



March 29, 2021
AEON CO., LTD.
AEON TOPVALU CO., LTD.

～ Strengthening collaboration with Fairtrade Label Japan to promote fair trade practices that uphold human rights～

Promoting the sustainable procurement of coffee and cocoa



AEON CO., LTD. ("AEON") strives to balance the sustainability of natural resources with the ongoing development of its business activities, guided by the "AEON Sustainable Procurement Principles." In addition to offering sustainably verified coffee under the TOPVALU brand, AEON has set a target to transition to sustainably verified cocoa by 2030.

Conditions regarded as "sustainable":

We will verify that the following conditions are met as evidence of sustainability:

- ◆ The product utilizes raw materials certified by a third party recognized by AEON.
(Examples: International Fair Trade Certification, Rainforest Alliance Certification, etc.)
- ◆ AEON directly supports initiatives aimed at addressing social issues faced by producers and workers, contributing to the sustainable development of production regions.
(Examples: Resolving issues related to living standards and compensation, environmental conservation efforts, improving working conditions, and expanding educational opportunities.)

To further advance this initiative, we will establish a new "Memorandum on Cacao Procurement" with the certified NPO Fairtrade Label Japan*1 ("Fairtrade Japan").

— Outline of "Memorandum on Cacao Procurement" —

- ✓ AEON and Fairtrade Japan will collaborate to raise awareness of fair trade and support producers in developing countries by leveraging each organization's resources and expertise.
- ✓ AEON aims to transition all cocoa used in chocolate sold under the TOPVALU brand (excluding cocoa ingredients in processed products) to sustainably sourced cocoa by 2030. As a key element of this initiative, by 2030, all TOPVALU brand chocolate will feature either the International Fairtrade Certification Label or the International Fairtrade Raw Materials Procurement Label.
- ✓ AEON and Fairtrade Japan will collaborate in good faith to develop a concrete plan, ensure compliance with international fair trade standards, and conduct fair and transparent transactions that uphold the principles of fair trade across the entire supply chain, benefiting not only producers in developing countries but all stakeholders involved.

To achieve sustainable business practices throughout the supply chain, it is crucial to ensure fair trade that safeguards the livelihoods of producers, in addition to complying with laws and regulations. Coffee and cocoa, in particular, are cultivated in regions near the equator and are subject to market speculation. This exposes economically and socially vulnerable producers to significant impacts from market fluctuations, creating additional challenges for their livelihoods.

AEON has been offering “fair trade” certified products since 2004, supporting producers’ independence by purchasing goods at fair prices. In 2014, AEON became the first company in Asia to participate in the “International Fair Trade Raw Materials Procurement System*2” and has since expanded its fair trade initiatives that prioritize human rights. Moving forward, AEON will continue to foster an environment where customers can easily choose ethical and sustainable products in their daily shopping.

< Fair trade products handled by AEON >

As of March 2021, TOPVALU and TOPVALU Gurinai offer fair trade products, including four types of coffee and six types of chocolate. Since 2011, MINISTOP has been selling its original fair trade-certified counter coffee at 21 locations, including stores on expressways.

Additionally, starting March 30, 2021, all cocoa used as ingredients (excluding cocoa in processed products) in the four TOPVALU fair trade chocolate products will be transitioned to “international fair trade certified cocoa.” These products will be relaunched with the “International Fair Trade Raw Materials Procurement Label” at approximately 1,800 stores, including AEON, AEON STYLE, Daiei, AEON Supercenter, Maxvalu, Koyo, and Marunaka.



*** 1 Fair Trade Label Japan, a certified NPO**

As a member of Fairtrade International—an organization established in 1997 by fair trade certification label promotion groups worldwide to address global poverty through fair trade and support sustainable livelihoods for producers—Fair Trade Label Japan primarily engages in licensing international fair trade certification labels, product certification, and fair trade education and awareness activities within Japan.

*** 2 The International Fair Trade Raw Materials Procurement System**

Formerly known as the “International Fair Trade Certification Procurement Program,” this system enables organizations, including companies, to contribute to improving producers’ incomes by increasing their annual procurement of Fair Trade-certified raw materials. Covered materials include cocoa, cotton, and sugar. Organizations participating in this program are required to disclose their annual procurement volumes and clearly articulate their goals and strategies for supporting sustainable practices.

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