



December 25, 2020

Meridian Institute and Signatories of the Breastmilk Substitutes Call to Action:

The Meiji Group believes supporting the healthy development of all infants is our critical social mission. We strive to achieve this mission by offering infant formula for infants with special needs such as allergies and inherited metabolic diseases in addition to standard infant formula.

Recognizing that breastmilk is the optimal source of nutrition for infants, our basic stance is to recommend breastfeeding. However, we also notice that some mothers struggle with low milk supply and some mothers give up breastfeeding for certain reasons. With this in mind, we will continue to provide the information needed to support the health development of infants.

Based on these ideas we have developed an action plan in response to your request. The plan is to achieve full compliance with World Health Assembly Resolution (hereinafter, “WHA Resolution”) and the WHO International Code of Marketing of Breastmilk Substitutes (hereinafter, “WHO Code”) by the end of 2030. We will implement this action plan in accordance with the relevant laws, government guidelines, and agreement with industry organizations in the countries, where we operate. Specifically, we will terminate the following activities deemed to infringe the WHO Code: Marketing, promotional activities, and providing free samples targeting general consumers. For advertisement, we will terminate advertising breastmilk substitutes in the media. Products for termination are breastmilk substitutes for infants age 0 to 36 months. To ensure the implementation of this action plan, by 2025 we will examine and clarify the status of all activities in the countries in which we are doing business. According to these results we will develop a detailed implementation process. We will start implementing this action plan from 2026 based on this implementation process steadily and thoroughly. Furthermore, we will establish an internal monitoring structure to check the progress of action plan and ensure full compliance with the WHO Code and WHA Resolution.

Implementing this action plan and providing better nutrition, we will contribute to the healthy development of infants around the world.

Regards,

Kazuo Kawamura  
CEO, President and Representative Director  
Meiji Holdings Co., Ltd.