

Business partnership using the world's only technology to make infant formula in tablets.

**Meiji and Danone enter into a business partnership to produce  
infant formula tablets for the European market**

Meiji Co., Ltd. (President and Representative Director: Katsunari Matsuda) announce that it has entered into a memorandum of understanding regarding a business partnership with Danone's Specialized Nutrition business to manufacture baby formulas in a tablet format for the European market.

By partnering with Danone's Specialized Nutrition business, a leader in the baby formula category, Meiji expects to accelerate its nutrition business overseas with the aim of realizing Meiji Group's 2026 management vision to achieve an overseas sales ratio of 20%.

Also, mainly to drive this partnership, Meiji Food Europe (name TBD) will be established in Europe in June 2020.

**1. Outline of the Business Partnership**

The exclusive business partnership that Meiji and Danone are forming will be limited to the infant formula tablets category and to the European market. Meiji will provide the tablet production technology. These products in this new packaging format will be launched in Europe under brands belonging to Danone. The companies expect to introduce products in Q1 2021 in Europe via a specific sales & distribution channel. Following the completion of this initial market test phase, which is expected to last approximately one year, the partners will then assess possible next steps for continuing and expanding this business partnership.

**2. Production supply point for sales in Europe**

The tablets will be produced by Meiji's only tablet production technology using Danone infant formula recipes.

Production equipment for infant formula tablets is expected to be installed at a Danone infant formula plant in Europe in order to have a flexible and larger production capacity. (expected installation date: in Q1 2021)

**3. Outline of the company which Meiji will establish in EU**

Company name: Meiji Food Europe (TBD)

Date of establishment: June/2020

Company location: Netherland

Main business: Provide technical support and facility management of the cubed infant formula production in Europe. And apart from the business partnership with Danone, to investigate the possibility of Meiji's other business categories in EU and to research the market information.

## 【References】

- About Danone ([www.danone.com](http://www.danone.com))

Dedicated to bringing health through food to as many people as possible, Danone is a leading global food & beverage company building on health-focused and fast-growing categories in 3 businesses: Essential Dairy & Plant-Based, Waters and Specialized Nutrition. With more than 100,000 employees, and products sold in over 120 markets, Danone generated €25.3 billion in sales in 2019. Danone's Specialized Nutrition business accounted for 30% of 2019 sales. Within the Early Life Nutrition category, Danone is a leader, occupying the number 2 global market position. Danone's portfolio includes leading international brands (*Actimel, Activia, Alpro, Aptamil, Danette, Danio, Danonino, evian, Nutricia, Nutrilon, Volvic*, among others) as well as strong local and regional brands (including *AQUA, Blédina, Bonafont, Cow & Gate, Horizon, Mizone, Oikos, Prostokvashino, Silk, Vega*). Listed on Euronext Paris and on the OTCQX market via an ADR (American Depositary Receipt) program

- The introduction of Meiji's infant formula tablet

To help reducing childcare time during nursing period, which is one of the social issues, Meiji launched "Meiji Hohoemi Rakuraku Cube" in 2007 as the first tablet type of infant formula in the world, and launched "Meiji Step Rakuraku Cube" in 2009,.

The conveniences of the products, such as "No need to measure", "No spilling" and "Easy to carry" are well accepted by many customers.

At present, tableted products are sold internationally such as Taiwan, Vietnam etc. from the Saitama factory in Japan.