

Welcome to the Asian Sales Site

The Activities of PT Ajinomoto Indonesia's "Health Providers"

Here we, Ajinomoto Co., Inc., will introduce an Asian sales site, the front line of our Food businesses.

At PT Ajinomoto Indonesia, each and every employee promotes activities to contribute to resolving the health issues of human beings, society, and the Earth based on the concept of being "health providers for human beings" and "health providers for the Earth." In one of those, Bijak Garam ("Smart Salt" in Indonesian), there are various measures, such as reduced-salt products of the flavor seasoning *Masako*[®] being rolled out and information on reduced-salt recipes being provided on the website *Dapur Umami*[®].

In the *pasar* (bazaar, market) our Health Providers visit shops, listen to what people say, and contribute to improving people's health on a daily basis. Please watch the video showing the activities of our Health Providers in the bustling pasar.

Click on the image to move to the video



Ajinomoto Group has "Contributing to the well-being of all human beings, our society, and our planet with 'AminoScience'" as its purpose. Based on this purpose, we are carrying out Ajinomoto Group Creating Shared Value (ASV), an initiative to create both economic and social value through our business. Indonesia's Bijak Garam is an example of this.

Going forward, the Ajinomoto Group will have ASV as the core of its business development, and will aim to realize its purpose and enhance its corporate value.

Reference

PT Ajinomoto Indonesia's information website, *Dapur Umami*[®]: <https://www.dapurumami.com/>

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 35 countries and regions, and sells products in more than 130 countries and regions. In fiscal 2021, sales were 1.1493 trillion yen (10.2 billion U.S. dollars). To learn more, visit www.ajinomoto.com.

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