



September 17, 2019

Name of Company: Meiji Holdings Co., Ltd.

Name of Representative: Kazuo Kawamura, President and Representative Director

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

## **Notice of the Establishment of a New Dairy Production and Sales Company in China**

Meiji Holdings Co., Ltd. (President and Representative Director: Kazuo Kawamura) is pleased to announce that on September 17, 2019, group company Meiji Co., Ltd. established Meiji Dairies (Tianjin) Co., Ltd., a China-based company that will produce and sell Meiji's milk and yogurt products, and thus help Meiji Co., Ltd. expand its dairy sales in China. The new company was founded via Meiji China Investment Co., Ltd., a wholly owned subsidiary of Meiji Co., Ltd. that manages the latter's Chinese businesses.

### **1. Purpose of establishment**

Under 2026 Vision, Meiji Group aims to increase its value over the long term. A key component of this vision is to establish a foundation for business growth in overseas markets. The 2020 Medium-Term Business Plan, which provides a roadmap for achieving this goal, identifies China as the most important overseas market.

Meiji Group is developing drinking milk and yogurt, ice cream, and confectionary businesses in China, and these businesses are performing well. The drinking milk and yogurt business in particular has maintained steady growth. This is partly due to increased health-consciousness in China. Another factor is that the Chinese milk market has expanded thanks to the popularity of chilled milk and increased demand for safety.

The new company will enable the group to strengthen its production infrastructure and to continue channeling its technology and expertise into the delivery of safe and tasty dairy products to a wide range of customers, thereby contributing to health and wellbeing. The new company will also help the group achieve 2026 Vision by providing a foundation for business growth in an overseas market.

Disclaimer: This English translation is prepared for the readers' convenience. When there are any discrepancies between original Japanese version and English translation version, the original Japanese version always prevails.

## 2. Overview of new company

Company name	Meiji Dairies (Tianjin) Co., Ltd.
Representative	Tamotsu Matsui, Managing Director
Date established	September 17, 2019
Paid-in capital	620 million yuan
Office location	Tianjin Economic-Technological Development Area
Total space	54,000 m <sup>2</sup>
Main businesses	Sales and production of dairy products
Investment ratio	Meiji China Investment Co., Ltd. 100%
Start of production	Planned to start in the second half of FYE 2023

## 3. Overview of parent company

Company name	Meiji China Investment Co., Ltd.
Representative	Kiyoshi Nakao, Managing Director
Date established	January 8, 2019
Main businesses	Business management, fund management, and enhancement of governance of operating companies in China
Paid-in capital	US\$ 30 million
Office location	Room F2, 17/F, Jiu Shi Fu Xing Building, 918 Huaihai Middle Road, Huangpu District, Shanghai
Investment ratio	Meiji Co., Ltd. 100%

## 4. Outlook

Since Meiji Dairies (Tianjin) Co., Ltd. is scheduled to start production in the second half of FYE March 2023, the impact of this matter for the full-year of FYE March 2020 is expected to be minor.