

Appropriate communications and information sharing

Approach

GRI416-DMA

GRI417-DMA

- ▶ Group Shared Policy on Marketing Communications
- ▶ Product package labeling (Japanese only)

Performance

GRI417-3

- ▶ P41

Responsible communications with consumers

The Ajinomoto Group markets products in more than 130 countries and regions. Each region experiences *deliciousness* differently and has its own customs related to preparing and eating food. Each region also has particular ways of communicating that are considered appropriate.

Communicating in accordance with the local culture is crucial to conveying the value of a product or service. Given these differences, we have stated our commitment to practicing responsible marketing communications in our Group Shared Policy on Marketing Communications. This policy acknowledges that extra caution is needed in marketing communications designed for children. We pledge to act responsibly, refraining from exploiting the inexperience or imagination of children or using language that can mislead children.

We updated our policies in April 2020 to clarify that the Ajinomoto Group Policies are based on the ICC Framework for Responsible Food and Beverage Marketing Communications, which are global standards established by the International Chamber of Commerce.

Group companies in Japan publish social media guidelines on their respective websites, disclosing the rules with which employees must comply when engaging in social media. Packaging on food-related products display both legally required information and voluntary information unique to the Ajinomoto Group, including lists of allergens and details of ingredients that may be unfamiliar to customers.

Incidents of non-compliance

The Group was not a subject of any fiscal 2019 public announcements made by the Japan Consumer Affairs Agency related to violations of the Act against Unjustifiable Premiums and Misleading Representations.