



November 15, 2013

Name of Company: Meiji Holdings Co., Ltd.
Name of Representative: Shigetaro Asano, President and Representative Director
Code Number: 2269, 1st Section, Tokyo Stock Exchange

Notice Concerning Start Chilled Milk and Yogurt Product Sales in China

Meiji Holdings, Co., Ltd. announces that the Meiji Co., Ltd. (President and Representative Director: Kazuo Kawamura, hereinafter “Meiji”) 100% subsidiary Meiji Dairies (Suzhou) Co., Ltd. has begun production of chilled milk and yogurt products for the China market. Furthermore, beginning from December 1, 2013, Meiji’s 100% subsidiary Meiji-Dairy Trading Shanghai Co., Ltd., will begin sales targeting Eastern China.

The Meiji Group is expanding business operations with a focus on "higher profitability and strategic investments for future growth," a priority theme of "TAKE OFF 14," our Medium-Term Business Plan for fiscal years 2012-2014. We have positioned China, the Asian region, and the United States as three key areas where we will work to foster our international business.

Recent years have seen changes in lifestyle and tastes, as well as increased health awareness among consumers, lead to growth in the milk and yogurt market in China. This also has led to the diversification of consumer needs in terms of product quality and flavors. In 2011, Meiji established Meiji Dairies (Suzhou) Co., Ltd. and has progressed with preparations to bring our dairy products to the Chinese market. Meiji will apply the manufacturing technology and know-how toward the manufacture and sale of high-quality, safe, and delicious chilled milk and yogurt products in China.

Meiji will offer six products. Meiji Chun-Yi Fresh Milk, a chilled milk made using high-quality raw milk, will be available in three sizes: 950ml / 450ml / 200ml (from December 1). Meiji Bulgaria Yogurt, our yogurt made using lactobacillus from Bulgaria, will be offered in two flavors and three sizes: Sweetened, available in 100g and 100g x 4 packs (from December 1) and Plain, available in 400g packs (from December 8). We will aim to achieve net sales of 2 billion yen three years later in fiscal 2016.

The Meiji Group will continue our pursuit of healthy and delicious products that offer new value and help invigorate the chilled milk and yogurt market in China as we continue to contribute to the healthy and enriched lifestyles of our customers in China.

□ Meiji Dairies (Suzhou) Co., LTD. Overview

- Company name: Meiji Dairies (Suzhou) Co., Ltd.
- Established: March 28, 2011
- Common stock: USD 44,560,000 *100% subsidiary of Meiji Co., Ltd.
- Plant location : Suzhou New District, Jiangsu, China
- Plant land surface area: 35,000m²



□ Product Lineup



(1) Meiji Chun-Yi Fresh Milk 950ml -
Estimated retail price: 19 to 25 yuan



(2) Meiji Chun-Yi Fresh Milk 450ml -
Estimated retail price: 10 to 13 yuan



(3) Meiji Chun-Yi Fresh Milk 200ml -
Estimated retail price: 5.5 to 6.6 yuan



(4) Meiji Bulgaria Yogurt - Sweetened 100g
- Estimated retail price: 5 to 6.3 yuan



(5) Meiji Bulgaria Yogurt - Sweetened 100g×4 -
Estimated retail price: 19 to 23 yuan



(6) Meiji Bulgaria Yogurt - Plain 400g -
Estimated retail price: 15.5 to 20 yuan

Available from: (1) to (5) Available beginning December 1
(6) Available beginning December 8