

**Ajinomoto Co., Inc. Invests in Oishi Kenko Inc.,
Provider of Healthy Eating with Health Issue-specific Menus and Recipes
Aiming for enjoyable and healthy living through "Food Experience Journeys"***

*Coined phrase to express journeys of food experiences through a flow of processes from menu decision, shopping, cooking and dining, that ultimately lead to the realization of becoming an "ideal self"

TOKYO, January 11, 2022 –Ajinomoto Co., Inc. (President: Takaaki Nishii; Head Office: Chuo-ku, Tokyo), as one of its corporate venture capital (CVC) projects, announced a capital investment in Oishi Kenko Inc. (Representative Director and CEO: Tetsuya Nojiri; Head Office: Chuo-ku, Tokyo), a startup offering digital services in the food and health business area. This arrangement will enable the two companies to provide to the consumers personalized food experience journeys centered on food, health, and nutrition through the mutual utilization of the expertise of Oishi Kenko in the food and health digital domain, along with the resources of the Ajinomoto Group in the food and healthcare domains.

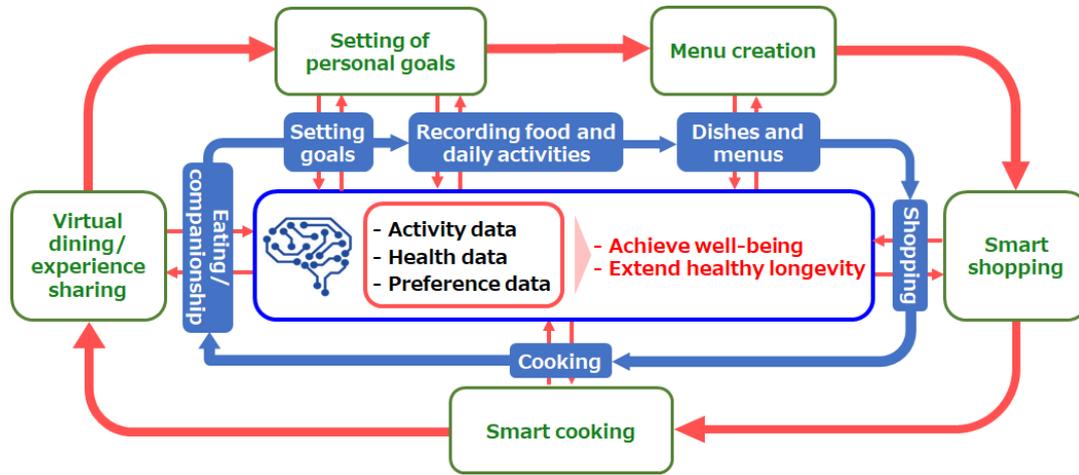
While some diseases have shown slight declines, the number of patients in Japan today with lifestyle diseases continues to grow. These include an estimated 1.8 million patients with malignant neoplasms (cancer), 3.3 million diabetics, 2.2 million with dyslipidemia (lipid disorders), and 9.9 million with hypertension (high blood pressure).* Patients suffering from diabetes, hypertension, or dyslipidemia in particular need recipes and menus designed to prevent their symptoms from worsening (Source: Ministry of Health, Labour and Welfare, Summary of Patient Survey, 2017).

Even among healthy people, there are needs for information on improving dietary habits for the prevention of lifestyle diseases, along with growing interest in healthy life expectancy (according to Ajinomoto Co. research).

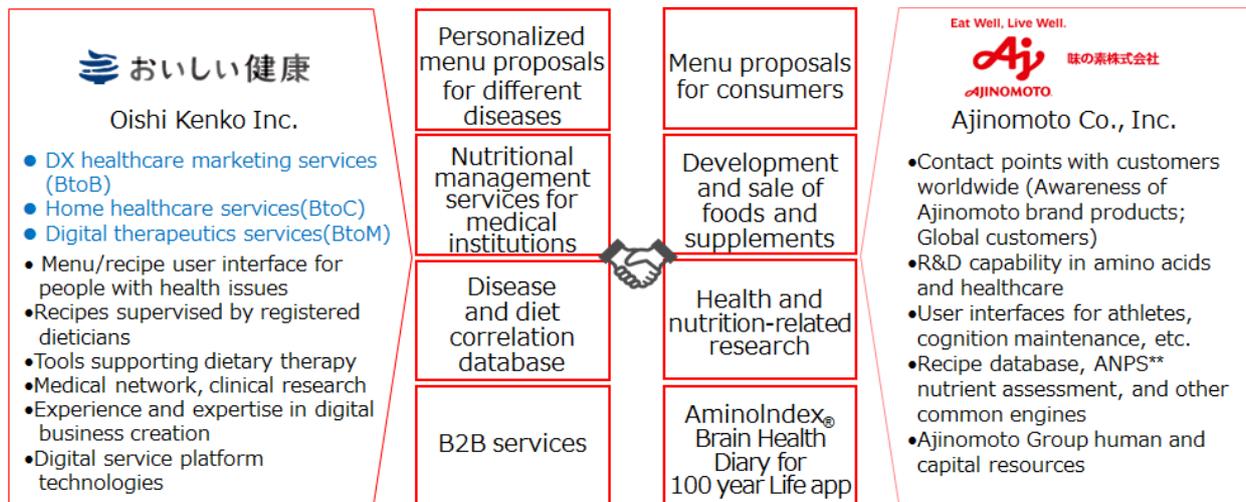
Against this background, Oishi Kenko, which became independent from recipe-sharing service provider Cookpad Inc. in 2016, adopted the corporate philosophy of "realizing a society where anyone can continue enjoying delicious food." Targeting healthy people concerned about dietary habits, people with lifestyle diseases and others, the company has been conducting evidence-based development of recipes under the guidance of registered dietitians to address more than 50 disease areas and dietary habit themes, and offering digital services including artificial intelligence-assisted recipe and menu suggestion applications. In addition, the company has expanded into various other areas contributing to human health, such as providing patient support through collaboration with medical institutions, pharmacies, and pharmaceutical firms, and pursuing the digital transformation (DX) healthcare marketing business, by which it helps food companies launch businesses in the health domain and provides them with ongoing support.

Ajinomoto, in its FY2020–2025 Medium-Term Management Plan, has set the goal of becoming a corporation that resolves food and health issues, and aims to solve issues for society through co-creation with partner companies. This investment will ultimately support each individual in becoming the person they want to be, by providing consumers with new experiences of deliciousness and enjoyment in activities involving food, and food experience journeys centered on health and nutrition. To these ends, the two companies will make joint use of their respective resources. Among the key factors to be utilized are the experience and human resources of Oishi Kenko in the food and health digital domain, and in the case of the Ajinomoto Group, its "Deliciousness Technology", its R&D strength in the nutritional and physiological functions of amino acids, its expertise in the health and nutrition fields, and its digital services including *AminoIndex*® for assessing disease risk and Brain Health Diary for 100 year life smartphone app that helps maintain cognitive functions by improving daily lifestyles.

■Achieving enjoyable and healthy living through "Food Experience Journeys"



■Mutual Utilization of Assets (Resources)



**Ajinomoto Group Nutrient Profiling System – a platform to scientifically assess the nutritional value of food products

Reference

■Overview of Oishi Kenko Inc.

- (1) Company name: Oishi Kenko Inc.
- (2) Location: Chuo-ku, Tokyo
- (3) Establishment: July 2016
- (4) Representative: Tetsuya Nojiri, Representative Director and CEO
- (5) Business description: IT-based healthcare business, lifestyle media business
- (6) Number of employees: Approx. 50
- (7) Website: <https://corp.oishi-kenko.com/>

Press Release dated December 16, 2020

Ajinomoto Co., Inc. Establishes a Corporate Venture Capital Arm

https://www.ajinomoto.com/cms_wp_ajnt_global/wp-content/uploads/pdf/2020_12_16.pdf

The Ajinomoto Group, unlocking the power of amino acids, aims to resolve food and health issues associated with dietary habits and aging, and contribute to greater wellness for people worldwide.

Based on the corporate message "Eat Well, Live Well.," we have been scientifically pursuing the possibilities of amino acids to aim for future growth by creating new value through sustainable and innovative solutions for communities and society.

The Ajinomoto Group has offices in 35 countries and regions, and sells products in more than 130 countries and regions. In fiscal 2020, sales were 1.0714 trillion yen (10.1 billion U.S. dollars). To learn more, visit www.ajinomoto.com.

For further information, please contact: [HERE](#)