the Global Compact.
- Significance : Working as a global food corporation to realize our corporate philosophy of "Eat well, Live well."

< Conceptual image >



2. Initiatives to Improve Nutrition

1) Social contributions: AIN Program

What Is AIN?

The Ajinomoto International Cooperation Network for Nutrition and Health (AIN) was established in 1999—the 90th anniversary of Ajinomoto Co., Inc.—as part of Ajinomoto Group’s corporate citizenship activities by experts and NGO staff active in Japan and overseas. It is an organization that aims to promote international cooperation activities in the fields of food, nutrition, and health.

(Current committee members: 9; representative: Miyuki Adachi, Professor Emeritus, Kagawa Nutrition University; Chair of the Board of Directors, Nonprofit Corporation Shokuseitaigaku Jissen Forum [Research, Education, and Promotion on Ecology of Food and Nutrition])

Objectives

To define issues related to food, nutrition, and health and improve the quality of life of people in developing countries through activities to address these issues, with the aim of contributing to the advancement of these countries.

Main Activities

Working with NPOs/NGOs, international organizations, government institutions, educational/research institutions, local communities, etc.

Support for local activities

Support for carrying out projects by NGOs, etc.(¥20M/yr/10 projects)

Support for human resources development

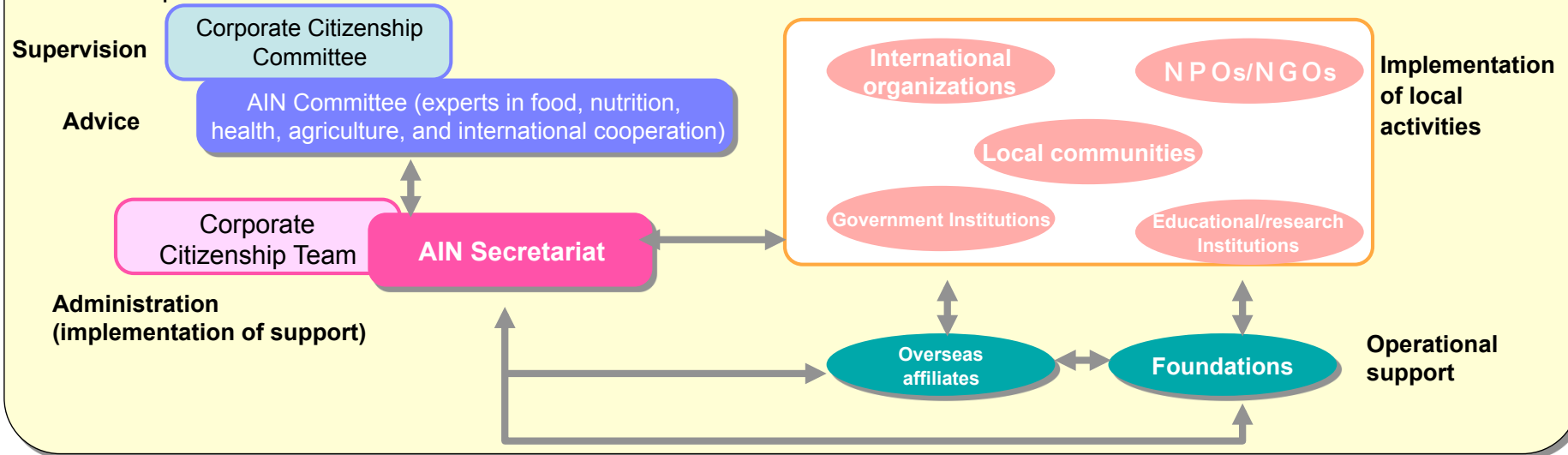
- Human resources development through support for local activities
- Systematic human resources program under consideration

Support for building information and people networks

Forum on “International Cooperation in the Fields of Food, Nutrition and Health”

Program Structure

The AIN Program is implemented through partnerships between AIN and various partner groups, local communities, Ajinomoto Group overseas affiliates, foundations, etc., based on policies adopted by the Ajinomoto Group Corporate Citizenship Committee.



AIN Program: Results of Support for Local Activities



Thailand: Mobile school and lunch service
(Photo provided by: Chikyushimin ACT Kanagawa)



Indonesia: Community-based disability prevention project through nutrition and training for pregnant women as well as children under 5 and their parents
(Photo provided by: CBR-DTC)



Peru: Empowerment assistance project for residents regarding nutrition / mother and child care
(Photo provided by: AMDA Multisectoral and Integrated Development Services)



Bangladesh: Nutrition Guidance to Improve Symptoms of Arsenicosis Patients
(Photo provided by: Asia Arsenic Network)



Future Development

Taking advantage of the Ajinomoto Group network, support will be expanded for HR training and the creation of information networks in the Food and Nutrition Area. In addition, consideration is being given to providing support in Africa and the Middle East.

2-2) Development/Sale of Fortified Foods(Social Business)

Project profile/objectives

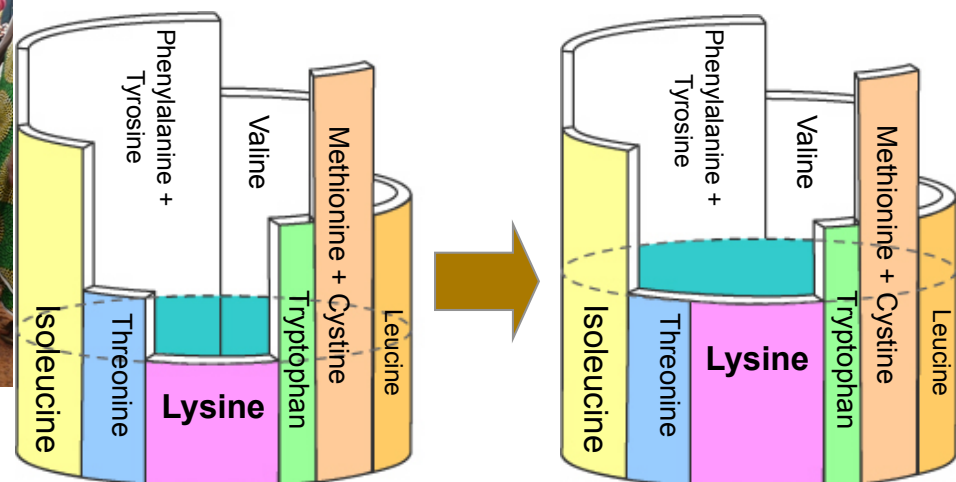
To improve nutritional and health status of the people in **developing countries** who are **deficient in protein intake** by fortifying their diet with **lysine and the micronutrients**, an amino acid.

Project's objectives of fortified foods

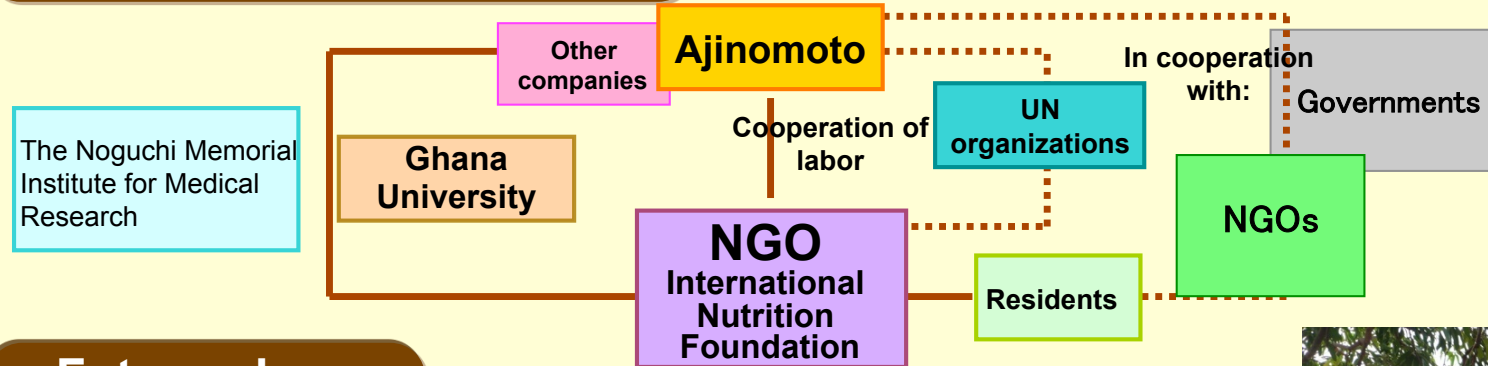
- ① To add **more nutrition** to **traditional baby food** (using fermented corn dough, a porridge-like food prepared by the family known as "KOKO"), thereby achieving **delicious food**.
- ② To provide products (at an **affordable price**) for the majority of children whose nutrition is inadequate.



Good nutritional balance: The "Tub" Theory



Implementation Structure



Future plans

- ①Phase 1: Product development
⇒ Adequacy of nutrition, taste, good digestion/absorption, cost
- ②Phase 2: Test marketing
⇒ Confirmation of effect, examination of distribution
- ③Phase 3: Sales
⇒ Structuring of a sales scheme



3. Communication of Activities

To create Ajinomoto fans by communication of activities and to enhance motivation of Ajinomoto employees.

Stakeholders	Activities that reach out to stakeholders	Goals of activities	Results of activities, effects on the Company	Implementation level	Evaluation of situation	
In-house	Employees	<ul style="list-style-type: none"> Company newsletter, intranet, DVDs, CSR report On-site inspection tours by employees Volunteer participation by employees 	<ul style="list-style-type: none"> Enhancement of confidence and pride in the Company 	<ul style="list-style-type: none"> Improved motivation Increased retention ratio 	<ul style="list-style-type: none"> ◎ 	<ul style="list-style-type: none"> × ~ ◎
	External	Beneficiaries	<ul style="list-style-type: none"> Aid projects 	<ul style="list-style-type: none"> To improve food & nutrition Social investment 	<ul style="list-style-type: none"> Brand penetration to Next Market 	<ul style="list-style-type: none"> ◎
Experts (Food & Nutrition, international cooperation NGOs, UN organizations, etc.)		<ul style="list-style-type: none"> Activities to improve Food & Nutrition Forums 	<ul style="list-style-type: none"> To enhance the Company's presence in Food & Nutrition 	<ul style="list-style-type: none"> Creation of networks in Food & Nutrition, international cooperation 	<ul style="list-style-type: none"> ◎ 	<ul style="list-style-type: none"> ◎
Students interested in international cooperation		<ul style="list-style-type: none"> Outside lectures Global Festa International career fairs 	<ul style="list-style-type: none"> To enhance the Company's presence in Food & Nutrition To create Ajinomoto fans 	<ul style="list-style-type: none"> To increase the no. of students choosing Ajinomoto 	<ul style="list-style-type: none"> ○ 	<ul style="list-style-type: none"> △
Investors		<ul style="list-style-type: none"> IR activities, General meeting of shareholders 	<ul style="list-style-type: none"> Incorporation in SRI Fund 	<ul style="list-style-type: none"> Growth of aggregate market value 	<ul style="list-style-type: none"> × 	<ul style="list-style-type: none"> ×
General consumers		<ul style="list-style-type: none"> TV CM, newspaper ads, website, Internet theater 	<ul style="list-style-type: none"> To create fans 	<ul style="list-style-type: none"> To enhance brand value 	<ul style="list-style-type: none"> △ 	<ul style="list-style-type: none"> ×
Step ① : Gain attention ⇒ Step ② : Gain understanding/expectations ⇒ Step ③ : Fans						

4. Future Course of Action

Future course of action :

- 1) Building further networks in a wide range of sectors,
- 2) Unleash the total power of the Ajinomoto Group
HR training: Experts in international nutrition, project coordinators,
(⇒example: establishment of full-time international nutrition office)
- 3) Ongoing communication



Shift from current CSR side role to cornerstone role by injection of business resources

Conduct ongoing higher quality CSR activities (**achievement of MDGs**)
Goal to be a corporation with social existential values that contributes
to global health.

Thank you for your attention.

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