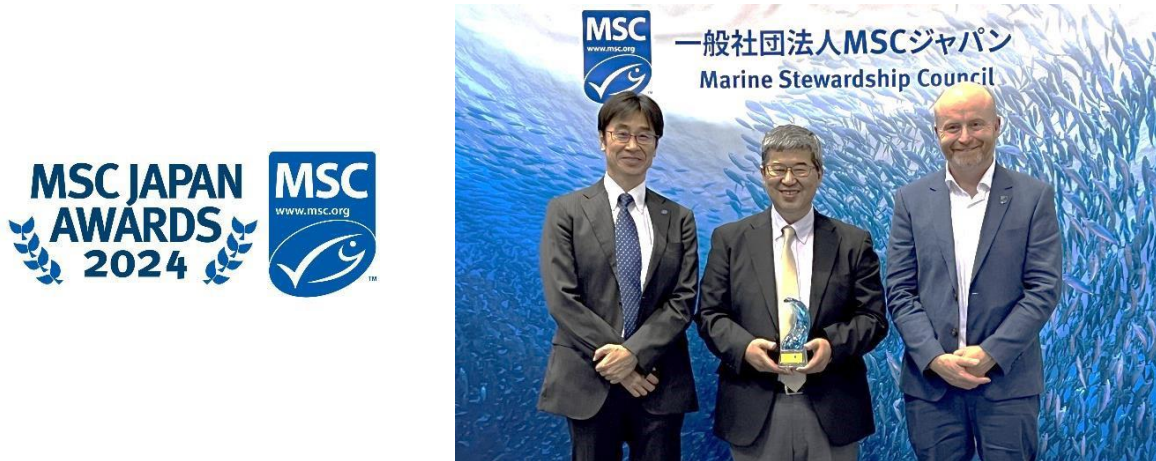


August 21, 2024
AEON CO., LTD.
AEON Retail Co., Ltd.

Honored with the MSC Japan Award 2024

Outstanding Contribution to the Growth of Sustainable Marine Product Sales

On August 21, 2024, AEON received the 'MSC Japan Award 2024' in the retail category from MSC Japan, the Japanese branch of the Marine Stewardship Council (MSC), a certification body for sustainable fisheries headquartered in London.



(Left) Mr. Kozo Ishii, Program Director, MSC Japan
(Center) Kinzo Matsumoto, General Manager,
Fisheries Products Department, AEON Retail Co., Ltd.
(Right) Mr. Patrick Caleo, Regional Director, MSC Asia Pacific

Based on the belief that marine resources are renewable, not depletable, AEON began selling products with the MSC 'Marine Ecolabel,' a global certification for sustainable fishing, in 2006. Today, the range has expanded to 52 products across 28 fish species*¹, including fresh fish like sashimi and fillets, as well as onigiri (rice balls), chikuwa (fish cake tubes), and even cat food.

We are pleased to announce that AEON has been awarded the 'MSC Japan Award 2024' (retail category) for achieving the largest domestic sales volume*² of MSC 'Marine Ecolabel' labeled products in fiscal 2023.

AEON will continue to expand the sales of sustainable marine products and other environmentally friendly items, promoting initiatives that allow customers to contribute to reducing environmental impact through their purchases.

MSC "Marine Ecolabel" introduction website
<https://www.msc.org/en-us/what-we-are-doing/our-approach/the-blue-fish-label>

*1 As of July 31, 2024

*2 Calculated by MSC Japan based on data from each operator's sales volume