Meiji Co., Ltd.

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Global Site
https://www.meiji.com/global

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Contributing to Customers’ Healthy Diets

The Meiji Group’s food company, Meiji Co., Ltd., provides a wide range of customers from infants to the elderly with products and services featuring differentiated tastiness and nutritional value, such as milk, yogurt, cheese, ice cream, chocolate, and nutritional products.

In October 2016, the Meiji Group celebrated the 100th anniversary of its founding. We were able to reach this milestone thanks to support from many customers. Now, we are moving forward in a new era. During the next 100 years, we will continue pursuing and realizing innovation in R&D and many other fields. Through these efforts, we hope to offer new value consistently and continue contributing to healthy diets.

Katsunari Matsuda
President and Representative Director
Meiji Co., Ltd.

The 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

The Meiji Group 2026 Vision Beyond meiji - above imagination -

Our promise and commitment for the 2026 Vision
We will combine the strengths, the Meiji Group has cultivated over the past 100 years, with the latest technology and new findings. Thus we create innovative ways to meet our customers’ needs with food and health and grow in Japan and around the world sustainably.

Key Strategies
1. Secure an overwhelming advantage in core businesses
2. Establish growth foundation in overseas markets
3. New challenges in the health value domain
4. Social contributions

Goals
- Operating income growth rate
  Mid to high single-digit growth (CAGR*)
- Overseas sales ratio
  Target at 20%
- ROE
  Maintain 10% or more

* CAGR: Compound annual growth rate (%)

2023 Medium-Term Business Plan
(FYE March 2022–2024)

2026 Medium-Term Business Plan
(FYE March 2025–2027)

2020 Medium-Term Business Plan
(FYE March 2019–2021)
Offering a Product Lineup for All Ages
Meiji’s strength is the ability to provide diverse products to all age groups in a variety of settings. Our lineup ranges from infant formula through to milk, dairy products, confectioneries, and sports nutrition products as well as food for the elderly. We will continue finding innovative ways to meet customer needs and contribute to healthy diets so that Meiji products always bring smiles to customers’ faces.

Delivering Products in All Temperature Ranges through Diverse Channels
We have a logistics system that covers practically all temperature ranges from room temperature through to chilled and frozen. This enables us to provide daily deliveries of a wide variety of products, such as milk, dairy products, confectioneries, and nutritional products. Furthermore, we market our products through diverse distribution channels, including such partners as supermarkets, convenience stores, and vending machines.

Promoting Communication with Customers
Our Customer Service Center responds to customer inquiries promptly and appropriately. Our counseling office gives advice on child raising in general. Other initiatives include food education activities, such as food seminars, cooking classes, and on-site classes for elementary and junior high schools nationwide. Moreover, seven of our plants in Japan have facilities where people can observe and learn about our manufacturing processes.

Advancing Quality Initiatives
Under the unique Meiji Quality Communication system, the whole Company conducts concerted quality assurance activities. Each employee responds sincerely to customers and establishes and implements clear methods of reducing risk at all stages in the food chain. In this way, we provide products that are safe, reassuring, and satisfying.

Creating New Value through R&D
We lead and have superiority in two fields. These are health and nutrition research on lactobacilli—indispensable for yogurt and cheese—and on cacao beans, which are essential for chocolate production. We are advancing basic research on how lactobacilli affect health and using our findings to create high-value-added differentiated products. Our research on the health benefits of cacao polyphenols is also progressing well.

As Food and Health professionals, we will contribute to the healthy diets of customers of all ages.

Infants
- Milk / Beverages / Yogurt
- Infant nutrition

Children
- Milk / Beverages / Yogurt
- Prepared foods
- Frozen dessert products / Prepared foods
- Sports nutrition / Active nutrition / OTC

Adults
- Milk / Beverages / Yogurt
- Confectionery

Elderly People
- Milk / Beverages
- Processed dairy foods / Frozen dairy products

Infants

Children

Adults

Elderly People

Milk and Beverages
Meiji Oshii Gyunyu achieves the deliciousness of freshly drawn raw milk thanks to a unique Natural Taste Manufacturing Process. In addition, we develop and market a beverage that provides milk protein in a tasty, convenient form, SAVAS MILK PROTEIN, as well as beverages catering to customers’ increasingly broad range of personal preferences.

Yogurt
We market mainstream yogurt Meiji Bulgaria Yogurt, which has been bringing tastiness and health to diets in Japan since its launch in 1973, and products that deliver new health value, including Meiji Probio Yogurt LG21, Meiji Probio Yogurt R-1, and Meiji Probio Yogurt PA-3.

Home Delivery Service
Meiji develops and markets products especially for its home delivery service so that customers can drink tasty milk and dairy products conveniently every day. We have the largest share of the milk home delivery market. We provide high-value-added products that help customers lead healthy day-to-day lives. For example, each container of Meiji Milk de Claire provides customers with their calcium and iron requirements for one day.
Processed Dairy Foods
Meiji markets cheese, butter, and margarine. Under the Meiji Hokkaido Tokachi brand, we offer a range of cheeses that includes Meiji Hokkaido Tokachi Smart Cheese and Meiji Hokkaido Tokachi Camembert Cheese. Also, we are expanding our range of tasty, reassuring margarines by creating products that do not include partially hydrogenated oils, which cause trans fatty acids.

Frozen Dessert Products
Centered on mainstay ice cream in a cup Meiji Essel Super Cup, Meiji offers frozen desserts with wide-ranging appeal and popularity that spans the generations. Also, we are concentrating efforts on developing frozen dessert products with new value. New offerings include Meiji Essel Super Cup Sweet’s, featuring superior quality and classic dessert elements.

Prepared Foods
We boast a broad array of differentiated products that enrich customers’ diets. These include foods such as retort-pouch food Ginza Curry and the Meiji Daily Rich chilled processed food series, comprising easy-to-prepare dishes with authentic taste. In frozen food, we offer risottos and gratins that enhances the tastiness of cheese or milk. Products in this category include Meiji Ebi Gratin Sankoiri and Y unosu Cheese no Noko Risotto.

Products for Professional Use
Companies in the food service industry, processed food manufacturers, and a wide range of other clients use and favor our milk products, such as cream, cheese, margarine, and ice cream as well as our cocoa ingredients, including solid chocolate and cocoa powder.

Chocolate
We market the high-cacao-polyphenol-content product Chocolate Kouka, which caters to customers’ increasing health consciousness. Meiji also offers Meiji The Chocolate, which includes the “bean-to-bar” concept. We are driving expansion of the chocolate market.
We market a wide range of chocolate brands. Offerings include the long-seller brand Meiji Milk Chocolate, which has been on the market for more than 90 years, the mainstays Almond Chocolate and Macadamia Chocolate, the fun and tasty Kinoko no Yama and Takenoko no Sato, the winter-only product Meltykiss, the marvelously textured Galle, and the sweet, whimsical Cote Chocolate varieties Apollo, Marble Chocolate, CHOCO BABY.

Gummy Products
To cater to customers’ many different needs, we have developed many gummy product brands and have the leading share of the gummy product market. Our lineup comprises such products as Kaju Gummy, which is promoted under the catchphrase “Let’s eat fruit” and is the brand with the largest share of the gummy product market; Poifull, which can be readily popped in the mouth and eaten anywhere; and Cola up, which has a distinctive hard texture.
Nutrition

We will utilize our accumulated expertise to offer a variety of products and support the health and wellness of customers of all ages from infants to the elderly.

Sports Nutrition

Meiji’s brands in this category, SAVAS and VAAM, have built a solid reputation among a broad spectrum of customers, from top athletes seeking better performance through to ordinary people who exercise to maintain their health and appearance. Also, we provide information to support the exercise and nutrition aspects of athletes’ health in various ways through seminars and our website.

Infant Nutrition

Through our products, we provide nutrition that helps infants develop healthily. Our lineup comprises such products as Meiji Hohomaru Raku Raku Milk, a liquid milk for infants that can be drunk as is, without the need for milk preparation, and which can also be stored for disaster relief. Other products include the world’s first infant formulas in tablet form—Meiji Hohomaru Raku Raku Cube and Meiji Tip Raku Raku Cube—which make milk preparation easy. And we so offer reliable support to mothers and families caring for children.

Active Nutrition

We develop and market the leading brand in the market for ingestible collagen, Amino Collagen. The fruit of many years of research on collagen and a focus on the benefits customers feel, this product supports women wishing to beautify from the inside. Also, we develop and market Sokkou Genki Jelly, a tasty, convenient product that contributes to beauty, health, and vitality.

Nutrition for Use in Hospital and at Home (Enteral Formula)

Demand in the market for enteral formula and nutritional products is expected to grow as Japan becomes a “super-aged” society. Our enteral formula has a clinical basis of more than 30 years. Today, the Meiji Mei Balance series is widely available. We provide these products to the general public as well as to medical and nursing care facilities.

In Japan, our two state-of-the-art plants for enteral formula production realize advanced quality control and a wide variety of production.

OTC

We develop and market the OTC drug Meiji Ugaigusuri, which has become a much-loved product thanks to more than 50 years of research and promotion activities. By conducting gargling and hand-washing classes and disseminating information about the disinfectant properties of the product’s active component, we entrain a gargling culture and cater to customers’ throat disinfectant needs.

International

We deliver Food and Health worldwide, with a focus on China, other parts of Asia, and the United States. We continue with efforts so that Meiji can become a brand customers around the world love and trust.

China

Technology and expertise fostered in Japan and high-quality products are earning Meiji a favorable reputation locally. In Shanghai, we produce and market chocolate confectioneries, and we are expanding and improving product lineups. In Suzhou, Meiji produces chilled milk, Meiji Bulgaria Yogurt, and other dairy products, mainly for sale in the Shanghai area. As well as producing chocolate confectioneries, our operations in Guangzhou produce and sell ice cream, which has become a favorite with many customers.

The United States

Established in 2011, Meiji America Inc. has been expanding the Meiji brand business mainly through chocolate confectioneries. We began local production of Hello Panda in 2015 and Yan Yan in 2016. Its subsidiary D.F. Stauffer Biscuit Co., Inc., which has been in business for more than 140 years, produces and markets crackers, biscuits, and other products catering to a wide variety of customer needs.

Asia

We have been developing operations in Asia for more than 40 years, and we have established our presence in a range of regions. In Singapore and Indonesia, we mainly produce and sell chocolate confectioneries, which we also export worldwide. In Thailand, joint venture CP(Meiji) Co., Ltd., produces and sells dairy products, primarily chilled milk and Meiji Bulgaria Yogurt. In Taiwan, Pakistan, and Vietnam, we market infant formula. Produced using leading-edge technology, our high-quality infant formula has won customers’ trust.

17 bases
The Meiji Group’s Approach to CSR

The Meiji Group’s goal is to achieve a sustainable society for people to live healthy, peaceful lives.

We set up three themes: Healthier Lives, Caring for the Earth and A Richer Society. We established specific areas of activities under each theme.

Based on this framework, shown in the figure, we promote CSR activities that are developed in the Meiji way. As Food and Health professionals, we will contribute to addressing social issues through our business activities.

Operating Bases and Group Companies

### Japan
- **Head Office**
- **Meiji Innovation Center (Research Laboratories)**
- **Sales Headquarters**
- **Plants**
  - Sapporo / Asahikawa / Wakkanai
  - Karuizawa / Tokai / Aichi / Kyoto / Osaka / Kansai / Nishinomiya

### Worldwide Locations
- **Group Companies**
  - Meiji (China) Investment Company Limited
  - Meiji Dairies Corporation
  - Meiji Seika Co., Ltd.
- **Group Companies (Production)**
  - Meiji Keno Ham Co., Ltd. / Asahi Broker Co., Ltd. / Nihon Kasanumi, Co., Ltd. / Meiji Rice Delica Corporation / Chiba Meiji Milk Products Co., Ltd. / Meiji Chewing Gum Co., Ltd. / Meiji Sanyo Co., Ltd. / Tsukui Nuts Co., Ltd. / Zao Shokuhin Kaisha, Ltd. / Dora Shokuhin Co., Ltd. / Okayama Shokuhin Co., Ltd. / Tochigi Meiji Milk Products Co., Ltd. / Kanto Seiraku Co., Ltd. / Tsukui Meiji Co., Ltd. / Hamper Foods Incorporation / Meiji Feed Co., Ltd. / Meiji Oils and Fats Co., Ltd.
- **Logistics**
  - Meiji LogisTech Co., Ltd. / KCS Co., Ltd. / Fresh LogisTech Co., Ltd. / Three S and L Co., Ltd.
- **Sales**
  - Meiji Fresh Network Co., Ltd. / Meiji Food Mater Co., Ltd. / Shikoku Meiji Milk Products Co., Ltd. / Okinawa Meiji Milk Products Co., Ltd.
- **Others**
  - Nito Co., Ltd. / Meiji Nice Day Co., Ltd. / Meiji Techno-Service Co. Inc.

### The Group History

1916
- Meiji Dairies launches the enteral formula
- Tokyo Confectionery Co., Ltd. (Tokyo Confectionery), the predecessor of Meiji Seika, is established.

1917
- Meiji Dairies begins manufacture and sale of milk and dairy products.
  - Tokyo Confectionery begins sale of candies, biscuits, and other products at its Okubo Plant.
  - Kyokuto Condensed Milk, the predecessor of Meiji Dairies, is established.

1921
- Tokyo Confectionery launches the condensed milk named Meiji Milk.

1922
- Tokyo Confectionery begins export of confectioneries and dairy products.

1924
- Tokyo Confectionery changes its name to Meiji Seika Kaisha, Ltd. (Meiji Seika).

1926
- The Kawasaki Plant opens.

1928
- Meiji Seika launches Milk Chocolate.

1932
- Meiji Seika begins full-scale manufacture of Meiji Butter and Meiji Cheese.

1939
- Kyokuto Condensed Milk changes its name to Meiji Dairies Corporation (Meiji Dairies).

1940
- Meiji Dairies launches the enteral formula.

1951
- Meiji Dairies launches Soft Cut Meiji Infant Formula.

1961
- Meiji Seika launches Marble Chocolate.

1962
- Meiji Seika launches Almond Chocolate.

1965
- Meiji Dairies launches the fermented milk drink combining living lactobacillus and vitamin C named Meiji Pagan C.

1966
- Meiji Dairies launches the chocolate snack that features creamy chocolate inside a cookie named Hello Panda.

1974
- Meiji Seika launches the high cocoa content chocolate named Chocolate Koku.

1979
- Meiji Seika launches stick chocolate named Pan.

2000
- Meiji Dairies launches Meiji Probi Yogurt.

2002
- Meiji Seika launches Amino Collagen.

2007
- Meiji Dairies launches the world’s first infant formula in cube form named Meiji Nohasen Raku Raku Cube.

2008
- Meiji Dairies launches the fresh cream for professional use named Fresh Cream Anise.

2009
- Meiji Seika and Meiji Dairies establish Meiji Holdings Co., Ltd. (Meiji Holdings), a joint holding company, and integrate the management.

2011
- Meiji Dairies launches the world’s first infant formula in cube form named Meiji Nohasen Raku Raku Cube.

2019
- Meiji Seika and Meiji Dairies establish Meiji Holdings Co., Ltd. (Meiji Holdings), a joint holding company, and integrate the management.

2020
- Meiji Seika launches Meiji The Chocolate.

2021
- Meiji Dairies launches Meiji Probi Yogurt RA-3.

2016
- The Meiji Group celebrates its 100th anniversary.

2017
- Meiji Dairies launches the world’s first infant formula in cube form named Meiji Nohasen Raku Raku Cube.

Corporate Data

<table>
<thead>
<tr>
<th>Trade Name</th>
<th>Meiji Co., Ltd.</th>
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<tbody>
<tr>
<td><strong>Main Businesses</strong></td>
<td>Manufacturing and sale of milk and dairy products, confectioneries, and other foods</td>
</tr>
<tr>
<td><strong>President and Representative Director</strong></td>
<td>Katsumori Matsuda</td>
</tr>
<tr>
<td><strong>Established</strong></td>
<td>December 21, 1917</td>
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<tr>
<td><strong>Number of Employees</strong></td>
<td>10,815</td>
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<td><strong>Number of Meiji Group Employees</strong></td>
<td>3,005 (As of March 31, 2019)</td>
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[Reference] Meiji Group Annual Sales ¥1,254.380 billion (fiscal year ended March 2019)