

Vision and ASV for fulfilling our founding aspiration

The Ajinomoto Group (the Group) has continuously pursued the potential of amino acids following its founding aspiration of “Eat Well, Live Well.” Under our new vision, we will pursue ASV (The Ajinomoto Group Creating Shared Value), our unchanging commitment to help resolve social issues and create value through our business.

Our founding aspiration

In 1908, Dr. Kikunae Ikeda discovered that glutamic acid was the source of the flavor of kelp. The history of the Ajinomoto Group began soon thereafter with the launch of *AJI-NO-MOTO*®, the world’s first umami seasoning, by Saburotsuke Suzuki II, who was sympathetic to Dr. Ikeda’s commitment to improve the nutrition of Japanese people.

Since then, for more than a century, we have passed down the founding aspiration of “Eat Well, Live Well.,” and continually tackled the challenge of value creation through food and health, while facing changing social issues, market needs and technology trends.



Discovery that glutamic acid was the source of the flavor of kelp



Discoverer of the umami taste
Dr. Kikunae Ikeda,
Tokyo Imperial University Professor



Ajinomoto Group founder
Saburotsuke Suzuki II



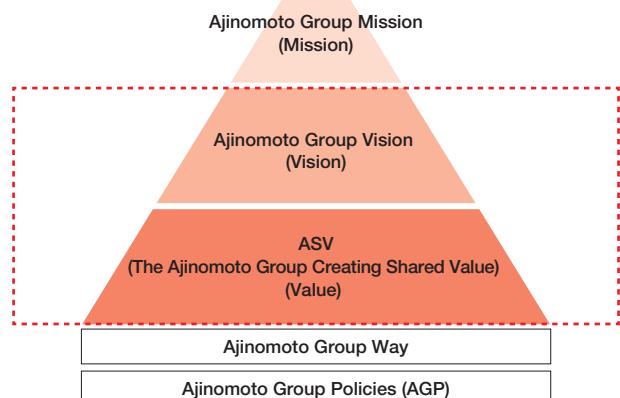
Launch of *AJI-NO-MOTO*®, the world’s first umami seasoning based on glutamic acid

Our Founding Aspiration
“Eat Well, Live Well.”

Our Philosophy

Since its founding, the Ajinomoto Group has consistently engaged in initiatives to resolve social issues through its business. By creating shared value with society and local communities, we have improved economic value; thus, leading to the Group’s growth. These initiatives have been named ASV. We have positioned ASV at the core of Our Philosophy as we strive to realize our mission and vision. In 2020, we established a new vision that defines our purpose in society and the path to achieving it. Aimed at realizing this vision, we are now working to help a billion people extend healthy life expectancy and reduce our environmental impact by 50% by 2030.

Eat Well, Live Well.



The Ajinomoto Group Vision and ASV

Vision

Contribute to greater wellness for people worldwide, unlocking the power of amino acids to resolve the food and health issues associated with dietary habits and aging.

By 2030:

- Help extend the healthy life expectancy of 1 billion people
- Reduce our environmental impact by 50%, while improving business performance

ASV

ASV represents our unchanging commitment: With our stakeholders and businesses, we help resolve society's issues, leading to the creation of economic value.

