



September 14, 2010

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 of Formulation of “Meiji Group 2020 Vision”

Meiji Holdings Co., Ltd. (the “Company”) and its subsidiaries (collectively, the “Meiji Group”) hereby notify that the “Meiji Group 2020 Vision,” a long-term management policy towards the year 2020 (the “2020 Vision”) has been formulated. The outline of the 2020 Vision is as follows:

1. Purpose of Formulation of the “2020 Vision”

Since the management integration in April 2009, the Meiji Group has aimed to become a corporate group that brightens customers’ daily lives in line with the Group Philosophy, symbolized by the key words, “Tastiness and Enjoyment” and “Health and Reassurance.” It also has proactively advanced its businesses in a broad range of fields with the aims of enhancing the value of the new “meiji” brand, strengthening its existing businesses and expediting integration synergies.

Meanwhile, changes in the business environment have been rapid and diversified, marked by a shrinking domestic population, an aging society with a declining birthrate, accelerating globalization, and the growing emerging economies.

Under such circumstances, the Meiji Group must seize business opportunities by taking advantage of the changes to strengthen and expand its domestic businesses, and to develop into a corporate group which boasts its presence in overseas markets. To do this, we believe the following measures are required:

- (1) Clearly indicate the vision for the direction that the Meiji Group should take; leverage the Meiji Group’s strengths to the full extent, in line with business plans based on this vision; and proactively allocate management resources to growing business areas;

(2) Accelerate the integration of the strengths of Meiji Seika Kaisha, Ltd. (“Meiji Seika”) and Meiji Dairies Corporation (“Meiji Dairies”), not only to reinforce existing businesses but also to build a management structure capable of creating new value in a speedy and dynamic manner.

Accordingly, we have formulated the “2020 Vision” for the purpose of presenting the Meiji Group’s goals for 2020.

2. Outline of the “2020 Vision”

(1) Definition of the 2020 Vision

The “2020 Vision” has been formulated based on the Group Philosophy, and it presents the direction that the Meiji Group should take over the next ten years.

(2) Concept

< The Meiji Group of the Future >

The Meiji Group aims to become a corporate group that brightens customers' daily lives by providing customers of all ages, from infants to the elderly, with foods that offer tastiness and enjoyment, as well as products that contribute to customers’ physical and emotional well-being.

<Key words in brightening customers’ daily lives>

With the aim of brightening customers’ daily lives, three key words, *kodomo sukoyaka*, *otona hatsuratsu* and *minna wakuwaku*, were specified in the 2020 Vision from the customers’ perspective, and all members within the Meiji Group will work together to develop business with these words in mind.

These key words represent the following beliefs:

Kodomo Sukoyaka

Treasure children!

We want to see children’s smiling faces.

Otona Hatsuratsu

Invigorate people!

We want to invigorate our customers through the tastiness and enjoyment of food.

We want to become indispensable to our customers’ physical and emotional well-being.

Minna Wakuwaku

Create excitement for all!

We want to create excitement for customers of all ages.

(3) Goals

Our goals for fiscal 2020 are net sales of 1.5 trillion yen and an operating income ratio of 5% or higher.

3. Corporate Reorganization of the Meiji Group to Achieve the “2020 Vision”

As an initial step towards the achievement of the “2020 Vision,” the Board of Directors, at the meeting held today, has resolved to adopt a new group structure under a basic policy of implementing a corporate reorganization of the Meiji Group, by way of a company split between the subsidiaries of the Company, creating a food company and a pharmaceutical company under Meiji Holdings Co., Ltd. (Please refer to “Notice of Corporate Reorganization of the Meiji Group (Company Split between the Subsidiaries of Meiji Holdings Co., Ltd.),” released on September 14, 2010.)

The goals for each company are as follows:

(1) Food Company (Meiji Co., Ltd.: The change in the company name from Meiji Dairies Corporation is scheduled for April 1, 2011.)

The new company aims to become a “company that brightens customers’ daily lives.”

Creating business units based on business domains, the new company will generate synergies within and among the business units. The greatest advantage of the new company is that it will be able to provide customers of all ages with a wide range of products, including infant formula, confectionaries, milk, dairy products, functional foods, foods for the elderly, and enteral formula.

As a leading company in the confectionary and dairy industries, the new company will continue to enhance its presence. At the same time, by taking full advantage of the comprehensive strength derived from the position of the food company of the Meiji Group, the new company will brighten customers' daily lives through the provision of the tastiness and enjoyment of food, as well as products which contribute to their physical and emotional well-being.

(2) Pharmaceutical Company (Meiji Seika Pharma Co., Ltd.: The change in the company name from Meiji Seika Kaisha, Ltd. is scheduled for April 1, 2011.)

In order to protect people's health and lives, the new company will focus on three main fields (anti-infective drugs, drugs for central nervous system disorders, and generic drugs), aiming to become one of Japan's leading companies in these fields. Also, it will contribute to society and gain the trust of people as a "Specialty and Generic Pharmaceuticals Company" that has the ability to expand business internationally.

In addition, through the agricultural chemical and veterinary drug businesses, the new company will contribute to the stable supply of safe and secure agricultural, livestock, and marine products that can support people's lives worldwide, and also improve productivity of all three.