

# Advancing ASV through Initiatives Unique to the Ajinomoto Group

The Ajinomoto Group is working to advance ASV in each region and in each business. This section introduces an initiative to reduce our environmental impact in Thailand and an initiative to support athletes through food.



Case 1

## Realizing Eco-Friendly Production through the Introduction of Biomass Cogeneration Systems

Ajinomoto Co., (Thailand) Ltd. aims to reduce CO<sub>2</sub> emissions and reduce costs in Thailand, a country that is expecting further business growth. To this end, the company introduced a biomass cogeneration system\*<sup>1</sup> in April 2016 at the Ayutthaya Factory, which produces the umami seasoning *AJI-NO-MOTO*<sup>®</sup>. This system, which is the first of its kind to be introduced to the Ajinomoto Group, uses the renewable energy source rice husks\*<sup>2</sup> as fuel. Through the introduction of this system, the Ayutthaya Factory was able to completely eliminate the use of fossil fuels—its former fuel source—and realize an annual CO<sub>2</sub> emission reduction of roughly 59,000 tons. In addition, the system is able to convert a certain amount of purchased power into power generated on-site, thereby reducing energy costs and lessening the risk of business opportunity loss during times of power failure. The Ajinomoto Group has a proven track record of using biomass fuel in Thailand, Vietnam, Brazil, and France. With the cogeneration system introduced at the Ayutthaya Factory, the Group is able to control all aspects of production on its own, from rice husk procurement and system operation and maintenance to the effective utilization of incinerated ash, which the system creates as a by-product. Combining this system with the active expansion of its long-cultivated biomass fuel utilization technology, the Group will continue to pursue eco-friendly production going forward.



The Ayutthaya Factory



Rice husk fuel

\*<sup>1</sup> As plants absorb CO<sub>2</sub> during the growth process, biomass fuel (rice husks), which is derived from plant-based materials, does not emit CO<sub>2</sub> even when burned, making it carbon neutral. Energy that is obtained from biomass fuel is considered to be renewable energy.

\*<sup>2</sup> A cogeneration system that uses a heat source to generate electricity and steam. Cogeneration systems are also referred to as combined heat and power systems.

Case 2

## Supporting the Improved Competitiveness of Athletes through Food and Amino Acids with the *Victory Project*<sup>®</sup>

In 2003, Ajinomoto Co., Inc. signed a partnership contract with the Japanese Olympic Committee (JOC) aimed at making comprehensive improvements to the international competitiveness of Japanese athletes. Under this partnership, the Company and JOC have been promoting the *Victory Project*<sup>®</sup>. In addition, leveraging the expertise in food and amino acids that it has cultivated since its founding, Ajinomoto Co., Inc. is conducting support activities for Japan's top athletes, such as daily sports nutrition guidance and amino acid conditioning, to help them boost their degree of success at the international level.

The staff involved in the *Victory Project*<sup>®</sup> accompanies athletes on international competitions and provides food-related support to athletes to prepare for competitions. To properly condition athletes, these staff members bring with them amino acid-based granule products, such as *amino VITAL*<sup>®</sup>, and seasonings and processed food products, such as *HON-DASHI* and *Nabe Cube*. The staff also offers support in other ways, including providing *Kachi-Meshi*<sup>®</sup> and creating meal and nutritional-intake programs for each individual athlete (contract sports organizations). These initiatives have received high praise from athletes and sports organizations alike, thereby helping to improve the Ajinomoto corporate brand.



Athletes eating *Kachi-Meshi*<sup>®</sup> on an international competition



TOPICS

### Looking toward the Tokyo 2020 Games

On March 28, 2016, Ajinomoto Co., Inc. became an official partner\* of the Tokyo 2020 Olympic and Paralympic Games within the scope of its official contract category, "Cooking Condiments, Dehydrated Soup, Amino Acid-Based Granules, and Prepared Frozen Foods."

In 2016, the first year as an official partner of the Tokyo 2020 Olympic and Paralympic Games as well as the JOC and the Japanese Paralympic Committee (JPC), Ajinomoto Co., Inc. provided support for the Japanese national teams at the Rio 2016 Olympic and Paralympic Games, so that they could perform to the peak of their abilities throughout the Games. As part of these efforts, Ajinomoto Co., Inc. supplied 300,000 units of amino acid-based granule products, including *amino VITAL*<sup>®</sup> *Rio 2016 Japanese national teams Special* (not for general sale), thereby supporting the comprehensive conditioning of the athletes.

Building on these efforts, the Company will contribute to the success of the Tokyo 2020 Olympic and Paralympic Games by actively offering support to the Japanese National Team and the Tokyo 2020 Games Committee.

\* Ajinomoto Co., Inc. is an official partner of the JOC and JPC (contract category: Cooking Condiments, Dehydrated Soup, Amino Acid-Based Granules, and Prepared Frozen Foods).



Staff members of Ajinomoto Co., Inc.'s *Victory Project*<sup>®</sup>