



September 24, 2015
AEON CO., LTD.
AEON Retail CO., LTD.

Delivering Halal Certified Food from Aeon Topvalu Malaysia
Aeon launches Halal food permanently!
-Aeon food section in Kanto region will offer Halal food permanently starting from March 2016-

Aeon will launch “Halal food” for Muslims at its 25 General Merchandise Stores (GMS) in Kanto region permanently starting from March 2016. The Halal food has been developed by Aeon Topvalu Malaysia Sdn. Bhd. operating private brand (PB) business.

“Halal” means “permitted items (by Allah)” in Arabic, and in terms of food, it mainly refers to ingredients and cuisine permitted to consume in accordance with Islamic law.

Muslims are prohibited to consume pork and alcohol by Islamic law. And only those food items including beef, mutton, and chicken processed in accordance with Islamic rules are considered as “Halal”.

In rapidly growing ASEAN region, Aeon has been developing a multi-format business leveraging group collective strength to meet local customers’ needs.

Topvalu brand products are individually developed by local operating companies of Topvalu to deliver products to meet local customers’ needs. As for Malaysia, Aeon Topvalu Malaysia Sdn. Bhd. has been developing 147 items of Halal food which acquired JAKIM (Halal certification organization operated by Malaysian government) certificates with support of the Government.

Currently, there are 150 thousands Muslims in Japan (including Japanese nationals). It is said that Halal food market has reached sales of 110 billion yen (920 million dollars). With limited availability of Halal food for Muslims living in Japan and increasing number of Muslim visitors accompanied by the rapid increase in the number of foreign visitors to Japan, the needs for Halal food is expected to grow.

In response to these issues and needs, Aeon will offer approximately 30 items of Halal food at 25 group GMS permanently starting from March 2016. We will develop a wider variety of products and increase the number of stores that offer Halal food by incorporating customers’ voice.

Note

1. Stores that will have Halal food (planned as of September 24)
AEON Ota store (Gunma), AEON STYLE Sano Shintoshin (Ibaraki), AEON Tsukuba Ekimae store (Ibaraki), AEON STYLE Lake Town (Saitama), AEON Urawa Misono store (Saitama), AEON Narita (Chiba), AEON STYLE Makuhari Shintoshin (Chiba), AEON Shinagawa Seaside store (Tokyo), AEON Shinonome store (Tokyo), AEON Ebina store (Kanagawa) etc. in total of 25 stores
2. Products that the stores will offer (TV: abbreviation for Topvalu)
TV noodle (curry, vegetable), TV extra virgin olive oil, TV spaghetti, TV unrefined salt, table salt, TV condensed milk, TV white coffee etc.