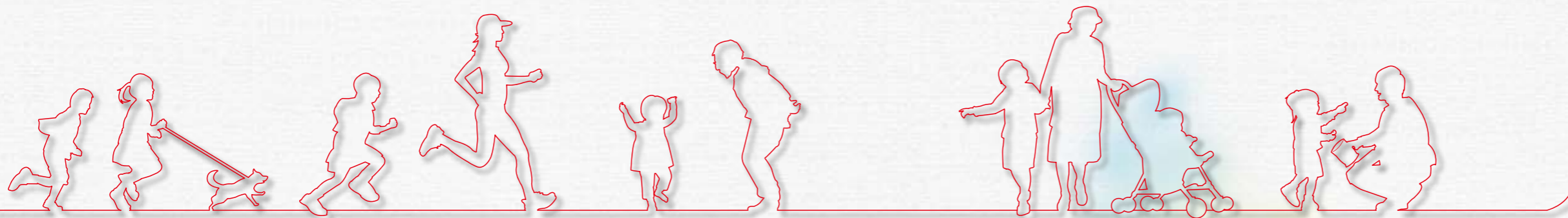


Corporate Profile

- Trade Name**
Meiji Holdings Co., Ltd.
- Main Businesses**
Management of business operations of subsidiaries manufacturing and selling confectioneries, milk, dairy products, and pharmaceuticals and incidental/related operations
- Head Office**
4-16, Kyobashi 2-chome, Chuo-ku, Tokyo 104-0031, Japan
- President and Representative Director**
Naotada Sato
- Established**
April 1, 2009
- Paid-in Capital**
¥30 billion
- <Reference>
- Meiji Group Annual Sales**
(Fiscal year ended March 2010)
¥1,106.645 billion
- Number of Group Employees**
(As of December 31, 2010)
15,118

meiji

Group Profile

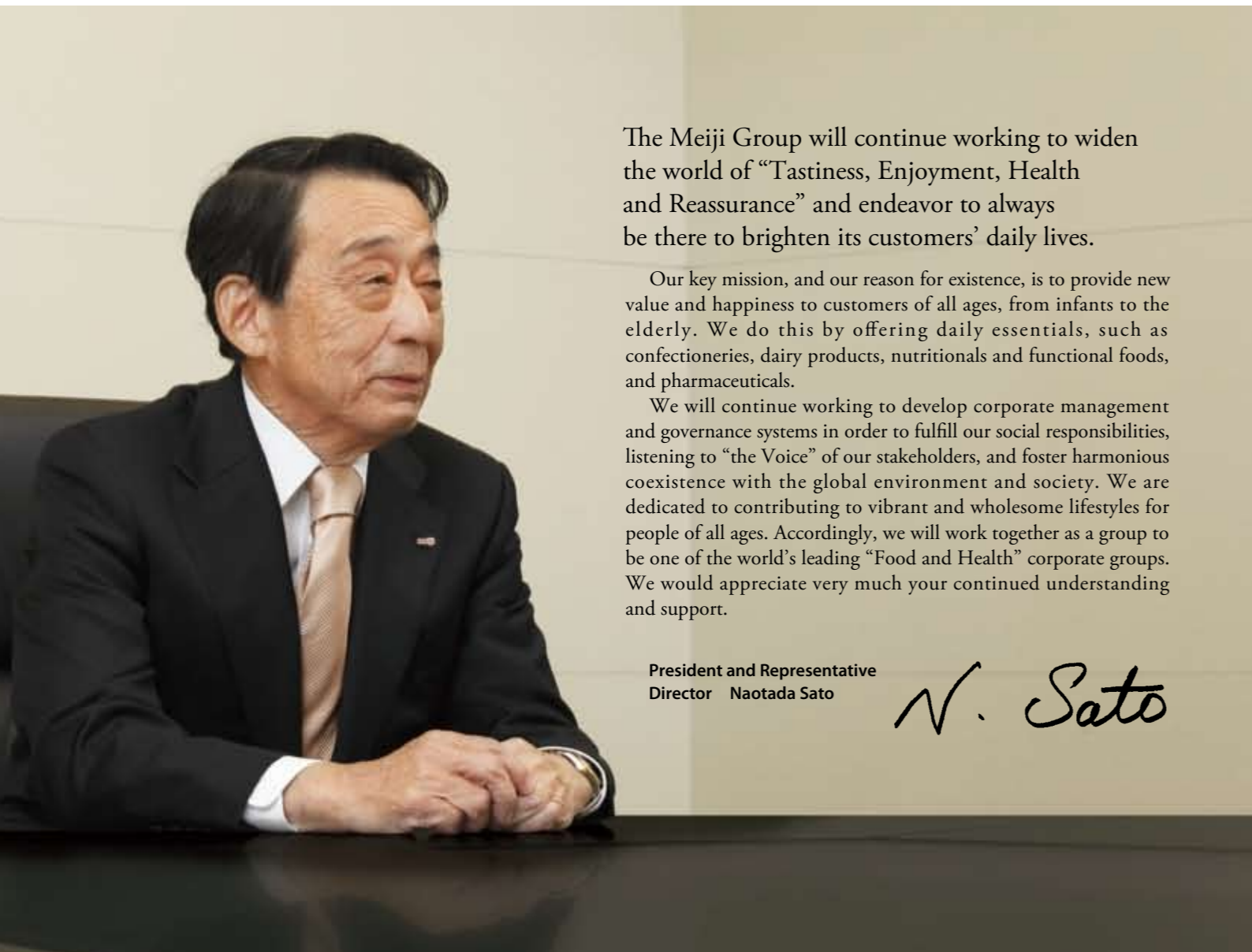


Meiji Holdings Co., Ltd.

4-16, Kyobashi 2-chome, Chuo-ku, Tokyo 104-0031, Japan
Website address: <http://www.meiji.com/>



Meiji Holdings Co., Ltd.



The Meiji Group will continue working to widen the world of “Tastiness, Enjoyment, Health and Reassurance” and endeavor to always be there to brighten its customers’ daily lives.

Our key mission, and our reason for existence, is to provide new value and happiness to customers of all ages, from infants to the elderly. We do this by offering daily essentials, such as confectioneries, dairy products, nutritionals and functional foods, and pharmaceuticals.

We will continue working to develop corporate management and governance systems in order to fulfill our social responsibilities, listening to “the Voice” of our stakeholders, and foster harmonious coexistence with the global environment and society. We are dedicated to contributing to vibrant and wholesome lifestyles for people of all ages. Accordingly, we will work together as a group to be one of the world’s leading “Food and Health” corporate groups. We would appreciate very much your continued understanding and support.

President and Representative Director Naotada Sato

N. Sato



The Meiji Group aims to become a corporate group that brightens customers’ daily lives by providing customers of all ages, from infants to the elderly, with foods that offer tastiness and enjoyment, as well as products that contribute to customers’ physical and emotional well-being.

This way of providing value is unique to the Meiji Group, and is what clearly distinguishes it from its competitors.

With the aim of brightening customers’ daily lives, three key words, *kodomo sukoyaka* (treasure children), *otona hatsuratsu* (invigorate adults) and *minna wakuwaku* (create excitement for all), were specified in the “Meiji Group 2020 Vision” from the customers’ perspective, and the Meiji Group will work together to develop business with these words in mind.



Meiji Group's System of Principles

Group Philosophy

Our mission is to widen the world of “Tastiness and Enjoyment” and meet all expectations regarding “Health and Reassurance.” Our wish is to be closely in tune with our customers’ feelings and to always be there to brighten their daily lives. Our responsibility as “Food and Health” professionals is to continue finding innovative ways to meet our customers’ needs, today and tomorrow.

Management Attitude

Five Fundamentals

1. Commit ourselves to customer-based ideas and behaviors
2. Provide safe and reassuring high-quality products
3. Strive to always produce new value
4. Foster the development of the synergies and capabilities of the organization and each individual
5. Be a transparent, wholesome company trusted by the society

Action Guidelines

meiji way

- In order to be an essential part of our customers, partners, and colleagues’ daily lives, we must:
1. Listen to and learn from our customers
 2. Find ways to identify tomorrow’s trends and be prepared to lead the way
 3. Make our work exciting, and create exciting work
 4. Have the strength and courage to confront any issues, rather than to avoid them
 5. Always believe in our team’s potential, and make the most of its abilities



Meiji Brand Logo —a symbol of the Group Philosophy

The Meiji Brand Logo is to symbolize our hope that Meiji can be a constant, beloved presence in the lives of people of all ages, from infants to the elderly.

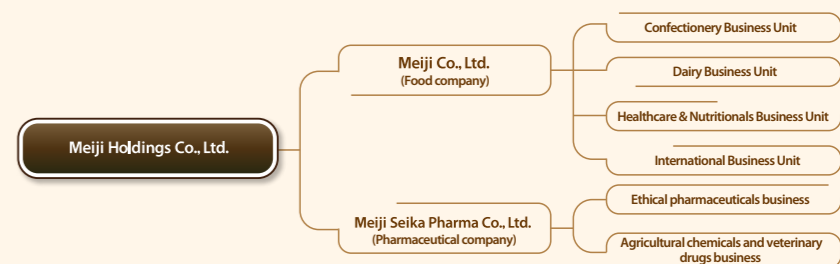
The usage of soft, rounded lower-case lettering represents the cheeriness befitting a corporate group in the “Food and Health” business, as well as the warm connection we have with each customer.

In particular, the shape of the letters “iji” can be seen to represent the outline of a group of people supporting one another, and the letter “e” appears to be smiling out at those people.

The Meiji Brand Logo is proof of our promise to put our Group Philosophy into practice.



On April 1, 2009, Meiji Seika Kaisha, Ltd. and Meiji Dairies Corporation undertook management integration, and on April 1, 2011 the Meiji Group created a new management structure by means of a corporate reorganization.



Meiji Co., Ltd.

Meiji Co., Ltd. supplies food products to customers of all ages, from infants to the elderly, with products ranging from infant formula, confectioneries, milk and dairy products, to foods for improved health, beauty and sports performance, and products for the elderly, enteral formula and nursing care foods. The company is able to deliver these products safely and securely thanks to a logistics system that covers practically all temperature ranges to accommodate room temperature, chilled and frozen foods, and a wide range of distribution channels. We are integrating all the technology, knowledge, and ideas we have cultivated through our experience as "Food and Health" professionals to continue finding innovative ways to meet our customers' needs, today and tomorrow.

Confectionery Business Unit

Confectioneries, ice cream and sweets lift people's spirits and bring color into their lives. In each field, we utilize our technologies, ideas and marketing capabilities, continually offering new value and always making it enjoyable for customers to choose and eat our products.



Dairy Business Unit

In working with milk, a wonderful natural ingredient, we have been continually creating innovative products which satisfy quality, flavor and health requirements. In order to contribute to the health of customers and their daily dietary lives, we will continue delivering various products with new value.



Healthcare & Nutritionals Business Unit

We utilize the know-how we have accumulated to date to provide health value in a wide range of products for all ages, from infants to the elderly, and we support the healthy lives of our customers, who are seeing a diversification of their values and lifestyles amid growing health consciousness.



International Business Unit

We deliver Meiji's "Tastiness, Enjoyment, Health and Reassurance" worldwide, especially in China, Southeast Asia and the United States. We work to raise the profile of the Meiji Brand in those countries and establish it as a trusted brand beloved and supported by people around the world.



The Meiji Group will continue working to widen the world of
 "Tastiness, Enjoyment, Health and Reassurance"
 and endeavor to always be there to brighten its customers' daily lives.

Meiji Seika Pharma Co., Ltd.

Ethical Pharmaceuticals Business

Since beginning penicillin production in 1946, Meiji Seika Pharma has become a leading maker of antibacterial drugs. Through the years, we have been accumulating a wealth of proprietary technologies on R&D, and manufacturing and providing pharmaceutical products of excellent quality to customers in Japan and overseas. Drawing on our accumulated know-how in the speciality drug business, we have recently begun supplying generic drugs that are comparable to speciality drugs in terms of quality, thereby serving as a "Specialty and Generic Pharmaceuticals Company" to accommodate customers' diverse medical requirements.



Agricultural Chemicals and Veterinary Drugs Business

Meiji Seika Pharma has a strong track record with the "ORZYEMATE" series, the No. 1 product in the field of rice blast preventatives, and also sells the new "ZAXA" liquid formula foliage herbicides. We have also licensed the compounds developed in-house to third parties.

In addition, in our livestock and fishery veterinary drugs business, we have a diverse product line that utilizes R&D and other technologies from drugs for humans, thereby contributing to food safety and stable supply. We are simultaneously working for the health of small animals, supplying drugs and nutritional supplements.



Meiji Seika Pharma Co., Ltd. aims to help people maintain their "health" and support "life" in the three core segments of its ethical pharmaceuticals business: anti-infective drugs, therapeutic drugs for central nervous system (CNS) disorders, and generic drugs, and earn the trust of patients, healthcare practitioners and users, thereby contributing to society as a "Specialty and Generic Pharmaceuticals Company."

In its agricultural chemicals and veterinary drugs businesses, the Company has contributed to society as a company working for safe and reassuring food production and animal health, and being supported by agricultural producers and animal health practitioners. Every day, we sincerely and humbly work hard for society.



Group History

1906	<ul style="list-style-type: none"> The former Meiji Sugar Co., Ltd. (hereinafter "Meiji Sugar," the forerunner of both Meiji Seika Kaisha Ltd. (hereinafter "Meiji Seika") and Meiji Dairies Corporation (hereinafter "Meiji Dairies") is established.
1916	<ul style="list-style-type: none"> Tokyo Confectionery Co., Ltd. (hereinafter "Tokyo Confectionery," the predecessor of Meiji Seika), is established. Tokyo Confectionery merges with Taisho Seika, a subsidiary of Meiji Sugar. Tokyo Confectionery starts manufacturing caramels and biscuits at its Okubo Plant.
1917	<ul style="list-style-type: none"> Kyokuto Condensed Milk Co., Ltd. (hereinafter "Kyokuto Condensed Milk") the predecessor of Meiji Dairies, is established by Meiji Sugar. Kyokuto Condensed Milk starts manufacturing condensed milk and other products.
1920	<ul style="list-style-type: none"> Meiji Suger Co.,Ltd. establishes Meiji Shoten (later Meiji Shoji).
1924	<ul style="list-style-type: none"> Tokyo Confectionery Co., Ltd. changes its name to Meiji Seika Kaisha, Ltd.
1926	<ul style="list-style-type: none"> Meiji Seika launches "Milk Chocolate." Meiji Seika launches cocoa powder for drink.
1928	<ul style="list-style-type: none"> "Meiji Milk" is introduced.
1940	<ul style="list-style-type: none"> Kyokuto Condensed Milk Co., Ltd. changes its name to Meiji Dairies Corporation.
1946	<ul style="list-style-type: none"> The pharmaceuticals business is launched with the commencement of penicillin production.
1950	<ul style="list-style-type: none"> The antibacterial drug "STREPTOMYCIN" is introduced.
1951	<ul style="list-style-type: none"> Meiji Dairies launches "Soft Curd Meiji Infant Formula."
1953	<ul style="list-style-type: none"> Meiji Dairies launches "Meiji Fresh Cream."
1958	<ul style="list-style-type: none"> Japan's first world-class antibacterial drug "KANAMYCIN" is introduced.
1961	<ul style="list-style-type: none"> Meiji Seika launches "Marble Chocolate."
1968	<ul style="list-style-type: none"> Meiji Seika launches the Japan's first savory snack, "Karl." Meiji Dairies launches baby food products, "Meiji Baby Rice Gruel" and "Meiji Infant Kaju Orange Juice."
1971	<ul style="list-style-type: none"> Meiji Dairies launches "Meiji Plain Yogurt."
1972	<ul style="list-style-type: none"> Meiji Shoji, Meiji Seika's sales arm, transfers its dairy products business to Meiji Dairies. Meiji Seika merges with Meiji Shoji.
1973	<ul style="list-style-type: none"> Meiji Dairies launches "Meiji Bulgaria Yogurt."
1974	<ul style="list-style-type: none"> Meiji Seika (Singapore) ptc., Ltd. Limited is established. The joint venture P.T. Meiji Indonesian Pharmaceutical Industries is established.
1975	<ul style="list-style-type: none"> Meiji Seika launches the chocolate-snack "Kinoko no Yama." The agricultural chemical product "ORYZEMATE" is introduced.
1976	<ul style="list-style-type: none"> Meiji Dairies launches the frozen food "Pizza & Pizza."
1980	<ul style="list-style-type: none"> Meiji Seika launches the "SAVAS" series of protein foods for athletes.
1983	<ul style="list-style-type: none"> Meiji Seika launches an OTC drug, "ISODINE UGAIGUSURI."
1986	<ul style="list-style-type: none"> Meiji Dairies launches enteral formula "YH-80."
1988	<ul style="list-style-type: none"> Meiji Seika launches "Kaju Gummy."
1989	<ul style="list-style-type: none"> Meiji Dairies establishes CP-Meiji Co., Ltd., in Thailand. The anti-anxiety drug "MEILAX" is introduced.
1990	<ul style="list-style-type: none"> Meiji Dairies launches the "Aya" series of super premium ice cream. Meiji Dairies launches a soft margarine, "Meiji Corn 100."
1991	<ul style="list-style-type: none"> Meiji Seika opens a fitness club, "Sports Plaza Osaka."
1992	<ul style="list-style-type: none"> Meiji dairies launches "Meiji Hokkaido Tokachi Cheese."
1994	<ul style="list-style-type: none"> Meiji Dairies launches "Meiji Essel Super Cup Ultra Vanilla." The antibacterial drug "MEIACT" is introduced.
1995	<ul style="list-style-type: none"> Meiji Dairies launches the sports nutrition beverage "VAAM." Meiji Dairies launches the enteral formula "Mei Balance."
1997	<ul style="list-style-type: none"> Meiji Seika launches "Xylish Gum."
1999	<ul style="list-style-type: none"> The antidepressant "DEPROMEL" is introduced.
2000	<ul style="list-style-type: none"> Meiji Dairies launches "Meiji Probio Yogurt LG21."
2002	<ul style="list-style-type: none"> Meiji Dairies expands the distribution of "Meiji Oishi Gyunyu" nationwide. Meiji Seika launches "Amino Collagen."
2007	<ul style="list-style-type: none"> Meiji Dairies launches an infant formula, "Meiji Hohoemi Raku Raku Cube."
2008	<ul style="list-style-type: none"> Meiji Dairies launches "Meiji Fresh Cream Ajiwai."
2009	<ul style="list-style-type: none"> Meiji Seika and Meiji Dairies establish a joint holding company "Meiji Holdings Co., Ltd." and integrate the management. The antibacterial drug "ORAPENEM" is introduced. The antidepressant drug "REFLEX" is introduced. The liquid formula "ZAXA" herbicide is introduced.
2011	<ul style="list-style-type: none"> In April, Meiji Holdings reorganizes Meiji Seika and Meiji Dairies; Meiji Co., Ltd., a food company, and Meiji Seika Pharma Co., Ltd., a pharmaceuticals company, begin operation.

Meiji Group CSR Activities

Meiji Group, as a "Food and Health" corporate group, fulfills its corporate social responsibility (CSR) by addressing social and environmental concerns through the activities of various internal committees, fully complying with the articles written in "Meiji Group's System of Principles," in order to maintain the trust of society and its customers.

Compliance

The Meiji Group fosters and deepens compliance awareness among employees through the Corporate Behavior Charter, the appointment of compliance promotion officers, and the provision of a compliance counseling desk for employees, so that employees carry out their duties with a high-level of compliance awareness.

Quality

We examine quality strictly at every stage, encompassing development, design, procurement, production, distribution, and sales by constructing and operating in-house developed quality assurance systems by product category for dairy, confectionery, and pharmaceutical products. In addition, we always implement the PDCA (Plan-Do-Check-Act) cycle, and expand and upgrade our quality assurance system, making efforts to enhance the Meiji brand's reliability.

Environment

Environmental conservation is an urgent global matter. The Meiji Group aggressively promotes group-wide activities, such as the improvement of environmental management standards through the introduction of environmental management systems and the reduction of environmental impact, including the control of CO2 emissions, zero emissions, and energy conservation under the guidance of a special committee. In addition, each regional office independently conducts environmental conservation activities.

Information

We maintain a special committee solely dedicated to information management, and are strengthening systems to ensure appropriate handling of personal and confidential information. We disclose information to our customers, investors and other stakeholders in an appropriate and timely manner, through various channels, including various counseling desks, the Company website, and investor relations (IR) activities.

Risk Management

The Meiji Group conducts various activities in order to prevent the occurrence of risks at normal times. In addition, we are enhancing our risk management system with the aim of minimizing the impact of risks on our customers, society and our operations by responding quickly and appropriately in the event of an emergency situation.



We are developing a wide network in Japan and overseas.

By utilizing networks in Japan and overseas, we are working to develop, manufacture and distribute high-quality products which bring joy to our customers. We are also actively developing businesses in overseas growth markets, such as China and other Asian countries.



Japan

Meiji Co., Ltd.

- **Head Office**
- **Research Laboratories**
Research & Development Labs. Food Science Research Labs. Food Technology Research Labs. Confectionery R&D Labs.
- **Plants**
Sapporo / Asahikawa / Wakkanai / Nishi Shunbetsu / Nemuro / Tokachi / Tokachi Obihiro / Honbetsu / Tohoku / Ibaraki / Moriya / Gunma / Gunma Nutritionals / Gunma Pharmaceuticals / Saitama / Toda / Sakado / Kanagawa / Hokuriku / Karuizawa / Tokai / Aichi / Kyoto / Kansai / Kansai Ice Cream / Osaka / Okayama / Hiroshima / Kyushu
- **Sales Headquarters**
Hokkaido / Tohoku / Kanto / Chubu / Kansai / Chugoku & Shikoku / Kyushu

- **Group Companies (Confectionery Business Unit)**
Donan Shokuhin Co., Ltd. / Zao Shokuhin Kaisha, Ltd. / Ronde Corporation / Français Co., Ltd. / Meiji Sangyo Co., Ltd. / Shikoku Meiji Co., Ltd. / Meiji Chewing Gum Co., Ltd. / Tokai Nuts Co., Ltd. / Meiji Food Materia Co., Ltd. / Multifood International Ltd.
- (Dairy Business Unit)
Tokai Meiji Co., Ltd. / Meiji Oils and Fats Co., Ltd. / Chiba Meiji Milk Products Co., Ltd. / Pampy Foods Incorporation / Kantou Seiraku Co., Ltd. / Tochigi Meiji Milk Products Co., Ltd. / Fresh Network Systems Co., Ltd. / Hokkaido Meihan Co., Ltd. / Tohoku Meihan Co., Ltd. / Tokyo Meihan Co., Ltd. / Chubu Meihan Co., Ltd. / Kanazawa Meihan Co., Ltd. / Kinki Meihan Co., Ltd. / Chugoku Meihan Co., Ltd. / Kyushu Meinyu Hanbai Co., Ltd. / Tokyo Meiji Foods Co., Ltd. / Meiji Logitech Co., Ltd. / Shikoku Meiji Dairy Products Co., Ltd. / Okinawa Meiji Milk Products Co., Ltd.
- (Healthcare & Nutritionals Business Unit)
Okayamaken Shokuhin Co., Ltd. / Taiyo Shokuhin Co., Ltd. / Nihon Kanzume, Co., Ltd. Meiji Shokuhin Kaisha, Ltd. / Meiji Sports Plaza, Ltd.
- (Others)
Meiji Feed Co., Ltd. / Asahi Broiler Co., Ltd. / KCS Co., Ltd. / Fresh Logistic Co., Ltd. / Meiji Kenko Ham Co., Ltd. / Meiji Rice Delica Corporation / Meiji Marine Delica Co., Ltd. / Meito Warehouse Co., Ltd. / Meiji Techno-Service Inc. / Nice Day Co., Ltd. / Meiji Business Support Co., Ltd. / Nitto Co., Ltd.

Meiji Seika Pharma Co., Ltd.

- **Head Office**
- **Research Laboratories**
Pharmaceuticals Research Center / CMC Laboratory / Bioscience Laboratory / Agricultural & Veterinary Research Laboratory
- **Plants**
Kitakami / Odawara / Gifu
- **Branches**
[Pharmaceuticals]
Sapporo / Sendai / Tokyo / Chiba & Saitama / Yokohama / Kanto / Nagoya / Kyoto / Osaka / Chugoku / Shikoku / Fukuoka
[Agricultural Chemicals]
Sapporo / Sendai / Tokyo / Nagoya / Osaka / Kumamoto
[Veterinary drugs]
North Japan / Tokyo / Osaka / Kumamoto

- **Group Companies**
Kitasato Pharmaceutical Industry Co., Ltd. / Ohkura Pharmaceutical Co., Ltd. / Sanofi-Aventis-Meiji Pharmaceuticals Co., Ltd. / Tamura Seiyaku K.K. / Miyako Yuso Transportation Co., Ltd.

Overseas

Meiji Co., Ltd.

- **Offices**
① Bangkok Office ② Melbourne Office ③ Taipei Office ④ Ho Chi Minh Office ⑤ Shanghai Office
- **Group Companies**
⑥ Meiji Seika (Shanghai) Co., Ltd. ⑦ Meiji Seika Food Industry (Shanghai) Co., Ltd.
⑧ Meiji-Dairy Trading Shanghai Co., Ltd. ⑨ Guangzhou Branch, Meiji-Dairy Trading Shanghai Co., Ltd.
⑩ Guangdong M&F-Yantang Dairy Products Co., Ltd. ⑪ Guangzhou Meiji Confectionery Co., Ltd.
⑫ Meiji-Four Seas Co., Ltd. ⑬ Shanghai Meiji Health Science and Technology Corp., Ltd.
⑭ Meiji Seika (Singapore) Pte. Ltd. ⑮ Five Stars Dairy Ingredients Pte. Ltd. ⑯ Meiji Dairy Australasia Pty. Ltd.
⑰ P.T. Ceres Meiji Indotama ⑱ CP-Meiji Co., Ltd. ⑲ Thai Meiji Food Co., Ltd.
⑳ D. F. Stauffer Biscuit Co., Inc. ㉑ Laguna Cookie Co., Inc. ㉒ Mecor, Inc. ㉓ Beghin Meiji

Meiji Seika Pharma Co., Ltd.

- **Offices**
㉔ Madrid Office ㉕ Beijing Office ㉖ U.S. Office
- **Group Companies**
㉗ Meiji Pharma (Shandong) Co., Ltd.
㉘ Shantou Meiji Pharmaceuticals Co., Ltd.
㉙ P.T. Meiji Indonesian Pharmaceutical Industries
㉚ Thai Meiji Pharmaceuticals Co., Ltd.
㉛ Tedec-Meiji Farma, S.A. / Mabro Farma, S.A.
㉜ Meiji Seika Europe B.V.
㉝ Comercio e Industria Uniquimica Ltda.

