



April 9, 2021

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 concerning Investment in New Protein Fund Formed by US Venture Capital Fund, Big Idea Ventures**

Meiji Holdings Co., Ltd. (President and Representative Director, CEO: Kazuo Kawamura) is pleased to announce that we decided to invest in the New Protein Fund formed by US venture capital fund, Big Idea Ventures LLC (Managing General Partner and Founder: Andrew D. Ive).

Big Idea Ventures LLC was established in 2018 as a venture capital fund with offices in New York, Singapore, and Paris. The fund mainly invests in food and fields related to the SDGs. Big Idea Ventures formed the New Protein Fund in accordance with the laws of the State of Delaware in February 2019. The fund will invest in startups and venture businesses with technology related to areas such as plant-based proteins and proteins derived from cultured cells. The fund will also function as an accelerator by providing expertise and production expansion support.

The Meiji Group applies the strategies outlined in our 2026 Vision to achieve long-term improvement to our corporate value. We will combine the strengths, we have cultivated over the past 100 years, with the latest technology and new findings. Thus we create innovative ways to meet our customers' needs with food and health and grow in Japan and around the world sustainably. By investing in this fund, we will engage in the advanced technology related to the food sector held by startups and venture businesses and explore new business models. Through aggressive collaborations with such companies, we will work towards creating new value for food and health.

### **Overview of New Protein Fund**

Name	New Protein Fund I LP
Date established	February 2019
Investment period	10 years
Main investment targets	Plant-based proteins, proteins derived from cultured cells (including cultured meat), and alternative proteins, etc.

### **Overview of Big Idea Ventures**

Company name	Big Idea Ventures LLC
Office location	88 Pine St, New York, NY 10005, USA
Representative	Andrew D. Ive
Date established	November 2018
Main businesses	Formation and management of investment fund investing in startups and venture businesses related to food and the SDGs
Website	<a href="https://BigIdeaVentures.com">https://BigIdeaVentures.com</a>

#####