

December 8, 2022

Notice Regarding Commencement of Sale of Infant and Toddler Milk in Bangladesh

Morinaga Milk Industry Co., Ltd. (hereinafter, “the Company”) hereby announces the commencement of sales of infant and toddler milk in Bangladesh from December 2022.

1. Background and Purpose

As part of the Morinaga Milk Group 10-year Vision, the Company aims to become a global company that exerts a unique presence worldwide, and has set the goal of achieving a global business sales ratio of at least 15% by the fiscal year ending March 31, 2029. In addition, one of the Company’s global business policies is to contribute to the construction of nutritional infrastructure, mainly in Asia, by expanding exports of infant and toddler milk and strengthening our business base.

Among Asian countries, Bangladesh has the potential to become a large infant and toddler milk market, with a population of around 165 million^{*1}. The real GDP growth rate is also in the range of 6% per year^{*2}, and it is one of the countries with significant economic growth.



Based on the Company’s belief that the best nutrition for babies is breast milk, we have been researching the composition of breast milk and the nutritional ingredients needed by babies, developing manufacturing technologies, and pursuing safety and reliability for more than 100 years. The Company aims to contribute to the healthy growth of infants and toddlers in Bangladesh by strengthening our business in this market where future growth is expected through utilization of the development and technological capabilities we have cultivated so far.

2. Overview of Business

Sales of infant and toddler milk in Bangladesh

- (1) Target country: Bangladesh
- (2) Sales area: Sales will commence mainly in Dhaka and Chattogram, and then gradually expanded to the rest of the country.
- (3) Target product: Infant and toddler milk
- (4) Start of sales: December 2022

3. Overview of products to be sold in Bangladesh

(1) Product name	BF-1	BF-2
(2) Target age	Infants aged 0–6 months	Infants aged 6–12 months
(3) Net weight	400g	
(4) Suggested retail price	860 Bangladeshi taka (excluding tax), or about 1,200 yen * 1 Bangladeshi taka = 1.37 yen	
(5) Product feature	It contains lactoferrin, a functional ingredient	
(6) Product packaging		

In the Sustainability Medium- to Long-Term Plan 2030, the Company is pushing forward with the development of products that take health issues into account under the commitment of “by delivering high-quality value unique to the Morinaga Milk Group, we contribute to the health of 300 million people*3” in the Food and Wellness theme.

<Sustainability of Morinaga Milk> <https://www.morinagamilk.co.jp/english/sustainability/>

*1 Source: Population and Housing Census 2022

*2 Source: IMF - World Economic Outlook Databases (October 2022), 2010–2021 average growth rate

*3 The planned number of total sales for health-conscious products from fiscal year 2021 to fiscal year 2030, and the number of people expected to participate in the health promotion and education activities provided by the Company are calculated as the number of people reached.

Disclaimer: This English translation is provided for the benefit of readers. In the case that discrepancies exist between the original Japanese version and the English translation, precedence goes to the original Japanese version.