



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.