



January 8, 2015

Meiji Launches New Ice Cream Plant in China – Meiji Ice Cream (Guangzhou) Co., Ltd.

Meiji Holdings Co., Ltd. and its subsidiary Meiji Co., Ltd., below referred to as "Meiji", announce the launch of operations for a new ice cream plant operated by Meiji Ice Cream (Guangzhou) Co., Ltd., below referred to as "Meiji Ice Cream Guangzhou." Meiji Ice Cream Guangzhou is the wholly owned subsidiary of Meiji. Located in Guangzhou, Guangdong Province, China, production at the newly constructed plant is scheduled to launch in early January 2015. Product sales in the South China region are scheduled to begin in late January 2015.

The Meiji ice cream business in China began in 1994 when Meiji partnered with a local corporation to establish a production & sales venture in Guangzhou. As the only Japanese brand operating in China, we relied on the high quality of our products to promote sales in the South China region.

Urbanization and increases in individual income in recent years has led to annual double-digit growth for China's ice cream market. And consumer demand for high-quality, premium products is stronger than ever. Viewing these changes in the market as a prime opportunity, in 2012 we established Meiji Ice Cream Guangzhou. Our goal is to develop and deliver high-quality ice cream that satisfies the tastes of the Chinese consumers.

Able to take advantage of the established brand recognition of Meiji Ice Cream as high-quality ice cream from Japan, Meiji Ice Cream Guangzhou will apply technology and expertise cultivated in Japan to develop a lineup of high value added products for the China market. Specifically, Japanese-inspired products will include an ice cream bar that combines condensed milk, a favorite among local consumers, with Japanese flavors such as sweet red bean and green tea. Other products will include chocolate ice cream, which continues to grow in popularity, and ice cream cups mixed with fruit. The target sales area will be expanded from South China to include East China and North China. The company will aim to achieve net sales of 500 million yuan (approx. ¥10 billion) by 2020.

Through the development of operations in China, the Meiji Group will continue to expand the Meiji brand. We will help Chinese consumers discover a new level of deliciousness and fun in ice cream and contribute to market stimulation.

Meiji Co., Ltd.

Representative: Kazuo Kawamura, President and Representative Director

■ Meiji Ice Cream (Guangzhou) Co., Ltd. Overview

- Company name: MEIJI ICE CREAM (GUANGZHOU) Co., LTD.
- Established: August 6, 2012
- Capital: 263 million yuan *100% capitalization by Meiji Co., Ltd.
- Main office / Plant location: Guangzhou, Guangdong Province, China
- Plant site area: 22,142 m²
- Products: Ice cream bar, ice cream cups, ice cream cones, etc.



MEIJI ICE CREAM (GUANGZHOU) Co., LTD. Plant Exterior

● Product lineup (partial)



Condensed Milk Red Bean
Retail price: 7-8.6 yuan



Chestnut Red Bean
Retail price: 28-32 yuan



Vanilla Cup
Retail price: 9-11 yuan



Milk Vanilla Cone
Retail price: 9-11 yuan



Almond Chocolate Ice Cream Bar
(Planned for spring 2015)
Retail price: 9-11 yuan

*Prices shown are projected sales prices