

## Trying a New Method of Communication with Customers AJI TV, from Ajinomoto Philippines Corporation

Ajinomoto Philippines Corporation was established in 1958 and has been delivering many Ajinomoto products to Filipino households since then. *AJI-NO-MOTO*®, our umami seasoning, enjoys a 100% share of the Philippine market (FY2023 results) and is enjoyed by many people. Ajinomoto Philippines Corporation's mission is to contribute to food and wellness, and to better lives for the future.

We would like to introduce AJI TV, a new method of communication with our customers. AJI TV is an activity where TVs are set up exclusively for Ajinomoto Philippines Corporation in public market stalls to broadcast videos and other information about our products. In the Philippines, it is very rare to find stalls with TVs, and this initiative was started with the strong desire of an employee.

The videos are customized for each stall. For example, a stall that sells chicken can broadcast *CRISPY FRY*® Breeding Mix, which is highly compatible with the stall. This activity has been very well received by both stall owners and customers who come to shop, and is valuable to all three parties.

In addition to commercials for our products, AJI TV also disseminates information on Ajinomoto Philippines' sustainability initiatives, such as videos on health and the environment, which greatly contributes to the enhancement of the company's brand.

In this way, Ajinomoto Philippines Corporation is proactively trying new activities that are rooted in the local community. Please take a look at what it is like.

↓Please click on the image below to move to the video.



### Reference

Official website of Ajinomoto Philippines Corporation: <https://www.ajinomoto.com.ph/>

The Ajinomoto Group will contribute to the well-being of all human beings, our society and our planet with “AminoScience” based on the corporate slogan “Eat Well, Live Well.” The Ajinomoto Group has offices in 34 countries and regions, and sells products in more than 130 countries and regions. In fiscal 2023, sales were 1.4392 trillion yen (9.9 billion U.S. dollars). To learn more, visit [www.ajinomoto.com](http://www.ajinomoto.com).

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