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> January 28, 2014 AEON CO., LTD. AEON TOPVALU CO., LTD.

## Aeon supports cocoa producers by expanding Fairtrade procurement First in Asia! Participating in the Fairtrade Sourcing Programs

Aeon will participate as the first and only Asian company in the Fairtrade Sourcing Programs, which will be launched by Fairtrade International with the objective of increasing support to Fairtrade certified cocoa producers.

<< Differences between Existing Certification and Fairtrade Sourcing Programs>>				
	Existing Certification	Fairtrade Sourcing Programs		
Intended raw materials	17 products including coffee, fresh fruits and cocoa	Cocoa, sugar and cotton		
Unit of certification	Product-by-product basis	Volume of procurement by companies		
Main term	100% use of certified raw materials	Increase the procurement volume in the medium to long-term in a planned manner		
Problem and potential	The real volume of trade of certified raw materials is slow to grow	The volume of trade will increase as certified raw materials will be able to be used for broader range of products		
The volume of trade of Fairtrade products will expand by increasing the volume of procurement by companies → Making contribution to the improvement of producers' livelihoods				

Aeon agrees with the objective of the programs and it plans to increase the purchase of Fairtrade certified cocoa up to ten times more than the current trade volume (equivalent to 50 tons of cocoa beans) by 2020. The cocoa thus purchased will be used as a raw material to produce new and existing products under AEON's private brand Topvalu. Aeon will continue to be involved in the existing certification program in parallel with the new programs.

In response to customers who wished to make an international contribution through everyday shopping, Aeon started selling Fairtrade certified coffee in 2004. Since then, Aeon has continued to develop and sell Fairtrade products as one of the largest companies offering such products in Japan. At the same time, Aeon, together with customers, has carried out activities to spread the idea of Fairtrade in Japan.

Aeon's joint efforts with customers to promote Fairtrade mark the tenth anniversary this year. Aeon is committed to continue its efforts to support developing countries and realize a promising future through the development and sales of Fairtrade products.

<sup>\*</sup>Fairtrade International: An international organization established in 1997 by fair trade labelling initiatives in various countries, aiming at solving poverty problems and achieving the sustainable livelihoods of producers through fair trade. Its activities include setting international Fairtrade standards and providing support to producers. At present, it consists of 27 Fairtrade labelling initiatives and three producer networks. In Japan, Fairtrade Label Japan (FLJ) is engaged in the management and promotion of Fairtrade certified labels, product certification and other promotional activities. (For more information, visit: <a href="http://www.fairtrade-ip.org/">http://www.fairtrade-ip.org/</a>)

## **Reference TOPVALU Fairtrade Products**

## ◆Chocolates

♦ TOPVALU Fairtrade Chocolates (48g)

¥118 Japan's first domestically-made Fairtrade chocolate

¥250

Fairtrade chocolate, developed and designed in collaboration with students!

(Mildly sweet bitter)

122217

(Melting milky)

♦ TOPVALU Fairtrade Chocolates for Gifts (48g x 2)

48g.10%

45 million



♦Coffee

$\diamond$	TOPVALU Fairtrade Columbia Blend Coffee (300g)	¥458	
$\diamond$	TOPVALU Fairtrade Columbia Blend Drip Bag Coffee (7g x 10)		
	*Photo (1)	¥268	
$\diamond$	TOPVALU Fairtrade Guatemala Blend Coffee (300g)		
	*Photo (2)	¥458	
$\diamond$	TOPVALU Fairtrade Guatemala Blend Drip Bag Coffee (7g X 10)		
		¥268	
$\diamond$	TOPVALU Fairtrade Black Coffee (280g)		
	*Photo (3)	¥98	

TOPVALÚ Fairtrade Sugar-free Iced Coffee (1000ml)
\*Photo (4)







(3)

(4)

¥198