



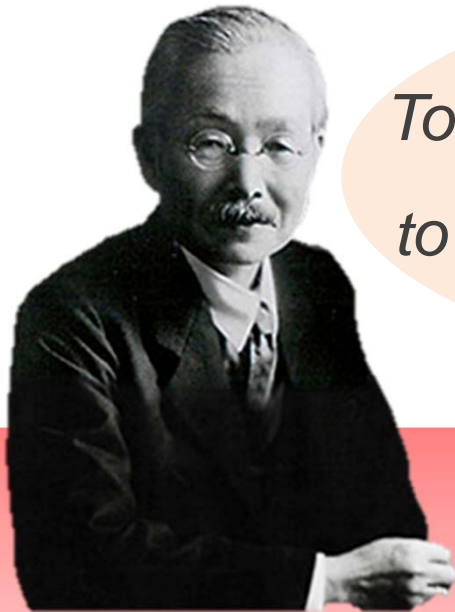
AJINOMOTO MOVING FORWARD TO THAILAND 4.0

Ajinomoto Co., Inc., Japan
Ajinomoto Co. (Thailand) Ltd.

February 15, 2017

The Aspiration Of Ajinomoto Group

'Eat Well, Live Well'



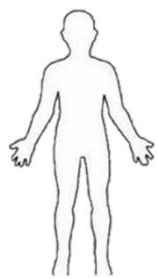
Dr. Kikunae Ikeda
Discoverer of the Umami taste

*To create good, affordable seasoning
to improve the nutrition of the people*



Saburosuke Suzuki II
Founder of the Ajinomoto Group

Creating Values Of Amino Acids For Healthy Life



Amino Acids



L-Glutamate

First product based on amino acid "AJI-NO-MOTO"

Analysis

Expertise

Quality Assurance



Technology

Enzyme research

R&D activities

Food

Biotechnology

Pharmaceutical / Health

Ajinomoto Group
 is the biggest Global Supplier of Amino Acids in the world
 has know-how & technology of application of Amino Acids

Ajinomoto Thailand Milestone



Dr. Kikunae Ikeda
discovered umami from seaweed, submitted application of patent



Started to export
AJI-NO-MOTO®
to ASEAN



Ajinomoto Co., (Thailand) Ltd.
Established

1908



First **AJI-NO-MOTO®**
launched in Japan



1927



Started selling
AJI-NO-MOTO®
in Thailand

1960



AJI-NO-MOTO® first production
in Thailand (550 tons / year)



1962

Ajinomoto Thailand Milestone (Cont.)



RosDee® launched

1979

1993



Birdy® canned coffee
launched

2017



Now Ajinomoto Thailand has
3 AJI-NO-MOTO® factories
with 170,000 tons production per year



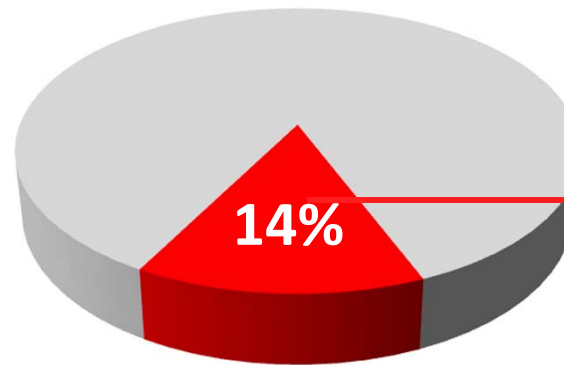
Ajinomoto always grows with Thais for almost
60 years with sales performance ≈ 41 billion baht
in fiscal year 2016

Contribution to Thai Agriculture



- Cassava consumption \approx 1,000,000 Tons/year

Total Cassava Consumption in Thailand



For AJI-NO-MOTO®
production



ASEAN Business Activity Keywords

4 A

Affordable

Price & Package size

Available

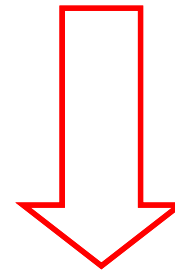
Can buy everywhere

Applicable

*Local adaptation &
Deliciousness*

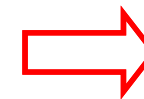
Acceptable

*Local resource &
Environmental friendly*



- *Propose New deliciousness*
- *Pursue No.1 deliciousness more and more*
- *Health & Nutrition*
- *Apply to more various life style*
- *Deepen human touch and relation through enjoying cooking*

Atractive to Thai



5 A

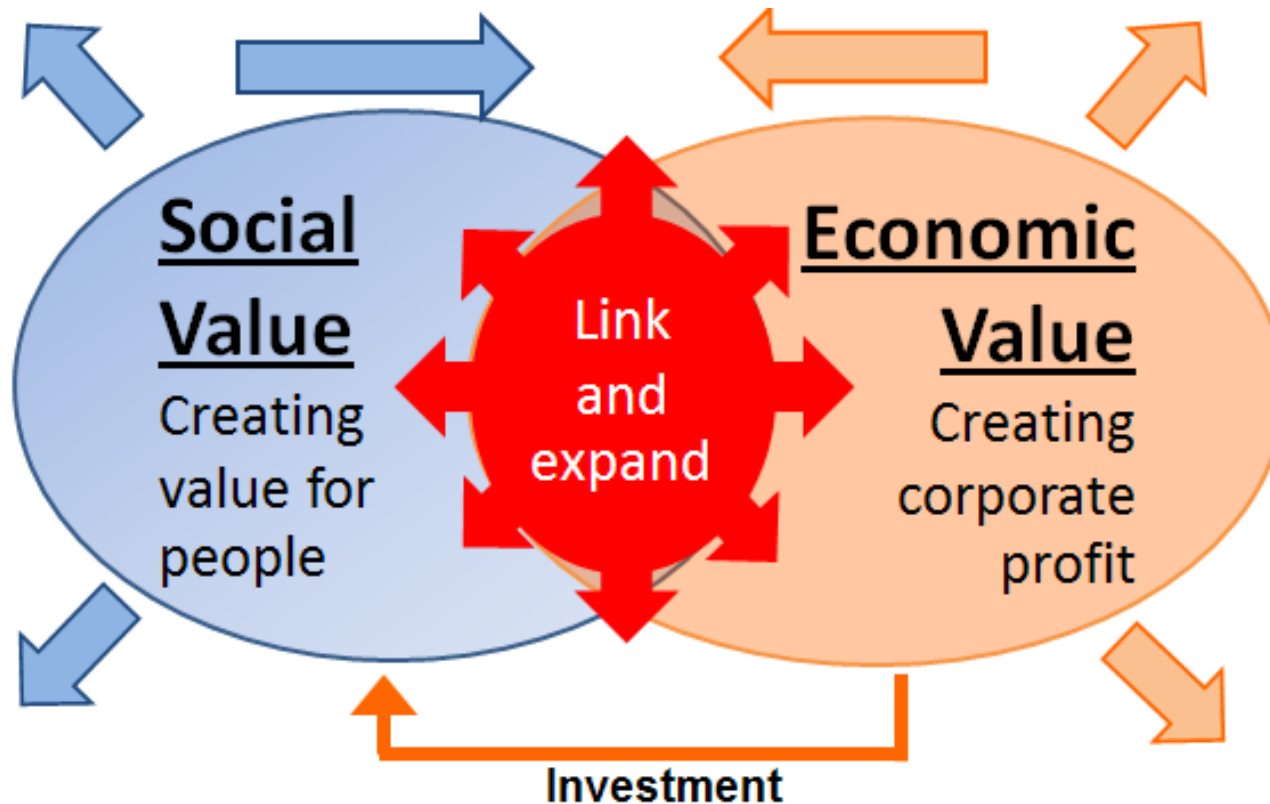
SMILE DELICIOUS NUTRITION To THAI PEOPLE



Ajinomoto Group Shared Value (ASV)

“Creating Shared Value” realized by Ajinomoto way

Improvement in Corporate value

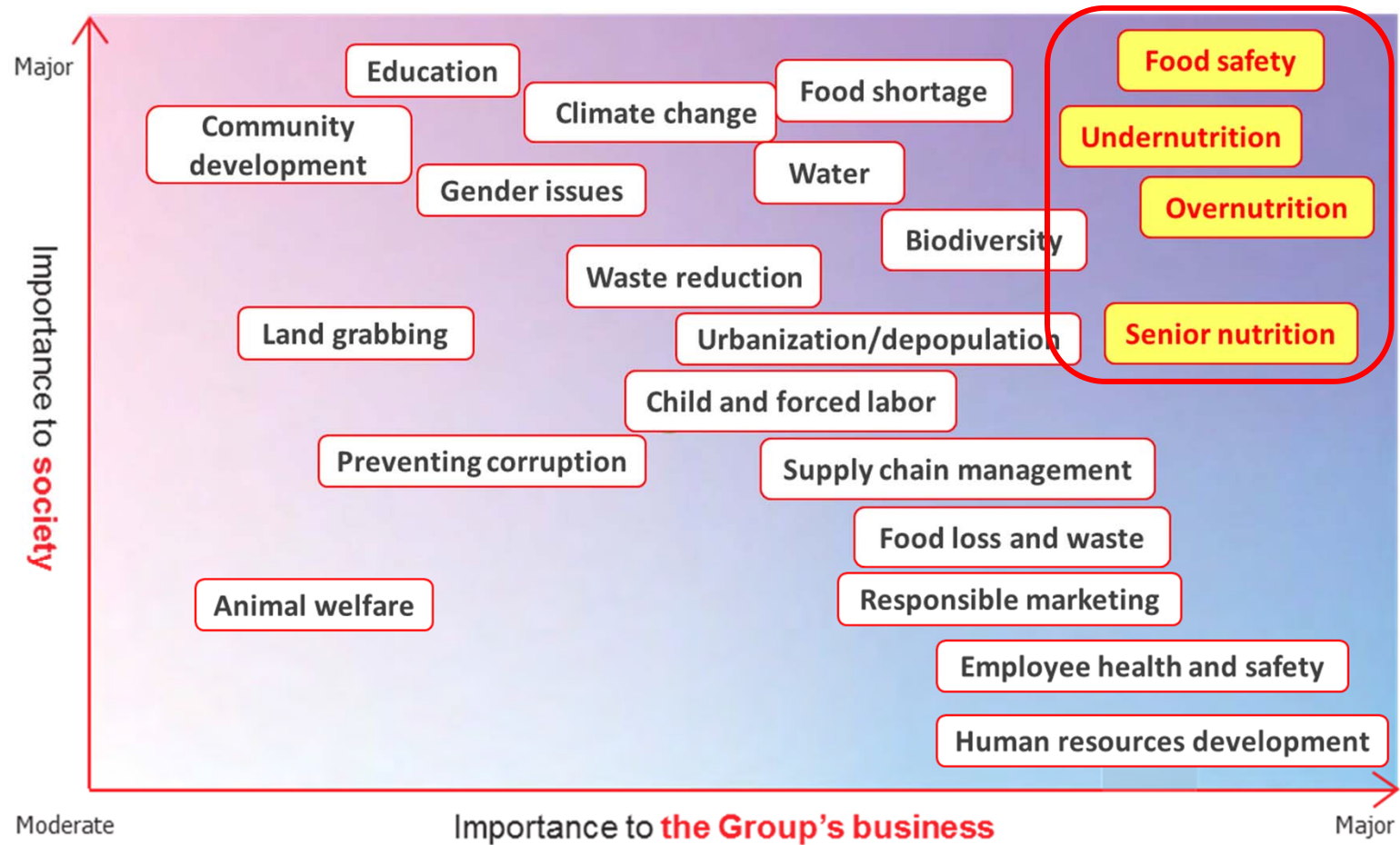


(employee's salary, capital, advertising, marketing, R&D)

Social Issue Matrix for the Ajinomoto Group

➔ **Focus on...** 1. Food Safety 3. Overnutrition
2. Undernutrition 4. Senior Nutrition ←

Social Issue Matrix



Promote 4 Key Projects

SPORT SUPPORT



Support athletes with nutritional food
and amino acid supplement



CHILDREN NUTRITION



Support canteen construction and
promote better nutrition for needy schools
in Thailand's rural areas



AGING SOCIETY



Develop and provide products and services
that focus on health benefits to promote healthy
life of elderly and successful aging society



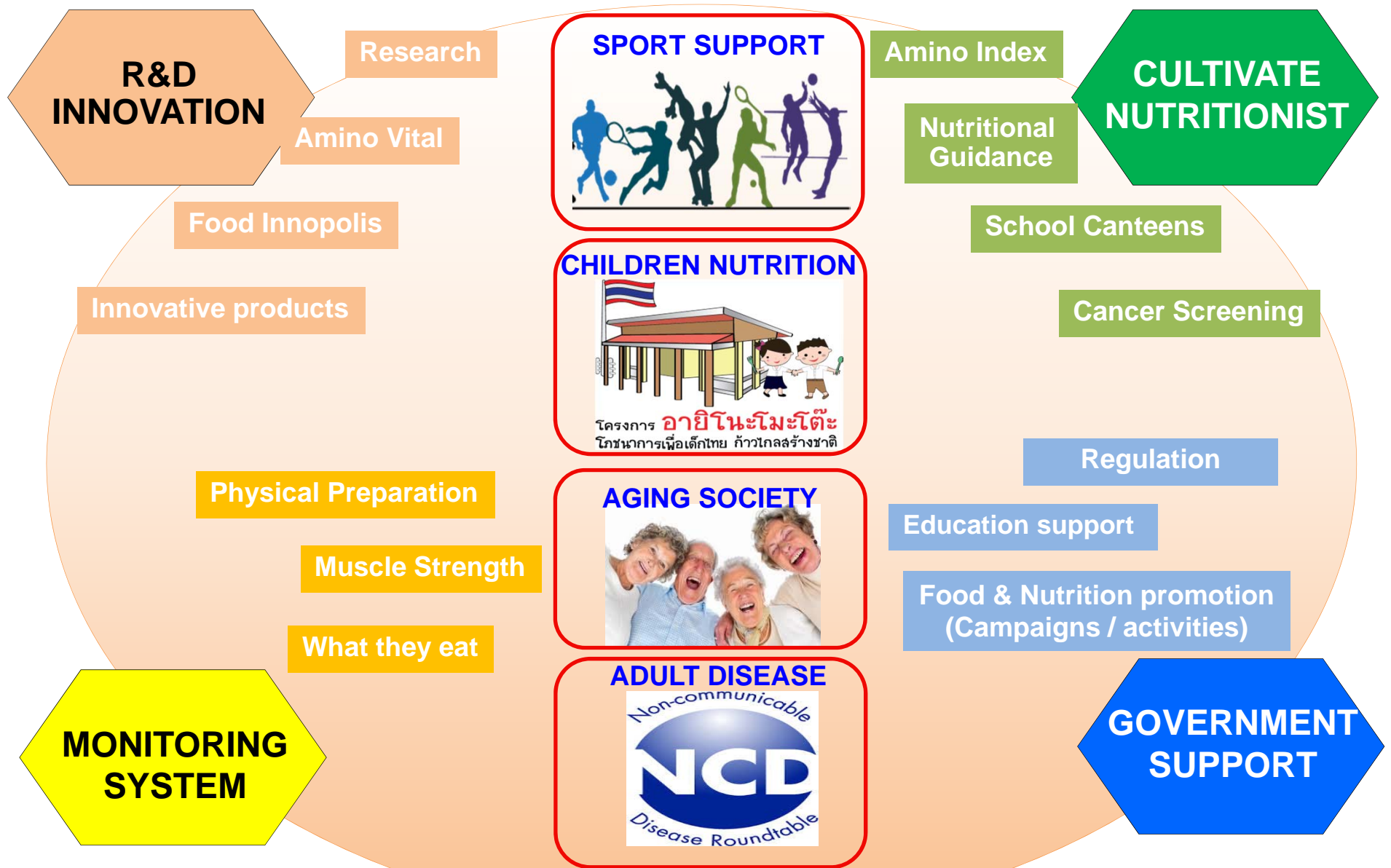
ADULT DISEASE



Contribute to create better life through
extending nutrition knowledge and
well-balanced food to Thai people

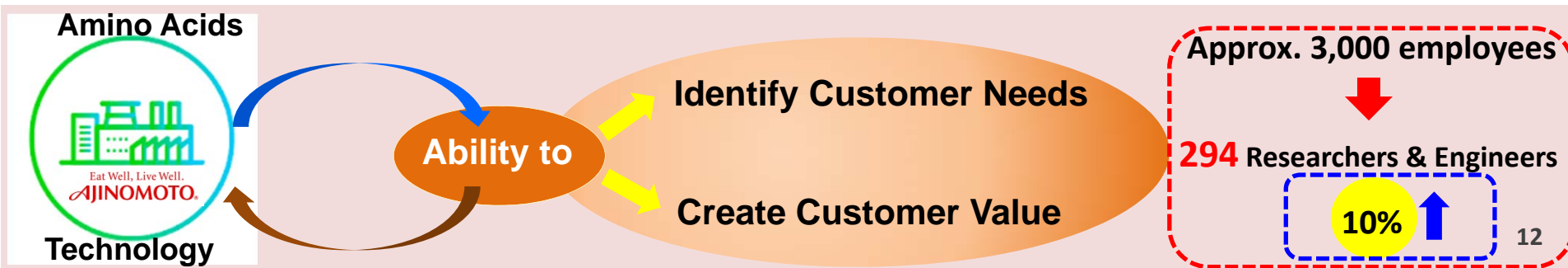
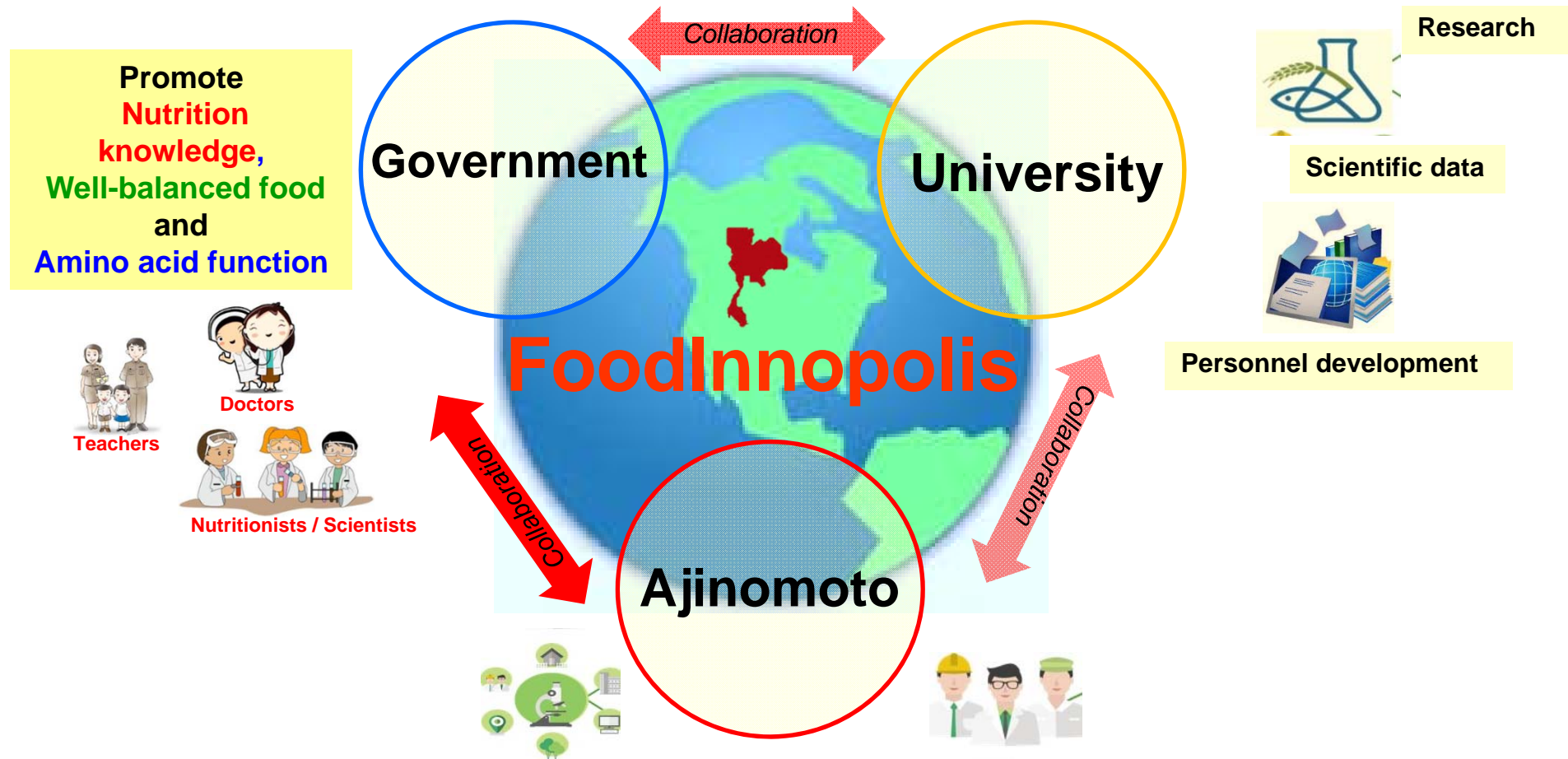


Key Challenges For Ajinomoto Thailand



Contribution to the Healthy lives of Thai People

Open & Linked Innovation



Recognition Award From Thai Government

Recently received the 2017 honorable Award regarding

“Nutrition Development”

“Ajinomoto for Thais: Better Nutrition, Stronger Nation Project”



OUR MISSION

We contribute to the world's food
and wellness, and to better lives for the future

Eat Well, Live Well.

AJINOMOTO®

