

Meiji Co., Ltd.

May 12, 2025

Meiji Launches Sales of New Infant Formula in Thailand!
Supporting total family involvement in childrearing with a cube-type infant formula
that can be prepared easily without measuring!

meiji INFANT FORMULA GOLD EZcube

Available in Thailand from May 2025

Meiji Co., Ltd. (President and Representative Director: Katsunari Matsuda) is pleased to announce that we began sales of meiji INFANT FORMULA GOLD EZcube, a cube-type infant formula designed based on international standards to provide the essential nutrition required for newborns and infants up to age 1. Highly praised in Japan for its excellent convenience, meiji INFANT FORMULA GOLD EZcube is available in Thailand from May 2025 through our Group company Thai Meiji Food Co., Ltd.



meiji INFANT FORMULA GOLD EZcube (27g x 20 packets)

Local price: 598THB (taxes included, approx. 2,607yen^{*1})

Meiji outlines the following slogan in the medium- and long-term plan of our infant formula business: "Use Meiji's unique added-value products grounded in infant nutrition research to resolve social issues related to nutrition and make great leaps forward in the Asia market as a business that provides significant contributions to society." Since engaging in the Thai market in February 2022, we have worked to make contributions to resolving local nutritional issues and reducing the burden of childrearing. Thus far, our product selection only offered products for toddlers ages 1 to 3 years old, but we received permission from Thai authorities to launch sales of our cube-type infant formula.

This product features a nutritional design grounded in research on breastmilk^{*2}, the ideal nutrition source for infants. The cube shape makes it possible for anyone to easily and accurately prepare infant formula without measuring and without spilling. As the rate of employment among women in Thailand is high, balancing childrearing and work has been an issue. Through the sales of this product, we will support total family involvement in childrearing in Thailand.

^{*1}: 1THB = 4.36 yen (as of May 7, 2025)

^{*2}: Breastfeeding is the ideal form of nutrition. Our Company recognizes that encouraging breastfeeding is necessary to promoting the healthy growth and development of infants and toddlers, and is an important part of health, nutrition, and other social measures.