

November 19, 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 Construction of New Aichi Plant of Meiji Co., Ltd.

In order to increase production capacity of yogurt and drinking milk, Meiji Holdings' subsidiary, Meiji Co., Ltd. plans to begin construction of a new plant. Details of the new facility are provided below.

Description

1. Details on construction of the new plant

Since the management integration in April 2009, the Meiji Group has proactively advanced its businesses in a broad range of fields as a corporate group that contributes to enrich the lifestyles of customers, based on the Group Philosophy which is symbolized by the key words, “Tastiness and Enjoyment” and “Health and Reassurance.”

In April 2012 the Group launched TAKE OFF 14, a three year medium-term management plan which is based on the 2020 Vision, the Group's long-term vision, and has since been striving to achieve higher profitability and make strategic investments for future growth.

Meiji Co., Ltd. has been striving to strengthen its fresh dairy business operations by expansion of its mainstay product brands, including “Meiji Oishii Gyunyu,” “Meiji Bulgaria Yogurt,” and “Meiji Probio Yogurt LG21.” At the same time, the company has been undertaking initiatives such as launching products for home delivery, and milk beverages.

During the current medium-term plan the company is aiming to proactively expand its business, by focusing on the company's strength - probiotic yogurt products that are known for their originality and superiority.

In line with those objectives, the company has decided to build a new plant in Inazawa City, Aichi Prefecture, as part of the measures to strengthen the fresh dairy business.

The new plant will be a key fresh dairy plant in the Tokai region, producing such as milk, yogurt, milk beverages and products for home delivery. The manufacturing facility will have an effective arrangement of high-capacity and compact manufacturing equipment, aimed at increasing productivity and production capacity. We will aim for new standards of manufacturing by producing high-quality and safe products, while also increasing the business's competitiveness.

We plan to cease production at the existing Aichi Plant due to operation of the new plant.

2. Overview of the new plant

Planned building site for the new plant: Heiwa-cho, Inazawa City, Aichi Prefecture

Total site area: Approx. 27,800 m²

Products to be manufactured: Milk, yogurt, milk beverages, products for home delivery, etc.

Production capacity: Approx. 113,000 kL/year

* The production capacity will be 1.5 times higher than the current Aichi Plant.

Investment amount (total of building and equipment): 11.5 billion yen

3. New plant concept

- (1) Aim for new standards of manufacturing, and provide high-quality products that are safe and reassuring, with high originality and customer value.
- (2) Conserve all resources, including raw materials, water, energy and equipment, and thoroughly eliminate wastage.
- (3) Increase productivity and production capacity, while flexibly responding to various market demands.
- (4) Accept plant tours, and continue to be a familiar presence with close community ties.

4. Construction schedule

April 2013: Scheduled start of construction of the new plant

September 2014 onwards: Scheduled gradual start of manufacturing at the new plant

End of December 2014: Stop manufacturing at the existing Aichi Plant