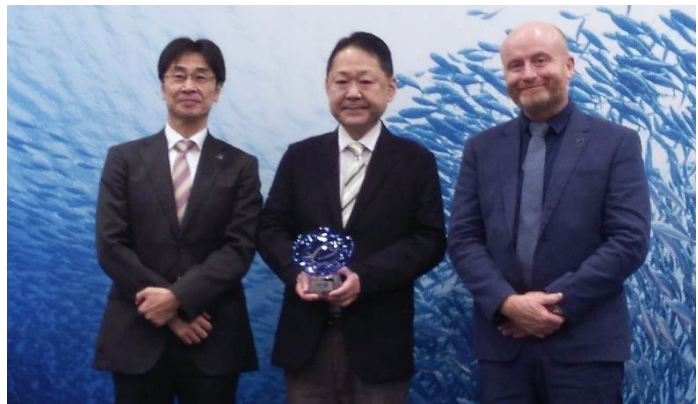


August 21, 2025
AEON CO., LTD.
AEON Retail Co., Ltd.
AEON TOPVALU CO., LTD.

Two-Time Winner of the “MSC Japan Awards 2025,” Driving Sustainable Seafood Sales

AEON CO., LTD. (“AEON”) has been honored with the Retail Category Award at the MSC Japan Awards 2025, organized by MSC Japan, the Japanese office of the Marine Stewardship Council (MSC, headquartered in London), which certifies sustainable fisheries. The award was presented on August 21.



(Left) Mr. Kozo Isii, Program Director, General Incorporated Association MSC Japan
(Center) Kiyokazu Kishioka, Seafood Products Department General Manager, AEON Retail Co., Ltd.
(Right) Mr. Patrick Carello, MSC Asia-Pacific Regional Director

Guided by the belief that “*marine resources are renewable, not depleted*,” AEON began offering products with the MSC “Ocean Eco-Label,” an international certification for sustainable fishing, in 2006. Today, our lineup includes 44 items*¹ across 30 fish species, ranging from fresh fish such as sashimi and fillets to simmered dishes and frozen fried products.

This year, AEON once again received the *MSC Japan Award 2025* (Retail Category), recognized as the retailer with the highest domestic sales volume*² of MSC-certified products in fiscal year 2024.

AEON will continue to promote initiatives that reduce environmental impact, enabling customers to contribute through their shopping by expanding sales of environmentally conscious products, including sustainable seafood.

MSC Introduction Site “Why get your fishery MSC certified?”

<https://www.msc.org/en-us/for-business/fisheries/why-get-certified>

*1 : As TOPVALU, AEON's private brand. (As of April 2025)

*2 : Calculated by the General Incorporated Association MSC Japan based on aggregated sales volume data from each operator.