



March 14, 2013

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 Investments in Improvement of Yogurt Production System of Meiji Co., Ltd.**

Meiji Holding Co., Ltd. announces that our subsidiary Meiji Co., Ltd. (“Meiji”) is expanding its production line at the Moriya Plant to boost yogurt production capacity.

#### Description

Starting April 2012, the Meiji Group initiated “TAKE OFF 14,” a 3-year medium-term business plan based on the Group’s long-term vision, “Meiji Group 2020 Vision.” We are concentrating on higher profitability and strategic investments for future growth.

We are actively expanding our yogurt business focusing on the probiotic yogurt products, “Meiji Yogurt R-1” and “Meiji Probio Yogurt LG21,” and “Meiji Bulgaria” series, while increasing our production capacity.

Last year, “Meiji Yogurt R-1” won wide recognition in Japan and its sales increased dramatically, and the sales of other yogurt products also increased steadily. In this fiscal year, the sales of overall yogurt products are expected to be much higher than those anticipated in the original plan.

Meiji is working very hard to create new value. We started joint research about health and longevity with the Pasteur Institute in France using our yogurt product, “Meiji Bulgaria Yogurt LB81 Plain.” We, as the top maker of yogurt products, would like to continuously enhance value of yogurt.

Meiji is now expanding the yogurt production line at the Moriya Plant (our production base in the Kanto region) and is building a solid business foundation.

The key points of investments in the Moriya Plant are as follows.

#### ■ Outline of investments in the Moriya Plant

##### 1. Content of investment

Expand production line for plain yogurt and small-sized cup yogurt

##### 2. Investment amount

Approximately 4 billion yen

##### 3. Production capacity

After the investments, the yogurt production capacity of the Moriya Plant is expected to approximately double (in terms of liquid volume)

##### 4. Timing for start of production

Plan to phase in production sequentially, starting in December 2013