

Dec 19, 2014
AEON CO., LTD.

Ahead of JAEPA Tariff Reduction to be Effective on Jan 15, 2015 **AEON Holds a Special Sale on Topvalu Gurinai Tasmanian Beef**

Japanese government has announced to launch the Japan-Australia Economic Partnership Agreement (JAEPA), a new pact that prescribes tariff reduction of some trading items coming into effect on January 15, 2015. In response to this announcement, Aeon Retail Co., Ltd. will hold a JAEPA Tariff Reduction Sale on December 20 and 21 at 400 of Aeon, general merchandise store, all over Japan.

Topvalu Gurinai Tasmanian beef is a product, whose production process is fully managed by Aeon; from cattle raising, meat processing, and to sales in the directly-operated ranch in Tasmania, Australia. Utilizing the advantage of this direct operation, Aeon delivers customers tasty beef that are "safe and secure" at a reasonable price.

Aeon has been raising cattle in its own ranch in Tasmania over the last 40 years. Its high-quality Black Angus breed are raised on natural grain feed in the vast nature, with no antibiotics or growth hormone, nor with transgenic feed or meat-and-bone meal.

Australia is said to have very rigid management system over beef production and its export testing standards are also considered to be the strictest in the world. For this reason, Aeon's directly-operated ranch has its own thorough production control system implemented by the dedicated staff members. Not only that it ensures safety, our beef's tender and juicy red meat has gained popularity from a number of customers.

Aeon, together with its Group stores, will continue to offer Topvalu Gurinai Tasmanian beef at an even more reasonable price after the enforcement of JAEPA on January 15, 2015.



A Special Sale on TOPVALU Grinai Tasmanian Beef A head of JAEPA Tariff Reduction

December 20 (Sat) and 21 (Sun)
at 400 AEON stores from Hokkaido to Kyushu

Sales prices (in the AEON Stores in the main island and Shikoku area in Japan)

Sirloin:	415 yen (448 yen inc. tax) per 100g, Approx. 10% off
Round (block):	260 yen (280 yen inc. tax) per 100g, Approx 6% off
Small steaks (round or shoulder):	260 yen (280 yen inc. tax) per 100g, Approx 6% off

(Items and prices may vary according to the stores)