

November 5, 2014

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 Concerning Revisions to Financial Forecasts for the Fiscal Year ending March 31, 2015

Meiji Holdings Co., Ltd. today announced that it has revised its earnings forecasts for the fiscal year ending March 31, 2015, announced on May 13, 2014, as described below.

Description

1. First six months of FYE March 2015 ended September 30, 2014 (April 1, 2014 to September 30, 2014)

	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 forecasts (A)	555,000	14,400	14,600	7,600	103.22
Revised forecasts (B)	559,200	18,900	19,600	12,500	169.77
Change (B-A)	4,200	4,500	5,000	4,900	
Percentage of change	0.8	31.3	34.2	64.5	
(Reference) Actual results for the first six months of the fiscal year ended March 31, 2014	562,957	15,896	17,904	9,790	132.92

2. FYE March 2015 (April 1, 2014 to March 31, 2015)

	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 forecasts (A)	1,140,000	37,500	37,500	21,500	292.00
Revised forecasts (B)	1,141,000	41,500	42,500	26,500	359.92
Change (B-A)	1,000	4,000	5,000	5,000	
Percentage of change	0.1	10.7	13.3	23.3	
(Reference) Actual results for the fiscal year ended March 31, 2014	1,148,076	36,496	39,089	19,060	258.79

3. Reasons for revisions

For consolidated financial results for the first six months of FYE March 2015 ended September 30, 2014, operating income, ordinary income, and net income are projected to outperform previously announced forecast figures. This is due to increased revenue from Probiotics Yogurt and chocolate, cost reduction initiatives, and gain on sale of property, plants and equipment, among other factors.

Regarding the full-year consolidated financial forecasts, we will revise previously announced forecast figures based on financial results from the first six months of FYE March 2015 ended September 30, 2014 and projections for financial results during the second half of the fiscal year.

* Financial forecasts indicated in these materials are based on information currently available to the company and certain assumptions deemed to be reasonable. Actual financial results may change significantly due to various factors.