

**For the Realization of a Circular Economy  
Aiming for Zero Use of New Petroleum-Based Plastics by FY2050  
Meiji Drafts New Targets for Reducing Plastic Usage  
Adopting a 100% recyclable design for containers and packaging by FY2050**

Meiji Co., Ltd. (President and Representative Director: Katsunari Matsuda) announces the company has drafted new targets related to reducing its use of plastic. Working towards the realization of a circular society, Meiji is strengthening initiatives to address plastic resource circulation under the Meiji Group Sustainability 2026 Vision.

**New Target 1: Reducing plastic usage**

**For petroleum-based plastics, Meiji will reduce the volume of new use to half<sup>\*1</sup> by FY2030 and to zero by FY2050.**

**New target 2: Recyclable containers and packaging**

**For containers and packaging, Meiji will adopt recyclable designs<sup>\*2</sup> for 85% by FY2030 and 100% by FY2050.**

The need to respond to issues related to plastic waste, the problem of climate change, and various countries tightening restrictions on waste product imports has made plastic resource circulation increasingly important. In April 2022, the Act on Promotion of Resource Circulation for Plastics was enacted. This law promotes initiatives related to resource circulation for plastics by all stakeholders related to the life cycle of plastics, from the design of products made using plastic to the disposal of waste products. As a leading company for food, Meiji has drafted a policy on initiatives related to plastic resource circulation and we are united towards strengthening our efforts to address this issue.

Most recently, **Meiji has drafted new targets through which we will aim to reduce our new use of petroleum-based plastics to half of FY2017 volume by FY2030 and to zero by FY2050.** Regarding resins used in plastic (PET) bottles, we will aim to increase the ratio of recyclable materials use to 70% by FY2025 and to 100% by FY2030. In May 2020, Meiji previously announced the target of achieving reductions of 25% or more (compared to FY2017) in the volume of plastics used in one-way (single-use) plastic containers by FY2030. As we have been successful in usage reductions at a rate that surpasses this target, we have reset this target to achieving reductions of 30% or more (compared to FY2017) by FY2030. Through this initiative, we project being able to achieving reductions of totaling 9,240 tons by FY2030 (compared to usage volumes in FY2017).

Furthermore, as of 2022, 80% of the containers and packaging used in our products (60% for plastic containers and packaging) are based on recyclable designs. We will further **aim for 85% recyclable designs for containers and packaging by FY2030 (65% for plastic containers and packaging) and 100% by FY2050.**

Through these initiatives, Meiji will continue to contribute to the realization of a circular society by strengthening our efforts related to plastic resource circulation.

\*1: Compared to FY2017

\*2: See the Golden Design Rules by the Consumer Goods Forum for details

## ■ Meiji initiatives thus far

### (1) Reducing new use of petroleum-based plastics

From December 2023 shipments, we gradually began switching to plastic bottles made from recycled PET resin for a portion of *Meiji Probio Yogurt R-1 Drink Low-Sugar/Low-Calorie* products, yogurt containing *Lactobacillus 1073R-1* that creates EPS (polysaccharide) for daily health management. Recycled PET resin is a resin that is made by crushing used PET bottles and is used as a raw material for PET containers. By utilizing used PET bottles, it is possible to reduce the use of petroleum resources. The message “Introducing Sustainable Bottles<sup>\*3</sup>!” is included as part of the design on the reverse side of the package to make it easy for customers to see that the product is environmentally friendly.

<sup>\*3</sup>: PET bottle made using recycled materials or plant-based materials.



### (2) Reducing the volume of plastics used in one-way plastic containers

For the *Meiji Essel Super Cup Mini Ultra Vanilla*, *Cookie Vanilla*, and *Macha Chocolate Cookie* ice cream products released in May 2023, we switched the ice cream cups from plastic to paper. This is projected to reduce plastic volume<sup>\*4</sup> by approximately 628 tons per year.

For *Meiji Hokkaido Tokachi Milk Kiwadatsu Yogurt*, launched in October 2023, we use an environmentally friendly container featuring a 50% reduction<sup>\*5</sup> in plastic. The container can also be crush into a compact size for disposal.

<sup>\*4</sup>: Based on FY2022 results    <sup>\*5</sup>: Compared to previous product container



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