



July 16, 2020

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

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

Meiji Holdings Co., Ltd. (President and Representative Director: Kazuo Kawamura) is pleased to announce that on July 16, 2020, group company Meiji Co., Ltd. established Meiji Food (Guangzhou) Co., Ltd., a China-based company that will produce and sell Meiji's milk, yogurt products and confectionery, and thus help Meiji Co., Ltd. expand its sales in China. The new company was founded via Meiji Co., Ltd. and Meiji China Investment Co., Ltd., a wholly owned subsidiary of Meiji Co., Ltd. that manages the latter's Chinese businesses.

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

The Meiji Group applies the strategies outlined in our 2026 Vision to achieve long-term improvement to our corporate value. One of the key strategies of this Vision is to establish growth foundation in overseas markets. We position China as a priority region in the three-year Medium-Term Business Plan covering the period through FYE March 2021.

Currently, Meiji is engaged in three businesses in China: The Drinking Milk and Yogurt business, the Ice Cream business, and the Confectionery business. Each business is performing well. In FYE March 2021, we will expand into the Nutrition business in China. The drinking milk and yogurt market in China has maintained steady growth. This is due to high consumer praise for the delicious taste of chilled milk and growing consumer demand for safe and reliable products. Our Drinking Milk and Yogurt business is growing driven by increasing consumer health awareness. The Confectionery business is also achieving continued growth thanks to growing consumer recognition of the Meiji brand and high praise for the taste of our products.

The new company will enable the group to strengthen its production infrastructure. We have three production sites of dairy products in China: the newly established Meiji Food (Guangzhou) Co., Ltd., the existing Meiji Dairies (Suzhou) Co., Ltd., and the Meiji Dairies (Tianjin) Co., Ltd. scheduled to start operations in the second half of FYE March 2023. Moving forward, we will apply the technology and expertise we have cultivated over the years to deliver safe and delicious milk and yogurt products to customers in previously untapped regions. The Confectionery business will collaborate with existing plants to improve product development and production capacity.

The Meiji Group will continue to provide our broad range of products to customers in China and contribute to the healthy and fulfilling lives of our customers.

## 2. Overview of new company

Company name	Meiji Food (Guangzhou) Co., Ltd.
Representative	Takuya Fujino, Managing Director
Date established	July 16, 2020
Share capital	RMB 1,200 million
Office location	Zengcheng Economic-Technological Development Area
Total space	50,955 m <sup>2</sup>
Main businesses	Sales and production of dairy products and confectionery
Investment ratio	Meiji China Investment Co., Ltd. 51% Meiji Co., Ltd. 49%
Start of production	Planned to start in FYE March 2024

## 3. Overview of parent companies

### Meiji China Investment Co., Ltd.

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
Share capital	USD 180,006,300
Office location	918 Huaihai Middle Road, Huangpu District, Shanghai
Investment ratio	Meiji Co., Ltd. 100%

### Meiji Co., Ltd.

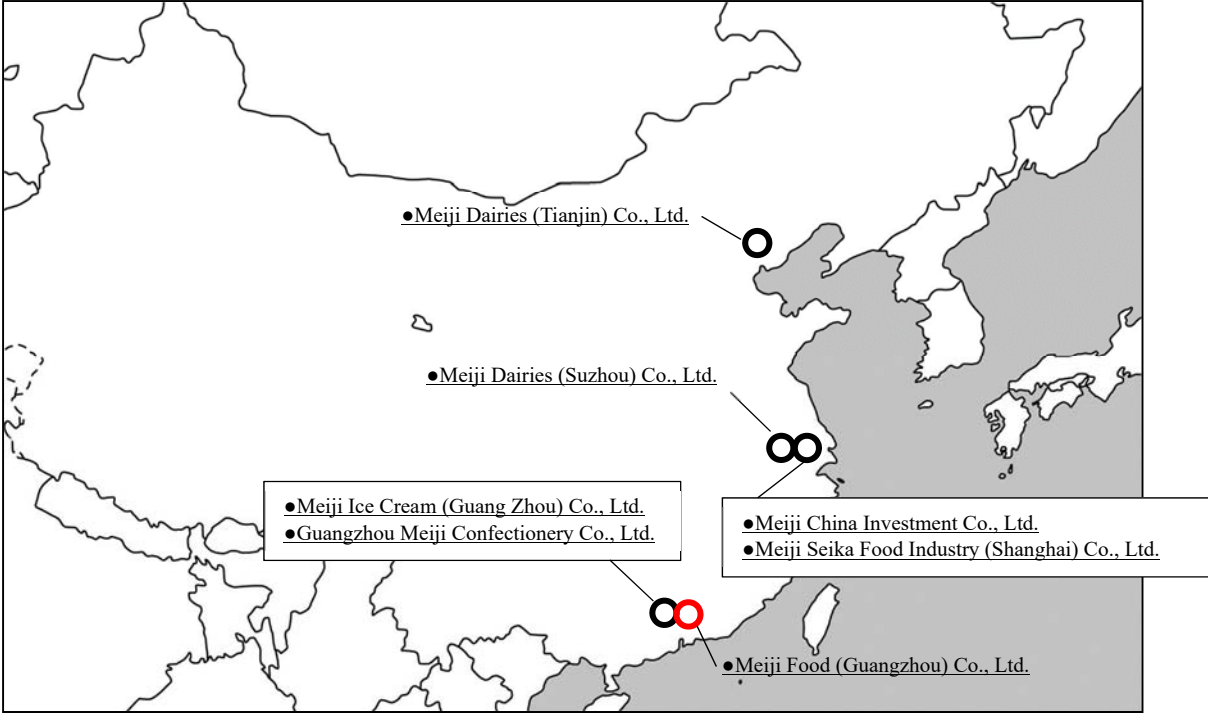
Company name	Meiji Co., Ltd.
Representative	Katsunari Matsuda, President and Representative Director
Date established	December 21, 1917
Main businesses	Production and sales of dairy products, confectionery and food
Share capital	JPY 33,640 million
Office location	2-2-1 Kyobashi, Chuo-ku, Tokyo
Investment ratio	Meiji Holdings Co., Ltd. 100%

## 4. Outlook

Since Meiji Food (Guangzhou) Co., Ltd. is scheduled to start production in FYE March 2024, the impact of this matter for the full-year of FYE March 2021 is expected to be minor.

Appendix

Group companies of Meiji Co., Ltd. in China



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