



May 19, 2025

AEON CO., LTD.

AEON Retail Co.,Ltd. AEON

TOPVALU CO., LTD.

TOPVALU Launches Its First Flowers to Deliver “A Happy Future to People and the Planet” Japan’s First Fairtrade-Certified Roses from Kenya —Now Available in Five Colors under a Private Brand

Starting May 28, AEON Group (hereinafter “AEON”) will begin offering a limited quantity of Fairtrade-certified roses from Kenya at approximately 230 stores, including AEON and AEON Style locations. This marks the first time a private brand in Japan has received international Fairtrade certification for cut flowers.

As global demand for ornamental plants—including cut flowers, potted plants, seedlings, and bonsai—continues to rise, production volumes are also increasing. At the same time, concerns are growing over social issues such as long working hours and low wages for producers, as well as the impact of excessive pesticide and chemical fertilizer use on the environment and the health of workers. In an effort to help address these challenges, AEON will launch a new line of environmentally and socially responsible flowers under its TOPVALU brand, based on the theme of “Bringing a Happy Future to People and the Planet.”



【Features of the New Flowers Launched Under the TOPVALU Brand】

➤ Offering Flowers that Bring Happiness to People and the Planet

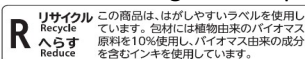
As part of TOPVALU’s mission to promote “Harmony with People and the Planet,” we aim to provide flowers that are kind to both people and the environment. In line with this goal, we are introducing products certified by internationally recognized third-party standards.

➤ Sourcing from Regions Ideal for Flower Cultivation

We selected producing countries with climates ideal for growing vibrant, high-quality flowers. For the products launched in the first half of this fiscal year, we sourced from farms capable of strict management not only of flower conditions, but also of quality and distribution, with a view to obtaining global third-party certification.

➤ Eco-Friendly Retail Sleeves

The flowers are sold in specially designed sleeves containing 10% biomass plastic. Each sleeve features the “TOPVALU Eco-Friendly (3R) Mark,” a proprietary environmental label established by TOPVALU. The printing ink used includes biomass-derived components, and the product name stickers are designed to be easy to remove, making waste separation simpler.



➤ Utilizing a Cold Supply Chain from Production to Store

Bouquets are assembled and packed in the country of origin, then rapidly cooled to suppress aging caused by respiration. This minimizes quality deterioration from temperature changes during transport to the store.

■ Background of the Product Planning and Development

The "Floriculture Sustainability Initiative," an international non-profit made up of flower-related businesses and organizations around the world, has set a goal to ensure that all flowers are responsibly grown and traded by 2025.

At AEON, we recognize the urgent need to offer customers sustainable, third-party certified flower options as we work to promote flowers that are kind to both the environment and society. As one such option, we are launching internationally Fairtrade certified flowers that guarantee fair pricing while considering the environment, society, and human rights.

In exploring sourcing opportunities, we focused on Kenya—which leads the world in production of Fairtrade certified flowers—and Vietnam, which has seen rapid growth in flower exports in recent years thanks to its favorable climate for growing mums (chrysanthemums) and other varieties. Leveraging AEON's scale and expertise, we have developed products that meet global sustainability standards. Starting in May, which marks Fairtrade Month, AEON will launch a limited-edition line of Kenyan roses—the first Fairtrade certified cut flowers from a private brand in Japan. Beginning in June, we will also offer three types of Vietnamese bouquets, in limited quantities, from farms working toward Fairtrade certification. Going forward, AEON will continue to expand its lineup of environmentally and socially responsible flowers.



AEON will continue to offer products that contribute to a brighter future—including flowers that bring color to everyday life—by promoting choices that are kind to both people and the planet.

【Sales Overview】

Stores: Approximately 230 locations, including AEON and AEON Style stores

Website: <https://www.topvalu.net/topvalu-flower/>

(Scheduled to go live at 10:00 a.m. on Wednesday, May 28, 2025)

END

Reference

■ AEON's Effort for International Fairtrade Certification

Inspired by customer voices expressing a desire to “make a global contribution through everyday shopping,” AEON launched Japan’s first Fairtrade-certified coffee under the TOPVALU brand in 2004, followed by the first domestically produced Fairtrade-certified chocolate in 2010. In 2014, AEON joined the new Fairtrade Sourcing Program initiated by Fairtrade International and set a target to increase its trade volume of Fairtrade-certified cocoa beans to 58 tons—ten times the 2012 level—by 2020. This goal was achieved ahead of schedule in 2018.

AEON has continued to expand its Fairtrade-certified product lineup, launching double-certified chocolate (Fairtrade and JAS organic) in 2015, as well as Fairtrade-certified and JAS organic coffee and tea in 2021. In recognition of these efforts, AEON received the Grand Prize at the inaugural Fairtrade Japan Awards in 2023. AEON remains committed to supporting producers’ independence while offering products at accessible prices through both supply chain innovation and thoughtful product design.



■ TOPVALU Website's “Fairtrade Certification” Page Renewed ! (Only in Japanese)

The Fairtrade Certification page on the TOPVALU website has been redesigned with a friendly, illustration-rich layout to make it easy for both children and adults to understand. Visitors can learn about the inspiration behind the development of TOPVALU’s Fairtrade-certified products and explore their key features.

URL : <https://www.topvalu.net/sustainable/fairtrade/> Website Scheduled to Launch on Thursday, May 22, 2025



■ Participating in the “Fairtrade Million Action Campaign 2025” in May 2025

Fairtrade Label Japan, a certified NPO, will host the “Fairtrade Million Action Campaign 2025”—Japan’s largest awareness campaign focused on climate change and Fairtrade—in May, which is recognized as Fairtrade Month. Held in collaboration with companies and organizations nationwide, the campaign donates ¥1 to producers in developing countries for every action taken, such as the purchase of Fairtrade products, social media posts, or participation in events. This year, the campaign aims for a record-breaking 3 million actions across Japan. AEON supports this initiative and will promote the campaign in-store at AEON and AEON Style locations, encouraging customers to take part.

