

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

Notice Concerning Stock Split and Subsequent Partial Revision to Articles of Incorporation, Revisions to Year-End Dividend Forecast, and Partial Change to Shareholder Special Benefits Program

Meiji Holdings today announced that the following resolutions were passed at the Board of Directors Meeting held today concerning a stock split and a subsequent partial revision to Articles of Incorporation, revisions to the year-end dividend forecast, and a partial change to the shareholder special benefits program.

Description

1. Stock split

(1) Purpose of stock split

The purpose of this stock split is, by lowering the per-share investment price of Company stock, to improve stock liquidity, and expand our investor base.

(2) Overview of stock split

i. Stock split method

With September 30, 2015 (Wed.) as the record date, the Company will conduct a two-for-one split of common stock owned by shareholders entered or registered in the final shareholder register for said date.

ii. Increase in shares due to stock split

Total shares issued prior to stock split:	76,341,700 shares
Increase in shares due to stock split:	76,341,700 shares
Total shares issued following stock split:	152,683,400 shares
Total number of authorized shares following stock split:	560,000,000 shares

iii. Schedule for stock split

Publication of record date:	September 14, 2015 (Monday)
Record Date:	September 30, 2015 (Wednesday)
Effectuation date:	October 1, 2015 (Thursday)

(3) Other information

The amount of stated capital will not be changed as a result of this stock split.

2. Subsequent partial revision to Articles of Incorporation

(1) Reason for revision to Articles of Incorporation

In conjunction with this stock split, on October 1, 2015 the total number of authorized shares defined under Article 6 of our Articles of Incorporation will be revised in accordance with Article 184, Paragraph 2 of the Companies Act.

(2) Detail of revision to Articles of Incorporation

The detail of revision is as follow.

(Underlined portion indicates change)

Current Articles of Incorporation	Revised Articles of Incorporation
(Total number of shares authorized to be issued) Article 6 The total number of shares authorized to be issued by the Company shall be <u>280</u> million shares.	(Total number of shares authorized to be issued) Article 6 The total number of shares authorized to be issued by the Company shall be <u>560</u> million shares.

- (3) Effectuation date of revision to Articles of Incorporation
October 1, 2015 (Thursday)

3. Revisions to year-end dividend forecast

In light of this stock split, we are making the following changes to the FYE March 2016 year-end dividend forecast indicated in the Consolidated Financial Results for the FYE March 2015 [Based on Japanese GAAP] released on May 12, 2015.

	Cash Dividends Per Share		
	2Q	Financial year end	Annual
	Yen	Yen	Yen
Previous forecasts (Announced on May 12, 2015)	55.00	55.00	110.00
Revised forecasts	55.00 (*1)	27.50 (*2)	— (*3)
Actual results for the fiscal year ended March 31, 2015	40.00	60.00	100.00

(Notes)

1. Because the effectuation date of this stock split is October 1, 2015, the term-end cash dividend for 2Q/FYE March 2016 applies to stocks prior to this stock split. As such, the term-end cash dividend for 2Q/FYE March 2016 is forecasted as 55 yen per share and thus there is no revision to the previous forecast.
2. The year-end dividend for FYE March 2016 indicates the post-stock split per-share cash dividend amount and there is no substantive change from the previous forecast.
3. The total of the revised forecast comprises the 2Q term-end dividend prior to this stock split and the post-stock split year-end dividend. Since the amount cannot be calculated via simple summation, the amount is not indicated here but there is no substantive change from the previous forecast.

4. Partial change to shareholder special benefits program

(1) Reason for change

Every year around the end of October, we send a Meiji Group product gift set to shareholders entered or registered in the shareholder register as of March 31 of each year.

Following this stock split, a partial change will be made to this shareholder special benefits program.

(2) Detail of change

The detail of the change is as follow.

(Underlined portion indicates change)

Current		Following change	
100 shares or more	Meiji Group product gift set valued at 2,000 yen	100 shares or more	Meiji Group product gift set valued at 2,000 yen
<u>300</u> shares or more	Meiji Group product gift set valued at 3,500 yen	<u>500</u> shares or more	Meiji Group product gift set valued at 3,500 yen
<u>500</u> shares or more	Meiji Group product gift set valued at 5,000 yen	<u>1,000</u> shares or more	Meiji Group product gift set valued at 5,000 yen

(3) Timing of change

The changed program will be applied to shareholders entered or registered in the shareholder register as of March 3, 2016. Shareholder special benefits to shareholders entered or registered in the shareholder register as of March 3, 2015 (planned for shipment at end of October 2015) will be based on the current program.