



November 17, 2016

Name of Company: Meiji Holdings Co., Ltd.
Name of Representative: Masahiko Matsuo, President and Representative Director
Code Number: 2269, 1st Section, Tokyo Stock Exchange

Notice on Expanding Sales Area of *Meiji Oishii Gyunyu* 900 mL to Kansai, Chugoku, and Shikoku Regions

Meiji Holdings Co., Ltd. (President and Representative Director: Masahiko Matsuo) announces that its subsidiary Meiji Co., Ltd. will expand its sales area for *Meiji Oishii Gyunyu* 900 mL as outlined below. For this sales area expansion, the company will increase production capacity.

Description

Overview of *Meiji Oishii Gyunyu* 900 mL sales area expansion

Meiji Co., Ltd. began sales of *Meiji Oishii Gyunyu* 900 mL, which featured a new container, in the Kyushu region (excluding Okinawa) on September 20, 2016. New package is designed for delicious flavor and improved convenience. The product has been well received by customers in the Kyushu area and recording favorable sales.

We are pleased to announce that Meiji will expand the sales areas for *Meiji Oishii Gyunyu* 900 mL to include the Kansai, Chugoku, and Shikoku regions. To respond to this sales area expansion, the company will add production lines at its Kyushu Plant and Aichi Plant to increase production capacity.

(1) Release date

Late in March, 2017

(2) Product

Meiji Oishii Gyunyu 900 mL

(3) Sales areas

Kansai, Chugoku, and Shikoku regions

(4) Production plants

Kyushu Plant (Yame, Fukuoka)

Aichi Plant (Inazawa, Aichi)

* Adding 3 new production lines for *Meiji Oishii Gyunyu* 900 mL (Kyushu Plant: 2 lines,
Aichi plant: 1 line)

* Investment amount: approx. 2.0 billion yen

#####