

November 18, 2022

Immediate release

Meiji Begins Initiatives to Visualize CO₂ Emissions from *Meiji Milk Chocolate*

Meiji Holdings Co., Ltd. (Kazuo Kawamura, CEO, President and Representative Director) participated in the Ministry of the Environment's model businesses for the carbon footprint initiatives of product and service. We began to visualize CO₂ emissions in each process of the product life cycle for *Meiji Milk Chocolate* (50g), our flagship product.



The carbon footprint of product (CFP) is to visualize the amount of CO₂ emissions, from raw materials procurement to waste disposal and recycling of products. In this model business, we will calculate CFP and create an advanced role model for displaying and utilizing CFP data. Thereby, we will lead to stimulating interest in CFP initiatives in Japan and encourage customers to choose products and services that contribute to decarbonization.

With support from Boston Consulting Group, which has been consigned by the Ministry of the Environment, we will calculate CFP and examine clear and simple labeling for customers.

The Meiji Group strives to achieve carbon neutrality by 2050. Therefore, we have set a milestone for FY2030 of reducing Scope 1 and Scope 2 CO₂ emissions by 50% compared to FY2019, and Scope 3 CO₂ emissions by 30% compared to FY2019.

Scope1: Direct greenhouse gas emissions by the reporting company itself (e.g., fuel combustion, industrial process)

Scope2: Indirect emissions from the use of electricity, heat, or steam supplied by others.

Scope3: Indirect CO₂ emissions that occur in the supply chain other than Scope1 and Scope2 emissions

About the Meiji Group's Sustainability Activities

As the corporate group operating the food and pharmaceutical businesses, the Meiji Group adopted a new slogan, *Now ideas for wellness*, in fiscal 2021. We will support the foundations of human life to live happily and healthily. Accordingly, we will contribute solutions to various health issues including eating nutritiously for better health, taking medicines when sick, and getting vaccinations to prevent illness.

Reference information

Ministry of the Environment Press Release Materials (published on August 5, 2022)

Selection of Participating Companies Serving as Model Business for the Product and Service Carbon Footprint Initiative (Japanese version only)

https://www.env.go.jp/press/109886_00001.html

Boston Consulting Group Press Release (published on August 5, 2022)

BCG Selects Participating Companies to Serve as Model Businesses for the Product and Service Carbon Footprint Initiative (Japanese version only)

<https://www.bcg.com/ja-jp/press/5august2022-cfp-recruitment-announcement-of-the-result>

Boston Consulting Group Press Release (published on November 18, 2022)

BCG Supports Meiji Holdings on Carbon Footprint Calculations for Meiji Milk Chocolate as Part of a Ministry of the Environment Project (Japanese version only)

<https://www.bcg.com/ja-jp/press/18november2022-bcg-cfp-meiji>

The Meiji Group's Sustainability

<https://www.meiji.com/global/sustainability/>

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