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# NEWS RELEASE



January 13, 2015  
AEON CO., LTD.  
AEON TOPVALU CO., LTD.

AEON will increase the trade volumes of Fairtrade International certified cocoa tenfold by 2020

## First in Asia! Fairtrade Sourcing Program Chocolate Launched from TOPVALU

Double-certified (by Fairtrade and Organic) chocolate are also newly launched

First in Asia, Aeon will launch chocolate produced under Fairtrade Sourcing Program by Fairtrade International under its private brand Topvalu on Tuesday, January 13. In addition, Aeon will launch both Fairtrade and organic certified chocolate on Tuesday, January 20. Through expanding the sales of chocolates produced under the Program and thus raising social awareness of such products in the valentine season, Aeon supports producers in developing countries.

**TOPVALU** The first Fairtrade Sourcing Program certified chocolate in Asia



**TOPVALU** グリーンアイ Fairtrade and organic certified chocolate



~Inspired by customers' voice, AEON participates in Fairtrade Sourcing Program as the first company in Asia~

Supporting the customers' wish to make contribution to the international society through daily shopping, Aeon launched in 2004 the Japan's first Fairtrade certified coffee and in 2010 Fairtrade certified chocolate under its private brand Topvalu. In addition, in January 2014, Aeon became the first company in Japan to join Fairtrade Sourcing Program by Fairtrade International. As the largest distributor of Fairtrade products in the country, Aeon actively develops and offers such products, aiming to increase the trade volumes of Fairtrade International certified cacao tenfold (50 tons of cocoa beans) of that in 2012 by 2020.

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What's more, since 2011, Aeon has been providing lectures at junior high and high schools hoping that the youth who will lead the next generation will deepen their understanding of Fairtrade. Given the enactment of the Act on Promotion of Consumer Education enacted in 2012, Aeon decided to further promote the activity, in order for students to get to know the importance of Fairtrade and hopefully spread the knowledge to their family members and friends.

Capitalizing on Group's scale merit and wide store network, Aeon will endeavor to support producers in developing countries through promoting Fairtrade products.



## Fairtrade Sourcing Program Chocolate! First in Asia!

Aeon will be the first company in Asia to launch chocolate produced under Fairtrade Sourcing Program on Tuesday, January 13 2015. This Program started in January 2014 to increase the trade volumes of Fairtrade International certified ingredients. Aeon is the only company in Asia participating in the Program.



Fairtrade Sourcing  
Program label



Milk chocolate



Bitter chocolate

- Name of product: TOPVALU Milk Chocolate (Fairtrade Sourcing Program certified)  
TOPVALU Bitter Chocolate (Fairtrade Sourcing Program certified)
- Quantity/Price: 10 pieces, 118 yen excluding tax (127 yen including tax)
- Release date: Tuesday, January 13
- Stores sold: Approx. 1500 stores including AEON, Daiei and Maxvalu (excluding some stores)
- Special features: Chocolate with excellent melt in mouth, double-layered. Made of Fairtrade cacao from the Dominican Republic



## Fairtrade and Organic Certified Chocolate

In October 2014, Aeon newly launched a healthy and environmentally-friendly Organic Series under its private brand Topvalu Gurinai with a whole new packaging. From the series come out both Fairtrade and Organic certified chocolate made in Belgium on January 20 2015.



® Fairtrade International  
certification label

A label certifying that the  
ingredient was produced,  
exported, imported,

processed, manufactured and completed in line  
with the Fairtrade International Standard  
established by the organization.



Milk chocolate

Dark chocolate

- Name of product: TOPVALU Gurinai Organic Fairtrade Chocolate Milk (EU Organic certified)  
TOPVALU Gurinai Organic Fairtrade Chocolate Dark (Organic JAS System certified)
- Quantity/Price: 8 pieces, 338 yen excluding tax (365 yen including tax)
- Release date: Tuesday, January 20
- Stores sold: Approx. 1600 stores including AEON, Daiei and Maxvalu  
(excluding some stores)
- Special features: Made from 100% Fairtrade-certified African organic cacao, manufactured in Belgium.  
Certified of Fairtrade and Organic.

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Planting Seeds of Growth  
We are AEON



## Renewed Package for the Japan's First Fairtrade Chocolate

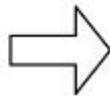
Packages of Topvalu Fairtrade chocolate will be renewed in mid-March 2015. The new design conveys the messages that Fairtrade helps improve producers' lives and Aeon's intention to cooperate with customers in making contribution to the society.

Current package design



Bitter chocolate

Milk chocolate



Renewed package design



Bitter chocolate



Milk chocolate

Name of product: TOPVALU Fairtrade Chocolate Bitter  
TOPVALU Fairtrade Chocolate Milk

Quantity/Price: 12 pieces, 110 yen excluding tax (118 yen including tax)

Above is the current price. After the package renewal in mid-March, the price will be set to 108 yen excluding tax (116 yen including tax).