

Assurance of Product Safety

Framework

GRI102-9
GRI416-DMA

Performance

GRI102-9
GRI416-DMA
GRI417-DMA
GRI417-1

▶ Ajinomoto Group
Quality Assurance

Framework

GRI102-9
GRI416-DMA
GRI417-DMA
GRI417-1

Distribution

Product quality, which includes factors such as freshness, temperature and moisture, is strictly controlled during storage and transportation from factories until it reaches customers. These activities follow ASQUA standards (in Japan only) on the management of storage, transportation, warehouses, and other operations.

Sales

The Ajinomoto Group shares helpful information on its packaging and websites, so customers can purchase and use its products with greater peace of mind.

■ Product packages

The packages of retail products marketed by the major Group companies in Japan indicate not only all legally required information but also the following kinds of quality-related information (except when space is limited, etc.).

- Method of storage (once opened)
- Product usage warnings
- Explanations of raw materials that may be unfamiliar to customers and prompt a large number of inquiries
- Easy-to-identify list of allergens (both mandatory and recommended)
- Easy-to-identify labeling of packaging materials
- Customer service contact

■ Websites

Group company websites provide information tailored to their local customers, including product information, recipes and product FAQs. The websites of Ajinomoto Co., Inc., Ajinomoto Frozen Foods Co., Inc. and Ajinomoto AGF, Inc. provide clear and accessible information on their respective quality assurance systems and other quality-related topics.

The Ajinomoto Group corporate website^[1] now includes a section that highlights the Group's quality assurance activities in seven languages, and provides more extensive information. In fiscal 2018, Spanish was added to the previous offering of six languages.

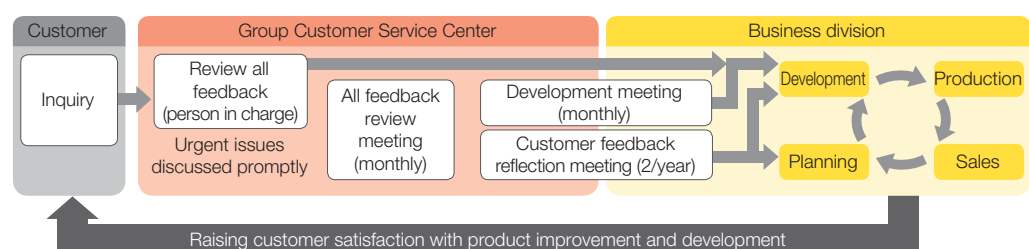
[1] The Company manages two sites: a corporate website, which focuses on Ajinomoto Group activities, and a product website, which presents information on the Company's products.

Customer feedback

■ Initiatives to reflect customer feedback

The Ajinomoto Group welcomes feedback from customers, which is used to develop attractive products and services and make improvement according to the ASQUA standard. In fiscal 2018, the operation based on the same standard, used at the Group companies in Japan as well as Brazil, Thailand, Vietnam and Indonesia, was rolled out in Peru.

Product development system reflecting Voice of Customer (VOC) at the Group Customer Service Center^[2]



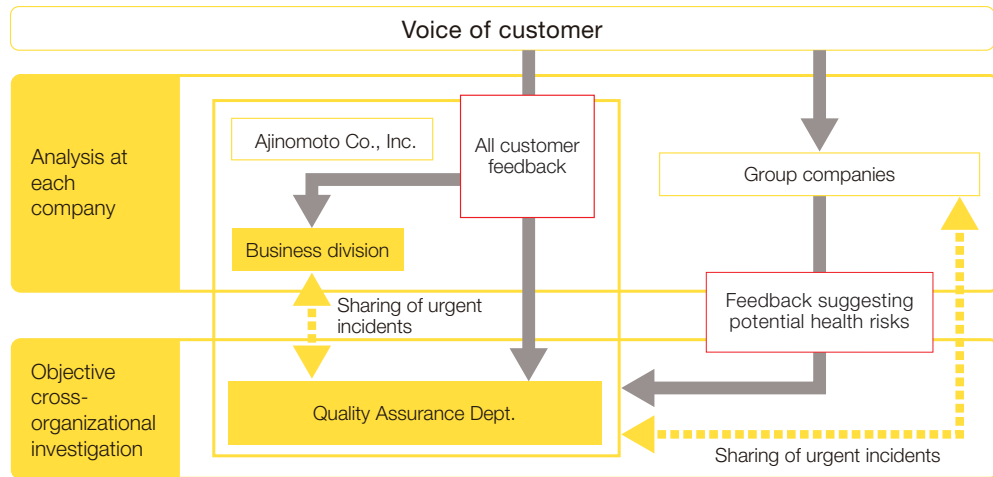
[2] In April 2019, the customer service offices of Ajinomoto Co., Inc., Ajinomoto Frozen Foods, Co., Inc. and Ajinomoto AGF Co., Inc. were integrated to form the Group Customer Service Center.

Assurance of Product Safety

Enhanced monitoring of customer feedback

Any customer feedback shall be analyzed by a Group company, and any such feedback, that concerns a serious issue that may lead to health risks or a violation of law, is also checked and analyzed by Ajinomoto Co., Inc. promptly, objectively and in a cross-organizational manner. The system ensures that any case deemed to be urgent is shared with relevant departments immediately. In fiscal 2018, the system was extended to the US and Malaysia in addition to Group companies in Japan, Thailand, Brazil, Indonesia, Vietnam and Peru.

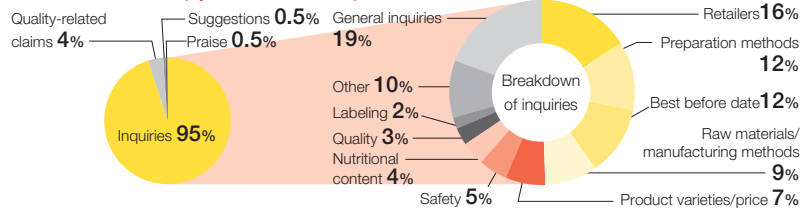
Customer feedback monitoring system for preventing health damage



Breakdown of VOC in fiscal 2018

- VOC received by Ajinomoto Co., Inc.: 29,300 (90% of the total in fiscal 2017)
- VOC received by five Ajinomoto Group food product companies in Japan: 61,600 (91% of the total in fiscal 2017)

Breakdown of VOC (Ajinomoto Co., Inc.)



Efforts to improve customer satisfaction

Five food product Group companies in Japan regularly conduct a survey to confirm and improve customer satisfaction with the quality of responses to their quality-related claims. The investigation, business, and customer service divisions work to share and improve the results of the survey. The fiscal 2018 survey by Ajinomoto Co., Inc. indicated that 95% of customers were satisfied with the response to issues they raised, 81% were satisfied with the survey report, and 93% will continue to use the Company's products.

Performance