

Rapid Response to Consumer Lifestyle Changes

Approach

GRI203-2

Better product accessibility

Delivering attractive, satisfying products at prices affordable to anyone, anywhere, anytime is crucial to marketing products globally.

For example, the smallest volume of umami seasoning *AJI-NO-MOTO*[®] is sold at a standard 5.5 grams for 10 naira (about US\$0.03) in Nigeria and 0.75 Egyptian pounds (about US\$0.04) in Egypt, a quantity and price that makes it easy to purchase and use.^[1]

The Ajinomoto Group also builds its own distribution networks and delivers products to supermarkets, as well as to grocery stores in local markets, even in areas where distribution systems are less developed, such as rural parts of developing and emerging countries. Depending on the country or region, the Group adopts a cash payment model in which local staff sell actual product for cash. Visiting the market or stores directly enables closer communication with store owners and consumers, allowing the brand to grow deeper roots in the community.

Smallest packages of *AJI-NO-MOTO*[®]



Nigeria

Egypt

[1] Product prices in US dollars are based on conversion rates as of the end of June, 2019.