



April 28, 2011

Name of Company: Meiji Holdings Co., Ltd.

Name of Representative: Naotada Sato, President and Representative Director

Code Number: 2269, 1st Section, Tokyo Stock Exchange

Third Notice Regarding the Impact of the Great East Japan Earthquake on Meiji Group

1. Status of the damage

(1) Meiji Co., Ltd.

Regarding the Tohoku Plant (Kurokawa County, Miyagi Prefecture), where operations are currently suspended, we are making every effort to resume production.

Regarding product supply, we are implementing measures aimed at electricity saving and the stable procurement of raw materials and packaging materials, while working to expand production volumes and increase product items, focusing on milk, yogurt, etc.

(2) Meiji Seika Pharma Co., Ltd.

Regarding the Kitakami Plant (Kitakami City, Iwate Prefecture), where operations had been temporarily suspended, we resumed partial production on April 25. We expect the resumption of full-scale operations in mid-May.

Regarding product supply, at present we have a certain quantity in stock available for distribution and wholesale, as well as raw materials, hence the circumstances will not affect our stable product supply.

2. Impact on our business

As a result of calculations based on information available at this time for the fiscal year ended in March 2011, we predict an extraordinary loss of approximately ¥5 billion, attributable to the effects of the Great East Japan Earthquake.

Regarding the financial results for the full fiscal year ended March 2011, we will promptly release that information once it has been finalized.

<Reference>

For the past notices we have released so far, please check our website.

(<http://www.meiji.com/english/>)

- First Notice, dated March 15, 2011
- Second Notice, dated March 31, 2011