

Meiji Holdings Co., Ltd.

April 24, 2024

For immediate release

**Selected to Sustainability Transformation Brands (SX Brands)  
-Highly Praised for ROE and ESG Initiatives for Improving Corporate Value-**

Meiji Holdings Co., Ltd. (CEO, President, and Representative Director: Kazuo Kawamura) is pleased to announce that the company was named to SX Brands 2024 under the first round, a list of companies selected jointly by the Ministry of Economy, Trade and Industry (METI) and the Tokyo Stock Exchange (TSE).



SX Brand 2024

METI and TSE selected and awarded as SX Brands a group of progressive companies that enhance the companies' ability to create a source of funds for growth in a sustainable manner through SX to realize the improvement of corporate value. The companies named to SX Brands are selected from companies listed on TSE.

The Meiji Group started the 2023 Medium-Term Business Plan in FY2021. In the 2023 Medium-Term Business Plan (FY2021-FY2023), we aimed to simultaneously achieve profit growth and sustainability activities based on the basic concept of implementing Meiji ROESG<sup>®\*</sup> management. Meiji ROESG is a unique set of metrics that combines targets related to ROE, an indicator of profit growth, with targets related to external ESG assessments and sustainability. The company was named to SX Brands 2024 in recognition of our following distinguishing efforts related to achieving these goals.

- Establishing and pursuing Meiji ROESG, the Meiji Group's unique KPI for increasing corporate value
- Implementing a long-term brand value improvement strategy that incorporates intellectual property
- Developing a framework that incorporates feedback from engagement with capital markets and links that feedback to management improvements

In our 2026 Medium-Term Business Plan (FY2024-FY2026), which starts this fiscal year, the Meiji Group will further evolve Meiji ROESG management as we take on the challenge of fusing sustainability and business. We will reduce GHG emissions associated with the production of our main raw materials, raw milk and cocoa, and will strengthen efforts related to social issues such as deforestation and the protection of human rights. Furthermore, we will link these initiatives to creating added value for our products. We will aim to further increase our corporate value by linking social contributions such as efforts to resolve nutrition issues to business growth.

\*ROESG is a registered trademark for a management indicator developed by Kunio Ito, a professor at Hitotsubashi University

## Reference

- Promoting the Meiji ROESG® Management Effectively (Please see integrated reports)  
<https://www.meiji.com/global/sustainability/report.html>
- SX Brands 2024 (METI website)  
[https://www.meti.go.jp/english/press/2024/0423\\_001.html](https://www.meti.go.jp/english/press/2024/0423_001.html)

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