

**Enhancing Our Corporate Brand to Become a Global Top 10 Class Food Company
 Ajinomoto Co., Inc. Introduces a “Global Brand Logo” for Use
 throughout the Ajinomoto Group
 Changeover to New Logo in Stages from October 2017**

TOKYO, October 2, 2017 – Ajinomoto Co., Inc. (“Ajinomoto Co.”) introduces the Ajinomoto Group Global Brand Logo (“AGB”) for use throughout the Ajinomoto Group. Ajinomoto Co. intends to enhance its corporate brand globally by conducting its business activities through ASV* to become a global top 10 class food company, as set forth in its FY2017-2019 Medium-Term Management Plan.

* Ajinomoto Group Shared Value: Initiatives to generate economic value through value creation together with local communities and society, leading to the growth of the Ajinomoto Group

Since its founding in 1909, Ajinomoto Co. has actively expanded outside Japan, and as of April 2017, 121 companies (46 companies in Japan including Ajinomoto Co., and 75 companies overseas) conduct business in 30 countries and regions worldwide, including Japan. Among the main countries and regions where Ajinomoto Co. operates, there are some where its brand recognition rate is relatively low compared with its peer global food companies (2016, Ajinomoto Co. survey). In recent years, the number of group companies in Japan and overseas has increased through mergers and acquisitions, and business domains have expanded, increasing the need for a standardized brand that unifies them all as the “Ajinomoto Group.” Therefore, as part of its aim to become a global top 10 class food company, Ajinomoto Co. developed a brand logo with a friendly design, which consumers in Japan and around the world can recognize as a symbol of the Ajinomoto Group that goes “beyond language”.

Former corporate brand logo



- 1 Establish a memorable mark that is friendly for people worldwide.
- 2 Continue to use the “Ajinomoto red” symbol color.
- 3 Improve visibility and power with boldface type.

**Ajinomoto Group
 Global Brand Logo (“AGB”)**



The meaning of “Ajinomoto” is the “Essence of Umami,” which has been evolved from its literal meaning the “Essence of Taste.” Combining the infinity symbol with the letter “A” incorporates three ambitions: the investigation, mastery and spread of “taste (Aji)”;

the evolution and development of the value of “Amino acids” with leading-edge bioscience and fine chemical technologies; and the promotion of global sustainability. The line flowing from “A” to “j” depicts a person, suggesting people Joined together and taking Joy in the cooking, eating and comfortable lifestyles provided by the taste (Aji) and Amino acids. The line extending from the bottom of “j” upward to the right expresses the growth and development of the Ajinomoto Group into the future.

The Ajinomoto Group will switch to communications using the AGB logo design from October 2017 for Ajinomoto Co.’s press releases and website and globally from November 2017 for business applications such as name cards and stationery, and will carry out a changeover for all points of consumer contact from January 2018, including product packaging, corporate advertising, television commercials, sales promotions and internet communications. By aggregating and accruing the value created through ASV in AGB, Ajinomoto Co. aims to grow into a group with greater trust from consumers in Japan and around the world.

About Ajinomoto Co.

Ajinomoto Co. is a global manufacturer of high-quality seasonings, processed foods, beverages, amino acids, pharmaceuticals and specialty chemicals. For many decades Ajinomoto Co. has contributed to food culture and human health through wide-ranging application of amino acid technologies. Today, the company is becoming increasingly involved with solutions for improved food resources, human health and global sustainability. Founded in 1909 and now operating in 30 countries and regions, Ajinomoto Co. had net sales of JPY 1,091.1 billion (USD 10.07 billion) in fiscal 2016. For more about Ajinomoto Co. (TYO: 2802), visit www.ajinomoto.com.

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