

Ajinomoto Co., Inc. Becomes a Main Sponsor of the Highest Rank of the 31st SEA Games to Be Held in the Vietnam

To provide further support under the ASEAN Victory Project®

SINGAPORE, 25th January 2022 – Ajinomoto Co., Inc. (“Ajinomoto Co.”) signed an agreement today to serve as an official sponsor of the 31st Southeast Asian Games (“SEA Games”) to be held in Vietnam in May 2022. Ajinomoto Co. will provide support as a main sponsor of the highest rank of the SEA Games.

The SEA Games are held every two years to help forge strong regional cooperation, understanding, and unity within the Southeast Asian community. They are the largest sporting event held in Southeast Asia, attracting the attention of a total of more than 600 million people in the region. For this year’s event in Vietnam, Ajinomoto Co. becomes a main sponsor of the highest rank, as in the previous event.



Since 2003, Ajinomoto Co. has been working on the *Victory Project*^{®1} to support the conditioning of top-level athletes in Japan and conducting nutritional support activities utilizing the power of amino acids, including providing Ajinomoto Group products such as *aminoVITAL*[®] and promoting the Winning Meals *Kachimeshi*^{®2}. Utilizing this knowledge, since 2018 six Ajinomoto Group subsidiaries in the ASEAN region have pursued the *ASEAN Victory Project*^{®3} with sports associations, athletes, and sports schools in their respective countries. Ajinomoto Co. will use this official sponsorship of the SEA Games as an opportunity to provide further support under the *ASEAN Victory Project*[®] through its subsidiaries in the ASEAN region.

Ajinomoto Co. has established business bases in Vietnam, the host country of the event, as well as in the Philippines, Thailand, Indonesia, Malaysia, Singapore, and elsewhere, and has conducted its consumer food business in those countries for many years, thus maintaining a close connection with local food cultures. Ajinomoto Co. will continue to provide support for sports and utilize its knowledge and the power of amino acids to contribute to solving the food and health-related issues of people in each country.

1. Support activities including guidance on sports nutrition and amino acid conditioning for top-level athletes at international tournaments.
2. Ajinomoto Co.’s nutrition program for improving the nutritional environment of athletes.
3. In 2018, AJINOMOTO (SINGAPORE) PRIVATE LIMITED began supporting the Singapore Swimming Association, PT AJINOMOTO INDONESIA began supporting an individual Indonesian swimmer, and AJINOMOTO CO., (THAILAND)

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LTD. began supporting the Thailand Volleyball Association. In 2019, AJINOMOTO PHILIPPINES CORPORATION began supporting an individual karate athlete, and Ajinomoto (Malaysia) Berhad began supporting a national sports school. In 2020, AJINOMOTO CO., (THAILAND) LTD. began supporting the Badminton Association of Thailand, and in 2021, AJINOMOTO VIETNAM CO., LTD. began supporting Saigon FC, a professional football team.

Overview of the Agreement

- (1) Contract content: Sponsorship (a main sponsor of the highest rank)
- (2) Rights granted to Ajinomoto Co.: Use of “Main sponsor” designation, use of the official logo mark, display of the corporate logo on signboards and at venues, etc.
- (3) Contract categories: Exclusive categories
 (All areas: 11 participating countries) Seasonings
 Non-exclusive categories
 (All areas: 11 participating countries) Amino acid-based granules and jellies, canned and bottled coffee, powdered coffee and tea
 (All areas excluding Vietnam: 10 participating countries) Instant noodles, frozen foods and frozen bread



*Thailand, Philippines, Malaysia, Singapore, Vietnam

Reference

Overview of the 31st SEA Games

- (1) Location: Hanoi, Vietnam
- (2) Event schedule: May 12 to 23, 2022 (12 days)
- (3) Participating countries: Thailand, Indonesia, Philippines, Vietnam, Malaysia, Brunei, Cambodia, Laos, Myanmar, Singapore, East Timor (11 countries)
- (4) Host organization: Vietnam 31st Southeast Asian Games Organizing Committee 2021



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ABOUT Ajinomoto (Singapore) Pte Ltd

Ajinomoto Singapore is one of the affiliates in Ajinomoto Group, its head quarter in Japan, and was established in 1973 to promote and distribute Ajinomoto products including seasonings, frozen foods, processed foods, and amino acids products for the consumer market as well as the food service and food processing industries in Singapore.

<https://www.ajinomoto.com.sg/>

ABOUT aminoVITAL®

With more than a 100 years of research, Ajinomoto Group is one of the world leading providers of quality amino acids as ingredients for the manufacturing of pharmaceutical, personal care or sports nutrition products. aminoVITAL® advanced sports nutrition products, a trusted brand in countries across the globe, are based on proprietary blends of plant-based amino acids to support the optimal performance of athletes. “aminoVITAL® GOLD” is for improving endurance and recovery, “aminoVITAL® Perfect Energy” is for enhancing stamina and “aminoVITAL® BCAA Jelly” is for reducing the onset of muscle soreness and promoting recovery. Now many sports lovers and sports communities in Singapore enjoy aminoVITAL® products for their better performance and conditioning.

<https://www.ajinomoto.com.sg/products/amino-vital/>



aminoVITAL® GOLD



aminoVITAL® Perfect Energy



aminoVITAL® BCAA Jelly

The Ajinomoto Group, unlocking the power of amino acids, aims to resolve food and health issues associated with dietary habits and aging, and contribute to greater wellness for people worldwide. Based on the corporate message “Eat Well, Live Well.”, we have been scientifically pursuing the possibilities of amino acids to aim for future growth by creating new value through sustainable and innovative solutions for communities and society. The Ajinomoto Group has offices in 35 countries and regions, and sells products in more than 130 countries and regions. In fiscal 2020, sales were 1.0714 trillion yen (10.1 billion U.S. dollars). To learn more, visit www.ajinomoto.com.

For further information, please contact: [HERE](#)