

AJINOMOTO CONTINUES TO SPREAD LOVE & CARE

As part of its commitment to support the health and well-being of the community across the nation during the Covid-19 pandemic, Ajinomoto (Malaysia) Berhad (AMB) continues to promote joy, love and care through The *Ajinomoto Group Creating Shared Value (ASV) initiative, especially during this special Hari Raya Aidilfitri celebration.



The initiative includes the contribution of essential groceries and AMB products to ease the burden of underprivileged groups during the Covid-19 pandemic and, at the same time, encourage the community to "Eat Well, Live Well".

Three homes for the elderly and orphans benefited together with 500

underprivileged households through the collaboration with the Malaysian Red Crescent Society. The elderly homes are part of AMB's Elderly Dietary Improvement Project.

AMB Managing Director Naoko Yamamoto, who was present at the event to hand over the contribution to the homes and charity society, said: "I deeply hope that this initiative is able to support the community to 'Eat Well, Live Well', stay healthy and cheerful even in challenging times."

The contribution was distributed to the Malaysian Red Crescent Society, Rumah Seni Kenangan Cheras Elderly Home and Victory Elderly and Children Homes.

In addition to this effort, AMB initiated a "Jauh Beryaya, Erat Di Hati" campaign to help Muslims who were unable to travel back to their hometowns for Hari Raya to send Ajinomoto "Love Box" that consisted of warm Hari Raya greetings and AMB products to their friends and family members. The campaign aimed to spread the joy of festivity and Hari Raya atmosphere to loved ones although they were apart.

AMB hopes that all of these efforts help the community navigate through the challenging times and, at the same time, share joy, love and care with each other in line with The ASV initiatives.

*The Ajinomoto Group Creating Shared Value (ASV): The efforts linked to the creation of economic value and growth by contributing to the resolution of social issues in the area of healthy living, global sustainability and food resources through the businesses of Ajinomoto Group since its establishment.

