



February 13, 2012

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

Notice Concerning Revisions to Financial Forecasts for the Fiscal Year ending March 31, 2012

Based on the recent earnings trend, Meiji Holdings Co., Ltd. today announced that it has revised its full-year earnings forecasts for the fiscal year ending March 31, 2012, announced on November 10, 2011, as described below.

Description

- Revised earnings forecasts for the fiscal year ending March 31, 2012 (April 1, 2011 to March 31, 2012)

| | Net sales | Operating income | Ordinary income | Net income | Net income per share |
|--|-----------------|------------------|-----------------|-----------------|----------------------|
| | millions of yen | millions of yen | millions of yen | millions of yen | yen |
| Previous forecast (A) | 1,116,000 | 21,000 | 22,000 | 10,000 | 135.74 |
| Revised forecast (B) | 1,105,000 | 18,000 | 19,000 | 6,500 | 88.23 |
| Change (B-A) | -11,000 | -3,000 | -3,000 | -3,500 | |
| Change (%) | -1.0 | -14.3 | -13.6 | -35.0 | |
| [For reference] Result for FYE 2011/3 | 1,111,000 | 29,959 | 30,451 | 9,552 | 129.63 |

Reasons for the Revisions

Revisions were made to reduce sales and income, taking into consideration recent business trends and damage caused by the voluntary replacement of “Meiji Step” powdered milk last December. The net income for the current fiscal year include a forecast concerning extraordinary losses that may be caused by disposal of inventory assets and disposal and retirement of fixed assets.

*The forecasts described in this document are based on information available at the time of the release of this report and reasonable assumptions made by the Company. Actual results could differ materially from forecasts due to various factors.