



40th Anniversary as a Listed
Company
AEON
HAPPY PARTY
With Gratitude to our
Customers



October 6, 2014
AEON CO., LTD.
AEON TOPVALU CO., LTD.

Topvalu Gurinai Organic Food Series makes Debut at 4,000 stores of the Aeon Group nationwide

Aeon will launch Topvalu Gurinai Organic Food Series on Tuesday, October 7. This new line of organic food products, a renewed series of former Topvalu Gurinai series, comes out in brand new packages in as many as 120 products line ups, of which 58 are newly developed items. We will further increase product line ups so that customers have more access to healthy, environment-friendly organic products in their daily life.



What is organic food?

Organic foods are agricultural and livestock products or processed products of such food that are produced with the method of organic farming utilizing natural power including sunlight, water, and soil instead of pesticides or chemical fertilizers. Organic foods are produced to protect the environment and ecosystem and provide people with healthier diet, eliminating the health concerns caused by chemical preservatives and artificial coloring agents.

With the aim to help customers live healthier lifestyle, Aeon has been offering products that focus on “safety and security” and “consideration to the environment” since the launch of the Gurinai series in 1993.

The brand-new Topvalu Gurinai Organic Food Series offer a wider variety of environment-friendly items that are certified both nationally and internationally as organic food at more reasonable prices. The series boast natural flavor and taste of organic products that are safe and secure.

We are planning to roll out this new series at about 4,000 stores across Japan for people who have never tried organic products, as well as those who routinely purchase organic products through online or specialized store.

◆ **120 organic products one of the largest number as private brand label products in Japan.**

The organic food market is rapidly growing in the US reflecting consumers' increasing interest in health and food safety and security. Buying organic products is nowadays a daily routine in the country. With this trend spreading over in Europe and Asia, and into Japan, we have received many requests from customers for more organic product items at our stores. Given the circumstances, we regard the organic food products as one of the most promising market for future growth.

In response to these customer needs, Aeon will launch Topvalu Gurinai Organic Food Series by capitalizing on its strength in product procurement. The 120 food items marks one of the largest line-ups of PB brand organic items among major Japanese retailers. We will continue to expand the product line-ups to daily commodities and clothing with an aim to be a retailer that every customer can turn to for organic products.

◆ **Leveraging the status of JAS certified importer of organic agricultural/processed food products for wider range of organic foods from Japan and abroad**

Aeon Topvalu Co., Ltd. and Aeon Global Merchandizing Co., Ltd. have obtained the Japanese Agricultural Standards (JAS) certification for importers of organic agricultural/processed food products, a certification issued by the Ministry of Agriculture, Forestry and Fisheries (MAFF) of Japan. This has enabled us to procure organic products not only in Japan but also from other countries with the organic certification system equivalent to that of Japan. This, in turn, has allowed us to offer organic products at more reasonable price.