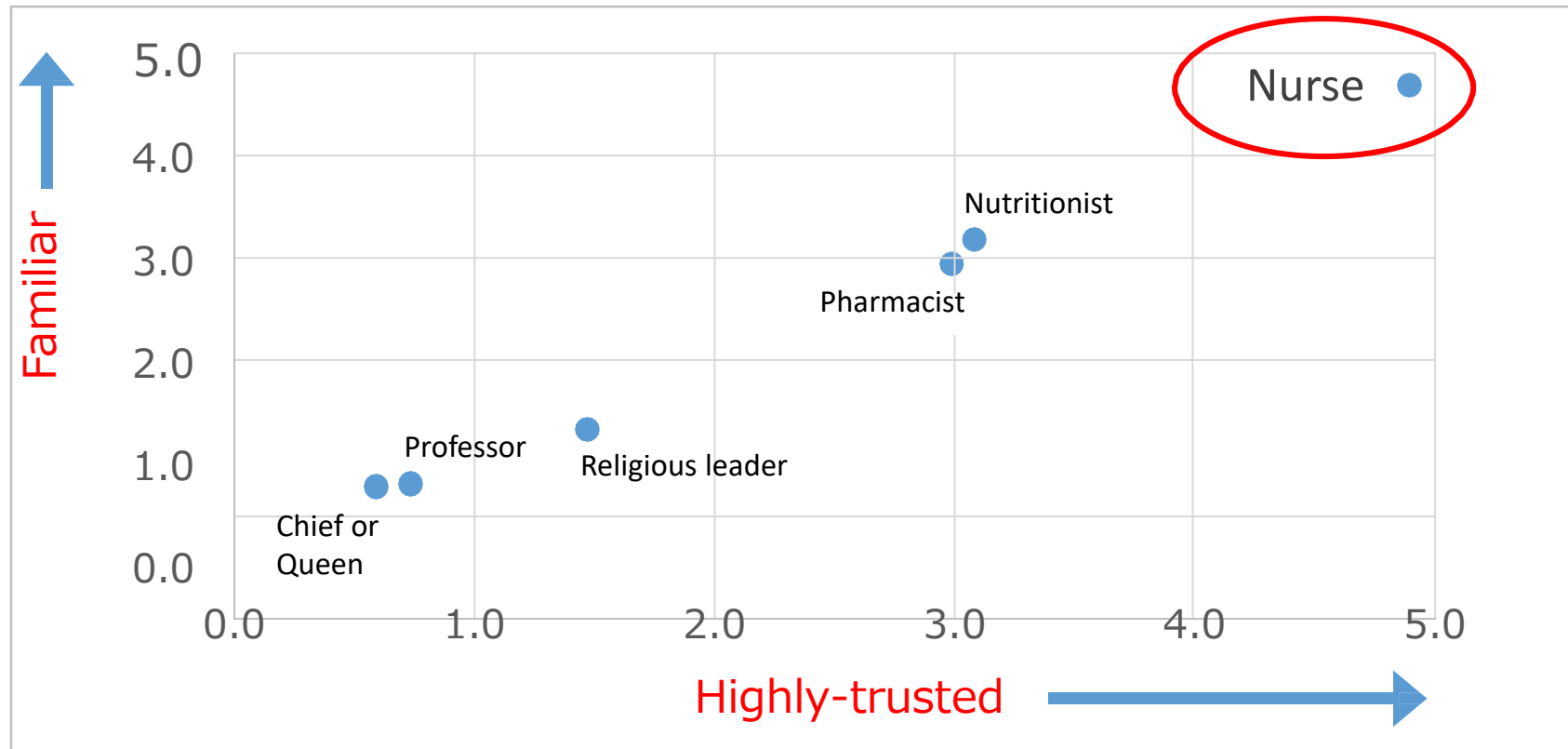


Familiar and highly-trusted influencer to mothers of baby



Reference: Respondents rank each influencer from the point of view of “Familiarity” and “Highly-trusted” about health information. Points are given according to the rank (1st rank: 5point, 2nd rank: 4points...). The graph is made based on the average point. (Consumer Research by The Ajinomoto Foundation, n=484)

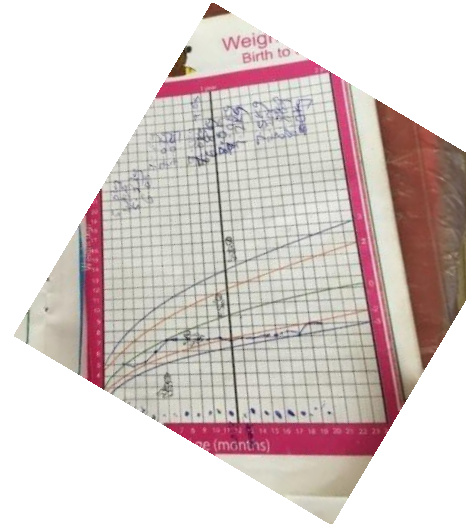
**Public**

Having the child receive monthly health checks at a health facility, so as to know about its nutritional state.

Having nurses at Ghana Health Service (GHS) health facilities give ① guidance on the importance of nutrition during a child's weaning period, and how to provide it.

**Public**

In rural area, Community health volunteer (registered by GHS) Facilitate nutrition education



② Recommending KOKO Plus as a nutritional solution



Providing daily nutritional care to children, including the continued use of KOKO Plus



Stocking KOKO Plus at kiosks nearby health facilities, so mothers can easily purchase it



In rural area, KOKO Plus is delivered and sold by Village based entrepreneur (VBEs)

**Private** (Manufacture, distribution, sale)