

Top4 and Ajinomoto Indonesia Strengthen Digital Partnership to Promote Sustainable Agriculture

Surabaya, Indonesia 2025-07-04 – In an inspiring move that highlights shared values and long-term vision, Top4 Technology + Marketing and PT Ajinomoto Indonesia's Agridev division have renewed their strategic digital partnership to further amplify the Agridev brand and its mission to advance Indonesian agriculture.

This collaboration began eight months ago with a warm and insightful kickoff meeting, where the Agridev team welcomed Top4 with open arms and a deep dive into their innovative products. From the outset, it was clear that both teams shared a common purpose: to support sustainable farming and make a meaningful impact in communities across Indonesia.

"Working with the Agridev team has been incredibly inspiring," said Michael Doyle, Director at Top4 Technology. "Their dedication to sustainable agriculture and product innovation perfectly aligns with our goal of delivering impactful, localized digital marketing solutions."

Since then, Top4 has worked closely with Agridev to boost their digital presence, building strategies tailored to the needs of Indonesian farmers and agri-businesses. From targeted content to campaigns designed for regional reach, the partnership is helping bring Agridev's solutions closer to the people who need them most.

Hiroshi Shirakawa, President Director of PT Ajinomoto Indonesia, recently reaffirmed the importance of Agridev in supporting agricultural productivity and environmental sustainability. He emphasized that this partnership reflects Ajinomoto's broader commitment—not only to innovation in food and science, but also in how the company connects with its communities.

As the collaboration moves into its next phase, several exciting initiatives are on the horizon, including:

- Educational digital campaigns aimed at empowering farming communities
- Improved online visibility for Agridev's innovative product line
- Geo-targeted marketing to engage key regions across the archipelago
- Strategic social content to position Agridev as a thought leader in sustainable agriculture

This continued partnership marks an important step in Ajinomoto's vision of contributing to a healthier society and a greener future through innovation, science, and strategic outreach.



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About Agridev – PT Ajinomoto Indonesia

Agridev is a specialized business unit under PT Ajinomoto Indonesia focused on agricultural solutions that help farmers improve productivity and sustainability, in line with the company's mission to promote health and environmental responsibility.

About Top4 Technology + Marketing

Top4 is a leading digital marketing and local SEO agency with a proprietary multi-location platform. With a strong presence across Asia-Pacific, Top4 helps businesses grow through smarter local marketing and tailored digital strategies. On June 16, 2025 – White Pearl Technology Group AB (Nasdaq First North: WPTG), announced signing a Letter of Intent (LOI) to acquire 100% of Top4 Technology + Marketing.

For more information, please contact:

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About White Pearl Technology Group:

White Pearl Technology Group AB (WPTG) is a global technology company specialising in digital transformation solutions. With a presence in over 30 countries and a team of 750 experts, WPTG helps organisations navigate the complexities of the digital age, offering services ranging from ICT and system integration to business software and digital innovation. The company is listed on Nasdaq First North (WPTGB) in Stockholm, Sweden and on OTCQX (WPTGF) in the U.S.

Image Attachments

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