

May 28, 2013
AEON CO., LTD.

A Series of Campaign to Celebrate the 40th Anniversary of AEON's Private Brands!

**Topvalu continues to respond customers' needs
Fifteen Topvalu Items Won Awards in the Monde Selection 2013**

Aeon celebrates the 40th anniversary of its private brands on April 1, 2014. One of the brands born in 1994, Topvalu, also celebrates its 20th anniversary next year. With our customers' support, Topvalu has now become the No. 1 brand inside Japan, with 6,000 branded items and more than 680 billion yen sales. Further, 15 items of the Topvalu products are awarded this year by Monde Selection, which is an evaluation institute of a quality label for food products and other consumer goods, demonstrating the Topvalu brand's quality and good taste inside and outside of Japan.

To mark the 40th anniversary of its private brands, Aeon continues product development that reflects the customers' opinions—the origin of our private brands—utilizing the group infrastructures and 7,500 stores across Japan in order to raise the Topvalu into the further trustworthy value-for-money brand for our customers in terms of price, quality, and taste.

Monde Selection 2013

15 Topvalu items won awards!

To mark the 40th anniversary of its private brands, Aeon plans to hold the campaign to promote high level of quality and taste that our Topvalu brand products offer among greater number of customers. As a part of such a campaign, Aeon has been participating in Monde Selection since 2012 in order to be rated the quality standards of our products. In Monde Selection 2013, 15 Topvalu products received awards. Particularly, Topvalu Select Fresh Milk 100% Yogurt, Topvalu Select Yuzu Citrus and Soy Sauce, and Topvalu Lager Beer are honored with the Gold Award for two consecutive years.



Overview of the Two-Consecutive-Year Gold Award Winner Products

Product name: TOPVALU SELECT Fresh Milk 100% Plain Yogurt

Price: 178 yen (including tax)

Features: Made of fresh milk only. Mild and rich taste.



Product name: TOPVALU SELECT Yuzu Citrus and Soy Sauce with Hint of Soup Stock

Price: 298 yen (including tax)

Features: Uses Yuzu from Kito area in Tokushima Prefecture. Koto Yuzu is known for rich fragrance and high quality. Refreshing taste.



Product name: TOPVALU Lager Beer

Price: 158 yen or 218 yen (including tax)

Features: Offers rich aroma and light aftertaste.



Other Gold Award Winning Products

TOPVALU Gurinai Pure Soy Milk

TOPVALU Healthy Ai Calcium and Iron Cookies

TOPVALU Healthy Ai 80cal Keema Curry

TUPVALU x Reverse Project Collaboration Starts!

Packaging of three eco-conscious Topvalu Kyokan Sengen products are renewed to eye-catching design



Topvalu Kyokan Sengen (declaration of environmental consciousness) is a sub-brand given to Topvalu products that particularly take account of the environment. To promote these Topvalu Kyokan Sengen products to a greater number of customers, Aeon has renewed the packaging of the three products (9 varieties in total) working together with Rebirth Project Co., Ltd. represented by Mr. Yusuke Iseya.

This renewal was made with the cooperation of Mr. Iseya, who provides support to various company's CSR activities utilizing his excellent design skills. Mr. Iseya expressed his sympathy with Aeon's environmental approach and helped us renew the design of Topvalu Kyokan Sengen Toilet Rolls, Topvalu Kyokan Sengen Anti-Germ Super Clean (clothes washing liquid), and Topvalu Kyokan Sengen Cling Film. To introduce these environmental-conscious products to a greater number of customers, the packaging of the products has been renewed to simple but eye-catching design. Newly designed items will appear on the store shelf from Saturday, June 1, across 1,300 stores.

During June, the Environmental Month, Aeon conducts environmental campaigns including Environment "Love" Declaration, in which solicited customers' comments concerning the environment will be displayed along with our Topvalu Kyokan Sengen.



We Develop New Products Based on Our Customers' Opinions!

We will ask customers to provide their opinions in the Topvalu official website as a part of the 40th anniversary of private brands

To mark the 40th anniversary of Aeon private brands as the new starting point, Aeon goes back to its origin and listens to customers' opinions in order to develop further products.

Solicitation overview

Period: May 28 to the end of March, 2014

How to post a comment: Access to the Topvalu Develops Products Based on Customers' Opinion page under the Topvalu website (<http://www.topvalu.net/voice/>) and complete the designated form with an idea for a new product.

One comment out of all the posted ideas will be selected and we will consider to develop a product based on this selected comment. The developed product will be released next year as a new product available only a limited period of time.

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TOPVALU Frozen Food Fair

Get more WAON points when you buy the Topvalu Ready Meal prepared food range

READY Meal

トップバリュ レディーミール

As the aging society progresses and single households increase, convenience and high retention of nutrition and freshness in the frozen foods are highly valued. Thus a number of customers request us to increase the variety of our frozen foods. To respond such needs, in fiscal 2012, we have increased the number of Topvalu Ready Meal frozen food items to 109, which is 2.4 times greater than before. We also expanded the sales floor of frozen foods in the stores newly opened or refurbished. This was greatly supported by the customers and resulted in more than 150% year-on-year increase in the latest sales.



TOPVALU Frozen Food Fair Overview

Period: May 29 (wed) to June 4 (Tue)

Sales items: 34 items of the TOPVALU Ready Meal series, including 2 new items

Representative item: TOPVALU Ready Meal Chunky Vegetables in Bagna Càuda

Price: 148 yen (including tax)

Features: Broccoli, carrot, and other vegetables are served in a hot salad style. A single packet provides 1/6 of recommended daily vegetable portion. Preparing vegetable for a single person or a small number of people is cumbersome, but this product offers the easiest way to serve vegetables just by warming in a microwave oven.

Bonus: Purchasing a Topvalu Ready Meal product during the Fair period using Aeon e-money WAON adds extra 20 to 30 points. (Some items are available at a trial discount product.)

TOPVALU COLLECTION

Chito-lon—the natural-origin fiber processing technology that delivers wearing comfort and functionality

TOPVALU COLLECTION

The Topvalu Collection, our casual wear range, is manufactured in the Specialty retailer of Private label Apparel (SPA) manner, managing the entire procedure from planning and production, to sales. This year's collection offers a total of 25 designs and those newly introduced from this summer are T-shirts and polo shirts treated to offer comfort and the anti-bacterial and deodorant effects by the Chito-lon technology.

Chito-lon is a technology to ionically bind chitosan and fiber at a molecule level. Bonded chitosan more stably remain in the fiber compared to the conventional chitosan-fiber mixing methods, and it provides the better clothing texture due to the finer bond. The anti-bacterial and deodorant effects are less susceptible to deterioration from washing and they last longer even after 50 times of washing.*

We plan to start the sales of Chito-lon treated T-shirts in Autumn colors from the middle of July.

* The result of a JIS-method washing test.

Representative item: Half-Sleeve Anchor-Print Polo Shirt (for men)

Price: 2,980 yen (including tax)

Features: Marine look is popular this summer. An anchor print polo shirt is available in three colors.

Ladies Chito-lon tops are also available.



TOPVALU Home Appliances

The second iteration is a juicer and a mixer released on July 1



In response to the popular demand for the products that reduce burden of cooking and cleaning, we have launched the first Topvalu home appliances including an electric kettle and an electric thermo kettle in March 2013. The top opening of the electric kettle is specially designed to prevent water spill even should the kettle fall over. Also the large opening makes cleaning easy. The electric thermo kettle is equipped with the function to prevent boiling without water and the removable lid for easy cleaning. In addition to their good functions at reasonable price, the products offer a two-year guarantee and after-sales service. Currently 12 Topvalu Home Appliance items are on sale in 350 stores including Aeon GMSs.

On Monday, July 1, a juicer and a mixer will be launched as the second iteration of the Appliances. We actively continue to develop products until 2014, gradually adding items to a whole range of home appliances frequently used in a house from a cleaner, an iron, and to lighting such as an LED ceiling light. Our aim is 10 billion yen sales per year.

Representative item: Electric Kettle

Price: 2,980 yen (including tax)

Colors: White or black

Features: Anti-spill function even when the kettle falls over.



Note

History of Aeon's Private Brands

In 1974, when goods prices were soaring due to the oil crises, Aeon (then Jusco) released its first private branded cups of instant ramen, named J Cup. Challenging the standard of the time that a cup of instant ramen always has a folk in its packaging, J Cup was sold without a folk and simple packaging, which was an improvement from the customers' viewpoint. The price was also set to 85 yen, 30% less than national brand products at that time. The result was great support from many customers. This is the origin of the Aeon's private brands. In 1994, the main brand was renewed to Topvalu with greatest focus on quality and low prices, along with a catchphrase of "Assured Quality at This Price."

In March 2000, the brand was further evolved into new Topvalu with higher quality and functions, attaching importance to reflecting customers' needs to product development.