



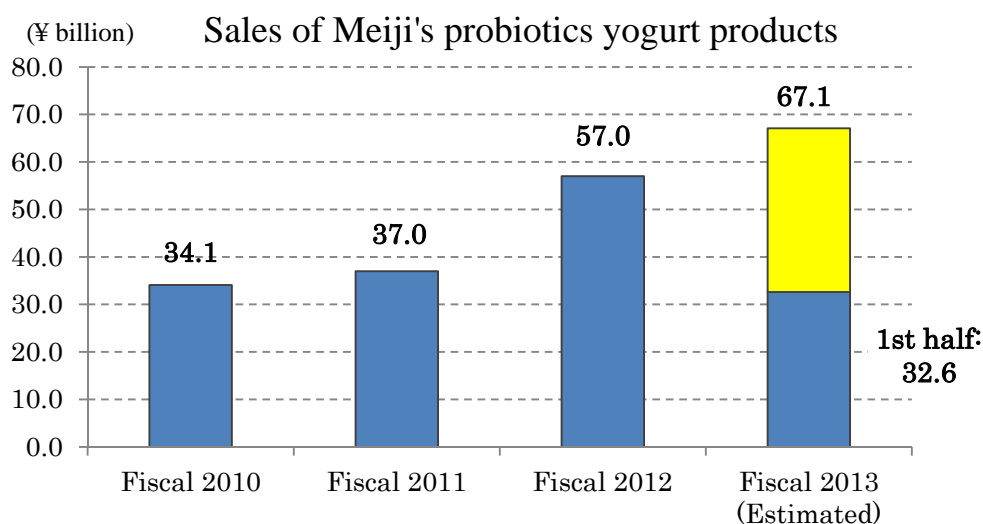
November 18, 2013

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 Increase in Production Capacity for Probiotics Yogurt of Meiji Co., Ltd.

Meiji Holdings Co., Ltd. announces that its business subsidiary Meiji Co., Ltd. (President and Representative Director: Kazuo Kawamura, hereafter “Meiji”) has increased production capacity for its probiotics yogurt drinks (small PET bottle).

The Meiji Group is expanding business operations with a focus on strengthening and expanding existing businesses, fostering growth businesses, and improving profitability, the three core themes outlined in “TAKE OFF 14”, our Medium-Term Business Plan for fiscal years 2012-2014. In particular, we are working aggressively to invest in and expand business related to our probiotics yogurt products, for which we expect to see sustained growth into the future. Our probiotics yogurt products consist of Meiji Probio Yogurt LG21 and Meiji Yogurt R-1. During fiscal 2012, customers grew an awareness of the value of lactobacillus and net sales reached 57 billion yen, a more than 50% increase compared to the previous fiscal year. These sales figures exceeded the target amount of 48 billion yen outlined as target net sales for the final year (fiscal 2014) of our Medium-Term Business Plan. Net sales in fiscal 2013 are also strong and we are forecasting full-year net sales that will outperform fiscal 2012 by a significant margin.



Meiji is working to increase production capacity for our probiotics yogurt products. At the Moriya Plant and the Kyoto Plant, the current production sites for our mainstay probiotics drinks, we have added a new production line at each facility and will begin operation of these new lines starting next month. These upgrades will increase current production capacity by more than 30% by the end of January 2014.

Meiji will continue to enhance the production system for our probiotics yogurt products as we work toward business expansion. Details are as follows.

Description

■ Moriya Plant facility upgrade overview

1. Investment details: Added one new production line for probiotics yogurt drinks
2. Investment amount: JPY 2.7 billion
3. Schedule: Starting production late December 2013

■ Kyoto Plant facility upgrade overview

1. Investment details: Added one new production line for probiotics yogurt drinks
2. Investment amount: JPY 2.1 billion
3. Schedule: Starting production early December 2013

■ Production capacity

Increasing production capacity after upgrades at Moriya and Kyoto plants will be more than 30% by the end of January 2014, compared to the current capacity (projected).