



March 3, 2016

Name of Company: Meiji Holdings Co., Ltd.

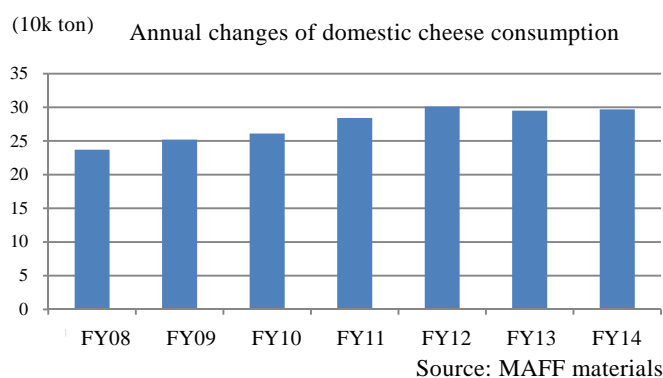
Name of Representative: Masahiko Matsuo, President and Representative Director

Code Number: 2269, 1st Section, Tokyo Stock Exchange

### Notice Concerning Construction of New Wing for Camembert Cheese at Meiji Co., Ltd.

Meiji Holdings Co., Ltd. announces that its subsidiary Meiji Co., Ltd. (President and Representative Director: Kazuo Kawamura, below referred to as “Meiji”) will construct a new wing for camembert cheese production on the grounds of its Tokachi Plant.

The domestic cheese market continues on a growth trend driven by growing demand as a snack for drinking at home and use as a cooking ingredient as well as growing health awareness among consumers. Domestic consumption in fiscal 2014 was approximately 300,000 tons (100.8% compared to previous year).



Consumption of natural cheese\* has been growing significantly in recent years. The consumption of natural cheese during 2014 increased 2.1% compared to the previous year; exceeding the overall growth of cheese consumption.

With sales of the *Meiji Hokkaido Tokachi Camembert Cheese* series performing favorably, Meiji is forecasting that net sales for the cheese segment in fiscal 2015 will reach 33.8 billion yen, a new record high.

Because the growth in the cheese market is expected to continue, Meiji will build a new wing for its mainstay camembert cheese product. After starting production at the new wing, production at the Tokachi Obihiro Plant will be terminated.

Meiji will enhance its production system in response to the expanding cheese market and strengthen its cheese business by focusing on new product development and by proposing new consumption styles.

\* There are natural cheese and processed cheese.

Natural cheese is produced by fermenting milk, lowering the water content, and allowing it to age. The flavor of natural cheese changes with age.

An investment summary is provided below.

Description

1. Investment details

Construction of new wing for camembert cheese production on grounds of Tokachi Plant\*  
(Kita 1 Sen-15-2 Higashimemuro, Memuro-cho, Kasai-gun, Hokkaido)

\* The Tokachi Plant produces natural cheese, cream, and whey powder

2. Investment amount

Approx. 9 billion yen

3. Total floor space of new wing

9,400 m<sup>2</sup>

4. Production capacity of new wing

3,000 tons annually

Currently camembert cheese is produced in Tokachi Obihiro Plant (16 Chome-3 Higashi 6 Jominami, Obihiro-shi, Hokkaido). Production capacity is approx. 1.5 times the Tokachi Obihiro Plant.

5. Start of production

Planned to start in the first half of fiscal 2018

After starting production at the new wing, production at the Tokachi Obihiro Plant will be terminated.

We do not expect this investment to have a material impact on the consolidated financials of Meiji Holdings Co., Ltd. for FYE March 2016.

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