

## Realizing a Food and Health Solution Service by Providing Personalized Value

# **Ajinomoto Co., Inc. Starts Capital and Business Alliance with a Digital Transformation Solutions Provider, Inglewood Co., Ltd.**

**TOKYO, January 31, 2024** – Ajinomoto Co., Inc. (“Ajinomoto Co.”) has invested in and started a capital and business alliance with Inglewood Co., Ltd. (President and CEO: Ryusuke Kurokawa; Head Office: Shibuya-ku, Tokyo; “Inglewood”), a retail-specific digital transformation (“DX”) solutions provider. Under this alliance, by mutually utilizing the strengths of both companies, Ajinomoto Co. aims to realize a “Food and Health Solution Service” through the offering of personalized value in direct-to-consumer (“D2C”) channels.

In Japan, though the retail market has plateaued at around 150 trillion yen, the e-commerce (“EC”) market has been expanding to about 14 trillion yen owing to the growing EC ratio in recent years. The EC ratio breakdown by category shows that, while the ratios for books, etc., are particularly high at around 50%, the ones for foods, etc., are only 4% or so, indicating that there is much room for further expansion\*. Among them, the D2C market for frozen meals has been rapidly expanding, due mainly to dual-income couples and single business people who have started to use these products for convenience and nutritional balance during the COVID-19 pandemic.

\* Source: Ministry of Economy, Trade and Industry, *Report on the Results of FY2022 E-Commerce Market Survey*.

In this environment, under its mission, “continue to be the most powerful group of selling products”, Inglewood has planned and sold various products (household goods, apparel, healthcare products, foods) in EC channels. With the knowledge, data, and infrastructure it has accumulated, Inglewood also provides DX consulting services mainly to retailers and manufacturers, with solutions to the various sales problems facing these companies. In recent years, Inglewood has launched and rapidly grown its own D2C businesses, such as “Mitsuboshi Farm”, a frozen meals brand, and “AKNIR”, a total self-care cosmetics brand.

In its Medium-Term ASV Initiatives 2030 Roadmap, Ajinomoto Co. identified four growth areas, where it can leverage the strengths of its proprietary approach “AminoScience.” In Food & Wellness Area, among these four, with a goal of realizing a “Food and Health Solution Service” (ref. figures 1&2) through the offering of personalized value, Ajinomoto Co. aims to create various systems, ranging from indicating the gaps between the ideal nutritional balance and consumers’ actual physical condition and eating habits, offering nutritionally balanced menus and supplements that fill those gaps, and to monitoring and providing feedback on physical condition.

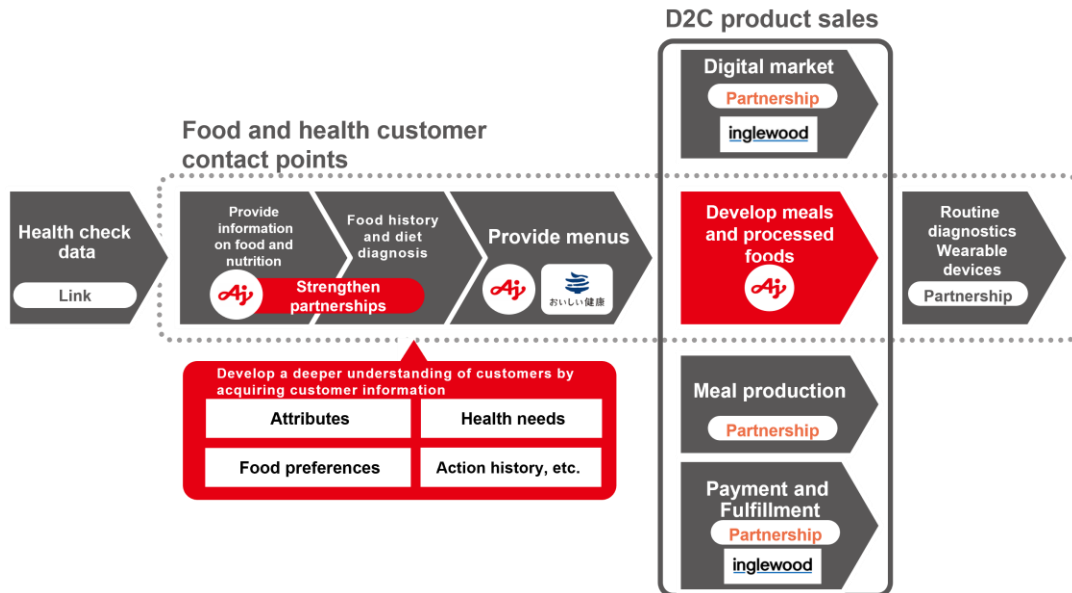
By combining Ajinomoto Co.’s Deliciousness Technology and the knowledge and technologies of health and nutrition based on its AminoScience, with Inglewood’s data, knowledge, and infrastructure in EC channels, the two companies will build a “Food and Health Solution Service”, which provides value personalized to the needs of each individual.

As the first collaboration following this capital and business alliance, Ajinomoto Co. will start offering a new frozen meal delivery service, “Aete,” together with Inglewood from January 31, 2024.

**【Figure1】 Food and Health Solution Service**



**【Figure2】 Food and Health Solution Service Platform example**



■ Profile of inglewood

- (1) Company name: inglewood Co., Ltd.
- (2) Location: Shibuya-ku, Tokyo
- (3) Established: August 2005
- (4) Representative: Ryusuke Kurokawa, President and CEO
- (5) Business description: Provision of e-commerce solutions, online product sales, etc.
- (6) Number of employees (consolidated): 213 (as of September 2023)
- (7) Website: <https://inglewood.co.jp/> (in Japanese)

The Ajinomoto Group will contribute to the well-being of all human beings, our society and our planet with “AminoScience” based on the corporate slogan “Eat Well, Live Well.”. The Ajinomoto Group has offices in 36 countries and regions, and sells products in more than 130 countries and regions. In fiscal 2022, sales were 1.3591 trillion yen (10.0 billion U.S. dollars). To learn more, visit [www.ajinomoto.com](http://www.ajinomoto.com).

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