

June 23, 2022

## The Ajinomoto Group Announces the FY2021 ASV Awards

### Grand Prize Awarded to “Smart Salt” Promotion to Increase the Number of People Practicing Salt Reduction and Expand Sales of Salt Reduced Products

Ajinomoto Co., Inc. announced its FY2021 ASV Awards and held awards ceremony. The “Smart Salt” Promotion to increase the number of people practicing salt reduction and expand sales of salt reduced products was selected for the ASV Awards Grand Prize.

Since its founding, the Ajinomoto Group has consistently engaged in initiatives to create both social and economic value through its business. The Group calls these initiatives ASV (The Ajinomoto Group Creating Shared Value), and believes that promoting them as employees’ own initiatives enhances employee engagement and leads to increased corporate value. Within this management cycle, the Ajinomoto Group established the ASV Awards in FY2016 to further instill ASV as one’s own initiative by highlighting best practices that evoke pride in employees.



Award ceremony

The screening process consists of initial document-based screening followed by online-based active employee voting, deliberation by a final screening committee that includes external experts, and final selection of one Grand Prize, five Prizes for Excellence, one Opportunities Prize, and three Division General Manager’s Awards.

An outline of the Grand Prize-winning project is as follows.

1. Title: “Smart Salt” Promotion to increase the number of people practicing salt reduction and expand sales of salt reduced products
2. Overview:
 

Excessive salt intake is a global health issue. However, addressing the problem faces issues including dissatisfaction with the taste and trouble of reducing salt, and the difficulty of practicing and making a habit of salt reduction due to lack of viewing the issue as a personal matter. In response, this project was established to promote salt reduction through the use of our core umami and dashi products, by engaging in the following initiatives.

  - Developed a foundation: Surveyed salt reduction in seven countries and created a Salt Reduction FACT BOOK; standardized logo design globally; etc.
  - Developed products: Utilized reduced-salt ingredients and technologies to bring 25 reduced-salt products from 11 brands to market in Japan and five other countries
  - Advertising: Digital advertising targeting consumers according to their level of awareness of salt reduction, and other types of advertising.
  - Created an ecosystem: Created an environment for the practice and continuation of the specific initiatives in partnership with local governments, distribution, and academia


These initiatives have led to an increase in the number of people who reduce salt use and expanded sales.

3. Reasons for winning the award:

The project was highly evaluated because it clustered consumers according to level of awareness of salt reduction, engaged in a targeted marketing strategy, attentively addressed insights concerning demographics with low reduced-salt awareness, provided motivation for reducing salt, and spurred changes in attitudes, and generated results. These efforts in Japan have been expanded globally under the common concept of “Smart Salt” and expanding sales of reduced-salt products. The project’s efforts toward future expansion of value dividing reduced-salt initiatives into stages, creating an ecosystem through government partnerships and other means were also recognized.



The other prize-winning projects are as follows.

Prize for Excellence	Title: Contribution to pharmaceutical companies and patients via CELLIST™ culture media through cooperation with customers—providing solutions for pharmaceutical companies to improve productivity of biopharmaceuticals
	Overview: This project leveraged a variety of analyses and techniques and succeeded in the development of a cell culture medium that yields world-class productivity. It has expanded the scale of the business over the past three years and future high growth potential is also expected. The stable supply of high-performance, high-quality cell culture media contributes to the stable supply of pharmaceuticals and to expanded treatment opportunities for patients by offering new biopharmaceuticals through our client companies.
Prize for Excellence	Title: Initiatives and outcomes aimed at the regulation of “chemical seasonings” additive-free labeling: Formulation of “Guidelines for the Labeling of Non-Use of Food Additives” by the Consumer Affairs Agency
GC Division & CS Division <sup>1</sup> General Manager’s Award	Overview: An Ajinomoto team worked in collaboration with industry groups, to point out problems regarding labeling for the non-use of what are called “chemical seasoning” additives and other expressions, were considered by a study group of the Consumer Affairs Agency and in 2022 “Guidelines for the Labeling of Non-Use of Food Additives” was formulated, thereby aiding the development of food labeling rules that contribute to consumer choice based on accurate information. Going forward, the use of the term “chemical seasonings” will likely decrease, leading to the further proliferation of reduced-salt foods made with umami seasonings, the creation of time for living due to simplified cooking, and the reduction of food loss through effective use of food resources, among other benefits. Along with this, we also expect sales of products made with umami seasonings to grow.
Prize for Excellence	Title: Achievement of plastic reduction & display improvement for sachet calendar-type Masako®
Food Products Division General Manager’s Award	<p>Overview: The project changed the packaging of the mainstay sachet type product and eliminated the header and the inner pouch to reduce the amount of packaging material while also facilitating attractive display of the product. Reducing costs through reduced packaging materials and automation, the project is contributing to the reduction of plastic waste, which is recognized as a serious environmental issue of ocean pollution in Indonesia.</p> 

Prize for Excellence	Title: Altralife: Innovative medical food that changes the lives of patients with Type 2 diabetes
	Overview: Nualtra Limited has developed Altralife, a medical food for patients with Type 2 diabetes, and has started programs for weight loss using this product in cooperation with the UK National Health Service and medical institutions. Experts support patients in completing the programs. The programs' effectiveness in weight loss has been confirmed through a trial program. This contributes significantly to improvement of quality of life that has declined due to the disease and to the reduction of the nation's medical expenses, and is expected to see growth in the future.
Prize for Excellence  AS Division <sup>2</sup> General Manager's Award	Title: How Ajinomoto OmniChem's sustainability program becomes a differentiator toward the customers
	Outline: S.A. Ajinomoto OmniChem N.V. has formulated and is undertaking a business vision aimed at achieving SBTi's Scope 1, 2, and 3 climate targets in the API supply chain for biopharmaceuticals. Because a cooperative approach with customers and suppliers is essential to achieving Scope 3's goals, the company has introduced and presented Aji Bio-Pharma Eco Passport to leading customers and is working to verify what approach will lead to CO <sub>2</sub> reductions on their current manufacturing processes.  Also, with the use of this tool (Eco Passport) the company is making more sustainable scenarios and proposing manufacturing methods that take climate change into consideration.
Opportunities Prize	Title: Establishment of a supply system for <i>kokumi</i> substances that contribute to business development
	Outline: The use of <i>kokumi</i> substances contributes to delicious salt reduction, sugar reduction, and protein intake for consumers. The project has succeeded in establishing a flexible supply structure matched to business expansion, as the scale of the business is expected to grow in the future.

1. Global Corporate Division & Corporate Service Division
2. AminoScience Division

The Ajinomoto Group will continue striving to improve its corporate value with the aim of becoming a solution-providing group of companies for food and health issues, with ASV at the core of its business development.

#### Reference

Past award-winning projects

<https://www.ajinomoto.com/media/asv-awards/fy2020>

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.

To learn more, visit <https://www.ajinomoto.co.jp/company/en/ir/>

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