

**Regarding with the Ajinomoto Group  
Brand Likeability Survey FY2020**

# List of Consumer survey outlines

Global Corporate Brand Integrated Survey (C-BIS) Outline	
Objective	To organize and integrate surveys on corporate brands in Japan and overseas, and attempt to unify global survey indices.
Area	Japan, Thailand, Indonesia, Vietnam, the Philippines, Malaysia, Brazil, Peru, the US, France, Nigeria, Turkey* Total of 12 countries * Newly added from FY2019
Survey Period	August 28, 2020 - September 13, 2020
Respondents	<b>20-69 y.o. Male and Female</b> (General Consumers) Quota: Population Composition Ratio by Gender and Age
Survey Method	Online Survey (Panel of Research Company)
Sample Size	<b>Total : 7,250 Sample</b> Japan, U.S.A. France : 1,000 sample, Nigeria : 250 sample, Other : 500 sample
Main Survey Items	<b>Analysis of competition :</b> Brand Awareness, <b>Likeability</b> , Purchase Intention, Brand Image, Source of Awareness, Important Points when Purchasing

# Brand Likeability (“AJINOMOTO Brand” Comparison Last Year)

Q How much do you like the “AJINOMOTO Brand” ?

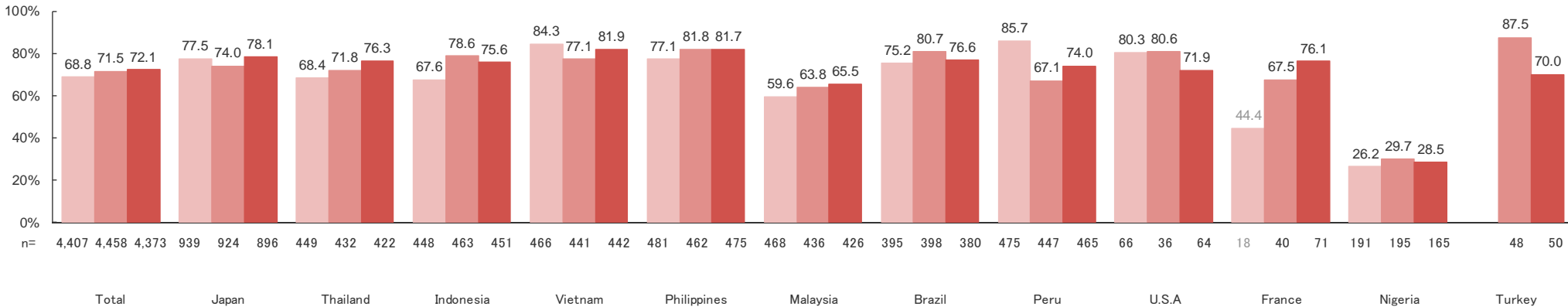
- Compared to last year, “AJINOMOTO Brand” likability is on an **overall rising trend**.
- Looking at **changes in likeability over the past 5 years (numerical tables)**, there has been an **increase in the Philippines of over 10%**. On the other hand, scores were down 7 points or more in **Thailand, Indonesia, and the US**.

AJINOMOTO.



※Score of [Likeability] · · · "Really like it" + "Somewhat like it"  
 【Base: Those who are aware of “AJINOMOTO Brand”】

■ (Ref.) 2018 ■ (Ref.) 2019 ■ 2020



※Gray letters if the base size is under n=30

※The value of “Total” is weighted based on 20–69 years old population in each country

※Turkey is newly added from 2019