

Ajinomoto Co., Inc. Becomes a Premium Partner of the 32nd SEA Games and the 12th ASEAN Para Games to Be Held in Cambodia

To provide further support under the *ASEAN Victory Project®*

TOKYO, February 6, 2023 – Ajinomoto Co., Inc. (“Ajinomoto Co.”) signed an agreement today to serve as an official sponsor of the 32nd Southeast Asian Games (“SEA Games”) and the 12th ASEAN Para Games, together as CAMBODIA 2023, to be held in Cambodia in May and June 2023. Ajinomoto Co. will carry out support activities as a Premium Partner of the CAMBODIA 2023.

The SEA Games and the ASEAN Para Games are held every two years to help forge strong regional cooperation, understanding, and unity within the Southeast Asian community. They are the largest sporting event held in Southeast Asia, attracting the attention of a total of more than 600 million people in the region. Starting from the 29th SEA Games held in Kuala Lumpur in 2017, Ajinomoto Co. has concluded a sponsorship agreement for four consecutive SEA Games.

Since 2003, Ajinomoto Co. has been working on the *Victory Project®*^{*1} to support the conditioning of top-level athletes in Japan and conducting nutritional support activities utilizing the power of amino acids, including providing Ajinomoto Group products such as *aminoVital®* and promoting the Winning Meals *Kachimeshi®*^{*2}. Utilizing this knowledge, since 2018 six Ajinomoto Group subsidiaries in the ASEAN region have pursued the *ASEAN Victory Project®*^{*3} with sports associations, athletes, and sports schools in their respective countries. Ajinomoto Co. will use this official sponsorship of the SEA Games as an opportunity to provide further support under the *ASEAN Victory Project®* through its subsidiaries in the ASEAN region.



Ajinomoto Co. has business bases in Cambodia, the host country of the event, as well as in the Philippines, Thailand, Indonesia, Malaysia, Singapore, Vietnam, and elsewhere, and has conducted its consumer food business in those countries for many years, thus maintaining a close connection with local food cultures. Ajinomoto Co. will continue to provide support for sports to contribute to solving the food and health-related issues of people in each country.

^{*1} Support activities including guidance on sports nutrition and amino acid conditioning for top-level athletes at international tournaments.

^{*2} Ajinomoto Co.’s nutrition program for improving the nutritional environment of athletes.

^{*3} In 2018, AJINOMOTO (SINGAPORE) PRIVATE LIMITED began supporting the Singapore Swimming Association, PT AJINOMOTO INDONESIA began supporting an individual Indonesian swimmer, and AJINOMOTO CO., (THAILAND) LTD. began supporting the Thailand Volleyball Association. In 2019, AJINOMOTO PHILIPPINES CORPORATION began supporting an individual karate athlete, and Ajinomoto (Malaysia) Berhad began supporting a national sports school. In 2020, AJINOMOTO CO., (THAILAND) LTD. began supporting the Badminton Association of Thailand, and in 2021, AJINOMOTO VIETNAM CO., LTD. began supporting Saigon FC, a professional football team.

Overview of the Agreement

1. Contract content: Sponsorship (Premium Partner)
2. Rights granted to Ajinomoto Co.: Use of “Premium Partner” designation, use of the official logo mark, display of the corporate logo on signboards and at venues, etc.
3. Contract categories: Exclusive categories:
(All areas: 11 participating countries) Seasonings
Non-exclusive categories:
(All areas: 11 participating countries) Amino acid-based granules and jellies, canned and bottled coffee, powdered coffee and tea, instant noodles, frozen foods and frozen bread

Examples of Products in Contract Categories



Cambodia



Thailand



Vietnam



Philippines



Malaysia



Indonesia



Singapore



6 countries[※]

[※]Thailand, Vietnam, Philippines, Malaysia, Indonesia, and Singapore

Reference

Overview of CAMBODIA 2023 (The 32nd SEA Games / The 12th ASEAN Para Games)

1. Location: Cambodia
2. Event schedule: < The 32nd SEA Games > May 5 to 17, 2023 (13 days)
< The 12th ASEAN Para Games > June 3 to 9, 2023 (7 days)
3. Participating countries: Thailand, Indonesia, Philippines, Vietnam, Malaysia, Brunei, Cambodia, Laos, Myanmar, Singapore, and Democratic Republic of Timor-Leste (Total of 11 countries)
4. Host organization: Cambodia Southeast Asian Games Organizing Committee 2023

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 36 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.

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