



To Our Shareholders,

May 17, 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

Meiji Co., Ltd. Announces Construction of New Plant for Enteral formula

In order to expand production capacity for the manufacture of enteral formula, Meiji Holdings' subsidiary, Meiji Co., Ltd. plans to begin construction of a new plant. Details of the new facility are provided below.

Description

1. The market for enteral formula and Meiji's enteral formula business

The number of elderly people in Japan is rising, along with the number of those receiving nursing care, and the perceived importance of carefully managed dietary regimens. These trends have caused demand for enteral formula to grow at an ongoing rate of over 10% per annum. In fiscal 2010 the market for these products was worth roughly ¥70.0 billion, and as Japan's population continues to age, this is expected to increase to around ¥100 billion by 2020.

Meiji Co., Ltd. has identified enteral formula as a key growth market, and has developed a broad range of products to target the market, including the "Mei Balance" brand of generalized nutritional enteral formula, as well as items like "Inslow" and "Renalen". In 2008 the company built Gunma Nutraceuticals Plant, with the aim of improving and expanding its product lineup considerably. In 2009, sales of these products exceeded ¥16.0 billion and the figure has been rising further since that time. The company has been marketing these products to current hospitals, health care and nursing facilities, but in 2009 it also began selling them through drugstores and other retail channels.

2. Construction of a new plant

As part of the Meiji Group's long-term management policy – "2020 Vision" – Meiji Co., Ltd. intends to expand this business even further. The company intends to build on the foundation of its existing nutritional foods by developing new products that place importance not only the nutritional value, but also good taste and quality. In addition, Meiji Co., Ltd. will seek to expand sales routes and establish itself as the leader in this market segment.

In order to accomplish these objectives, the company will need to expand its production capacity. Therefore, it plans to build a new plant in Kaizuka City, in Osaka Prefecture (the new facility will be built at the same site as the existing Kansai Plant).

The new plant will incorporate all of Meiji's existing technological skill and knowhow, to ensure the safety and high quality of all products, as well as high productivity and efficiency, with a smaller workforce. The new facility will also include ample space for further expansion in the future.

3. Plant specifications

1) Building site for the new plant:

16 Nishikiminami-machi, Kaizuka City, Osaka

(Currently the location of Meiji's Kansai Plant and Kansai Ice Cream Production Facility)

2) Building site dimensions

Around 14,500 m²

3) Production capacity

36,000 kilolitres/year

4) Construction cost

Around ¥9.0 billion

5) Construction schedule

Due to commence in December 2012

Completion date: August 2014 (production to commence soon thereafter)