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February 28, 2014  
AEON CO., LTD.

To pass down the traditional food culture of fish cuisines  
**Topvalu Raw Atlantic Salmon with the ASC label**  
**to go on sale first in Asia**

Launch on Saturday, March 1 at 425 stores of AEON general merchandising stores throughout Japan

On Saturday, March 1, 2014, Aeon will start offering its customers with Topvalu Raw Atlantic Salmon with the ASC label. The salmon has been certified by the Aquaculture Stewardship Council (ASC) as “responsibly farmed seafood.” Three items will be available at 425 stores of AEON general merchandise stores throughout Japan. This will be the first case in Asia to offer ASC-labeled salmon to consumers. Aeon proactively works on sustainable seafood procurement based on its seafood procurement policy laid out in February 2014 to prevent resource depletion and to conserve biodiversity.



ASC, an international NPO, certifies sustainable farming of aquatic resources for each tank/pond of aquaculture farms. The organization also manages the ASC labels, which can be used only for the products that use the fish and other aquatic creatures raised in the certified tanks and ponds.

With the increasing consumptions in emerging countries and heightening interest in human health, the demands for seafood products have been growing globally. In response, the production of farm-raised fish is also increasing; it doubled in the last 11 years to hit 41.65 million tons. This trend has led to the surfacing concerns of overexploitation of fisheries that are to be raised in farms and wild fish to be used as feed in fish farms, while oceanic pollution caused by wastewater and waste materials from the fish farms has become more apparent. In these conditions, the establishment of certification systems for sustainably farmed fish has become an urgent need.

By offering ASC-certified products to consumers, Aeon gives its customers a new option to choose environmentally responsible products that protect the limited aquatic resources. This action reflects our perspectives to prevent resource depletion and conserve biodiversity. Aeon offers ASC-certified products to its customers on a continuous basis as a way to play a role in sustainable fish farming operations.

The Topvalu Raw Atlantic Salmon, the first ASC-certified product for Aeon, is raised in the cold water of the Arctic Ocean region until the fish grow to 5 kg in body weight. This enables us to offer salmon filets with no fishy smell but with the sweet flavor the salmon has, and with a perfect balance of fat and lean meat that produces an almost-melting texture.

With the wild fish products, Aeon has been participating in the certification program by the Marine Stewardship Council (MSC). This is its commitment as a retailer working for consumers every day to ensure that its customers can enjoy seafood products without safety concerns. Aeon is leading the nation's industry with the largest lineup of the MSC-certified products (currently, 15 Topvalu products of 13 fish species have been certified by the MSC). Aeon is working on to add six fish species with the

lineup of ASC certified products by 2016.

### (1) Launch of sales: Topvalu Raw Atlantic Salmon

Launched on: Saturday, March 1, 2014

Sold at: 425 stores of AEON general merchandise stores throughout Japan

Country of origin: Norway

Products:

Product	Type	Price
Topvalu Raw Atlantic Salmon	Sashimi block	398 yen/100 g
Topvalu Raw Atlantic Salmon	Sashimi slices	598 yen/pack
Topvalu Raw Atlantic Salmon	Filet	298 yen/100 g

Note: Items, timing and prices may vary among stores.

### (2) ASC and WWF

#### **Aquaculture Stewardship Council (ASC)**

ASC operates and manages the ASC certification program with an aim to transform aquaculture towards sustainability through promotion of “responsible aquaculture” that minimizes negative impacts on the environment and support local communities and human rights. Founded in 2010 with support from World Wild Fund for Nature (WWF) and Dutch Sustainable Trade Initiative (IDH), the ASC has acquired the ASC certificate to 12 farm-raised seafood items. Among them, products carrying the ASC certificates are already available in the markets for two fish species (tilapia and pangasius).



ASC logo

#### **World Wide Fund for Nature (WWF)**

Since its foundation in 1961 in Switzerland, WWF has been working in more than 100 countries to build a future in which humans live in harmony with nature. The organization for global environment conservation is currently places its focus on conservation of the world’s biodiversity in forests and oceans, sustainable use of natural resources and prevention of global warming. In its mission for sustainable use of natural resources, WWF works to transform the production and procurement of woods, paper, vegetable oil, aquatic products and other products into those that support environmental conservation and human rights.

Promotion of certification programs is one of the strategies to achieve this goal. WWF have supported foundation of such organizations as the Forest Stewardship Council (FSC) and the Marine Stewardship Council (MSC) and participated in setting standards for certification. WWF takes the similar stance and work with the Aquaculture Stewardship Council (ASC) in sustainable use of aquaculture products.

### (3) Eco cooler bags available in June as a result of cooperation between WWF and Aeon

Part of earnings to be used in WWF’s activities to save the oceans

Frequently, Aeon shoppers said they were not comfortable bringing their fresh products home at ambient temperatures. To respond to this concern and to celebrate the first launch of the ASC-certified product, we produced “eco cooler bags.” The bags, which were developed in cooperation with WWF in deciding design and size, will be available in June, the “environment month.” For the sales of each bag, 50 yen will be donated to WWF.



Product: Eco cooler bag

Price: 980 yen (including tax)

Size: 23W x 40L x 33H cm

Available at: AEON general merchandise stores in Honshu and Shikoku

Note: Product specifications and stores available are subject to change.