



May 18, 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

Meiji Group Slogan to Be Updated: Now ideas for wellness

Meiji Holdings Co., Ltd. (President and Representative Director, CEO: Kazuo Kawamura) is pleased to announce that we will update our Group slogan to “Now idea for wellness” on June 1, 2021. The Meiji Group has been trying to spread the world of Tastiness, Enjoyment, Health and Reassurance for more than 100 years. We will integrate the food and pharmaceutical expertise we have accumulated both inside and outside our Group to create cutting-edge value. We will focus on health; we would like to play an integral role in the health field. We will effectively communicate our efforts with our stakeholders worldwide through this new slogan toward our next 100 years.

1. Background to Our New Slogan

The Meiji Group has launched many long-selling products. This has allowed us to establish trust with our customers and to be loved by them. Nevertheless, we are facing many major social issues. These include the spread of infectious diseases worldwide, an increase in lifestyle-related diseases and an aging population in advanced countries, and poverty and malnutrition in developing countries. We are involved in both the food and pharmaceutical businesses. Therefore, we are expected to actively contribute to solving social issues by creating health value unique to the Meiji Group.

We will realize the concept of our new slogan and bring smiles to everyone's faces so that people of all ages, from infants to the elderly, can be upbeat and full of enthusiasm physically and emotionally. Good health is the foundation of happiness. We will work hard to spread happiness to those who share the earth with us and to create a better future for people, society and the earth.

2. New Slogan



Japanese

English

Chinese

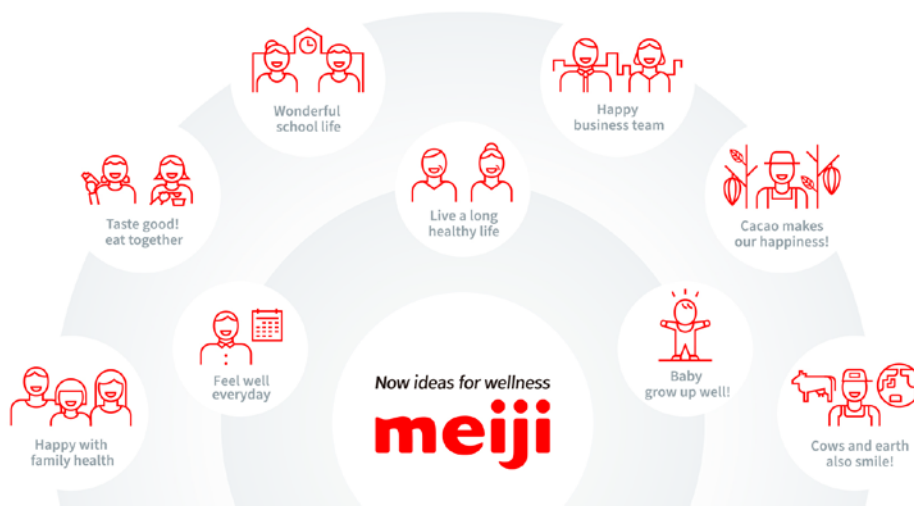
3. Health Value Unique to the Meiji Group

Through a variety of product lines, we will link individual health to the smiles of people all over the world by continually moving through the cycle of Cure, Care and Share. This is the health value unique to the Meiji Group.



4. The World We Want to Create through Cure, Care and Share

We will bring smiles to everyone's faces so that people of all ages, from infants to the elderly, can be upbeat and full of enthusiasm physically and emotionally, even though they are physically and mentally exhausted. Good health is the foundation of happiness. We will work hard to spread happiness to those who share the earth with us and create a better future for people, society and the earth.



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