



July 11, 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 the Consolidation of Tokai Area Distribution Centers by Meiji Co., Ltd.

Meiji Holding Co., Ltd. announces that Meiji Co., Ltd. (hereinafter “Meiji”) will consolidate distribution centers to strengthen distribution functions in the Tokai area and to reduce overall costs. Meiji will consolidate the five distribution centers located in the cities of Inazawa and Komaki in Aichi Prefecture into a facility to be located on the grounds of a new plant in Aichi Prefecture, for which construction is scheduled to be completed in July of next year.

In accordance with “TAKE OFF 14,” our three-year medium-term management plan initiated in April 2012, Meiji is implementing higher profitability and strategic investments for future growth. We are maximizing distribution efficiency in each area as part of our emphasis on achieving synergy through management integration.

Our current distribution system in the Tokai area includes five distribution centers: two sites that specifically handle drinking milk, yogurt, and other chilled products, one site for confectionary products, vacuum-packed foods, and other room temperature products, and two sites that handle both types of products. The grounds of our new Aichi plant, which will manufacture drinking milk, yogurt, and other dairy products, will include a dedicated storage facility for chilled products as well as dedicated storage for room temperature products. The current five-site distribution system will be consolidated into this new facility. Meiji will oversee the construction and management of the dedicated storage facility for chilled products while Meiji Logitech Co., Ltd., a Meiji’s subsidiary that conducts transport operations, will oversee the construction and management of the dedicated storage facility for room temperature products.

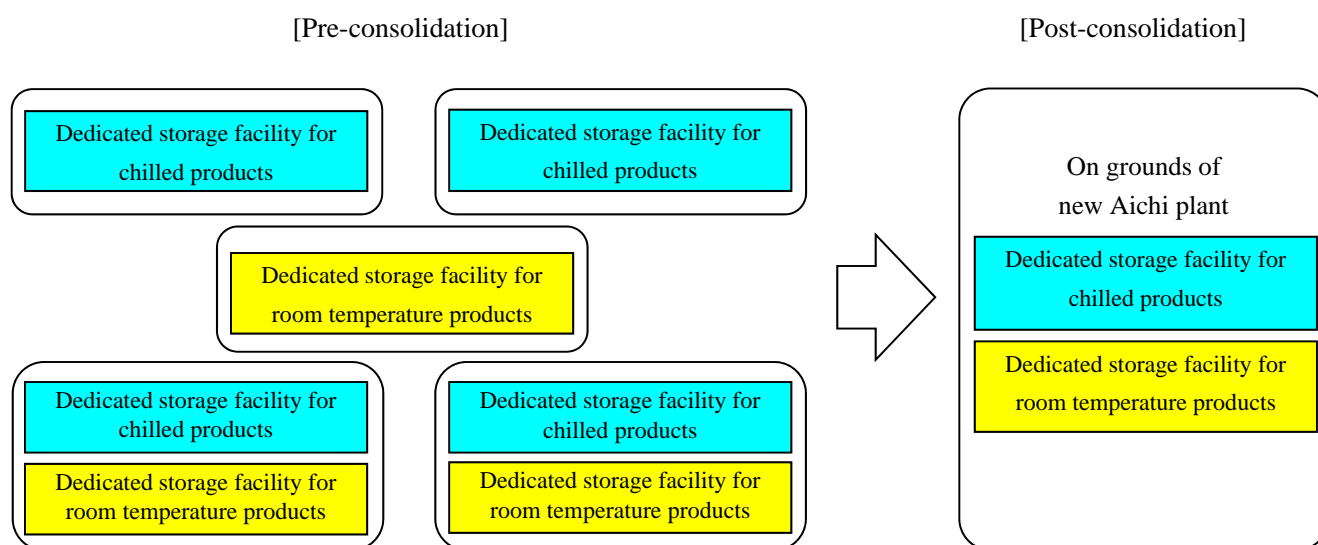
This consolidation will increase distribution efficiency for temperature segments, promote the dual shipment of chilled and room temperature products, as well as help improve vehicle turnover and load ratios.

Meiji will continue to consolidate distribution centers in each area to achieve distribution cost reductions and enhanced functionality.

Details concerning distribution center consolidation for the Tokai area are as follows.

Description

1. Chart of distribution center consolidation for the Tokai area



*Five distribution site system will be reorganized and consolidated into a single site.

2. Details of dedicated storage facility for chilled products

- (1) Investment amount
JPY 1.2 billion
- (2) Schedule up to operation
September 2013 – Start construction
July 2014 – Construction completed
- (3) Total floor area
5,950m²

3. Details of dedicated storage facility for room temperature products

- (1) Investment amount
JPY 1.4 billion
- (2) Schedule up to operation
September 2013 – Start construction
May 2014 – Construction completed
- (3) Total floor area
8,364m²

4. Reduction in distribution costs through this investment

Approximately JPY 300 million per year