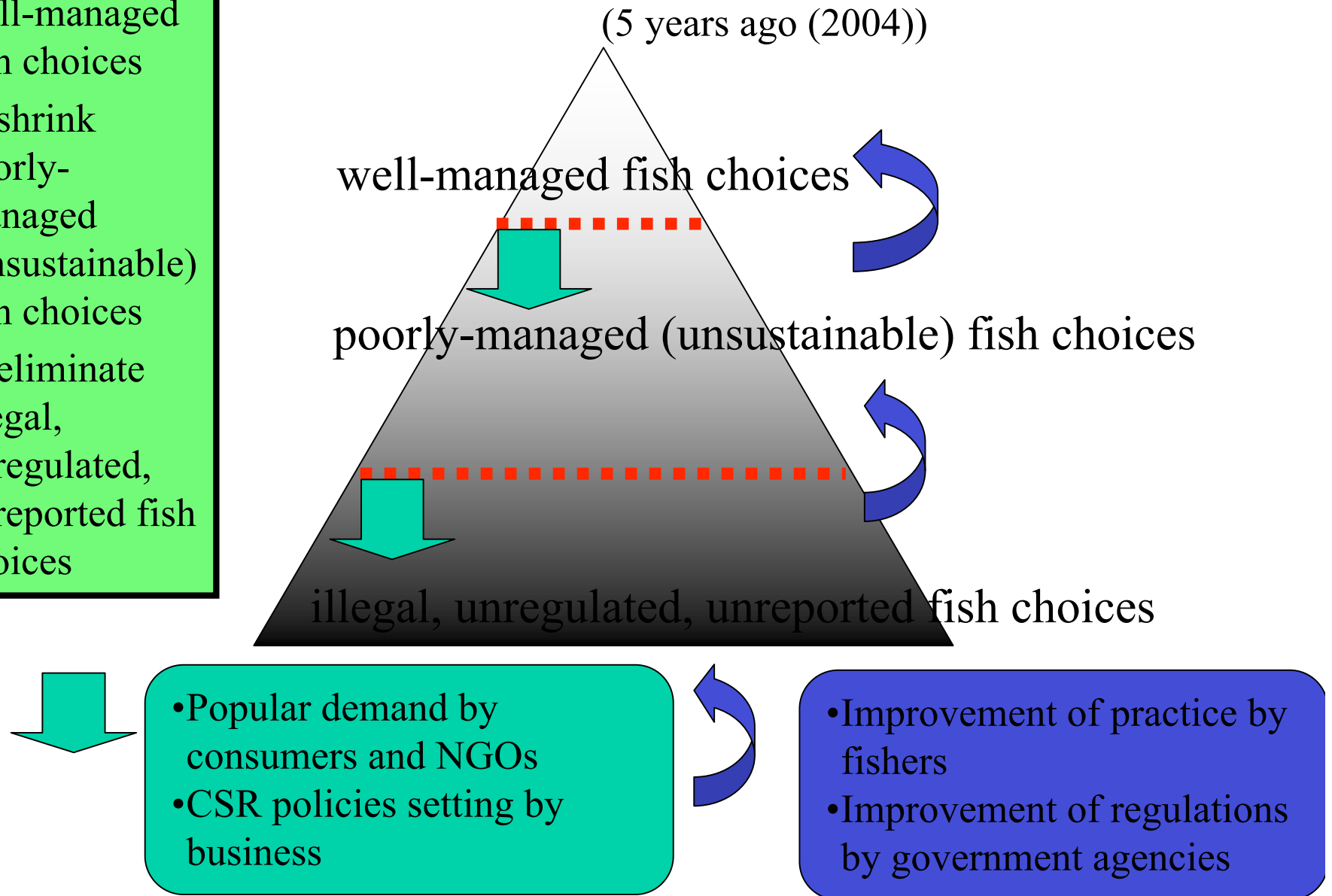


WWF Japan's vision for sustainable fish market for Japan

- In Japanese market:
- 1) expand well-managed fish choices
- 2) shrink poorly-managed (unsustainable) fish choices
- 3) eliminate illegal, unregulated, unreported fish choices



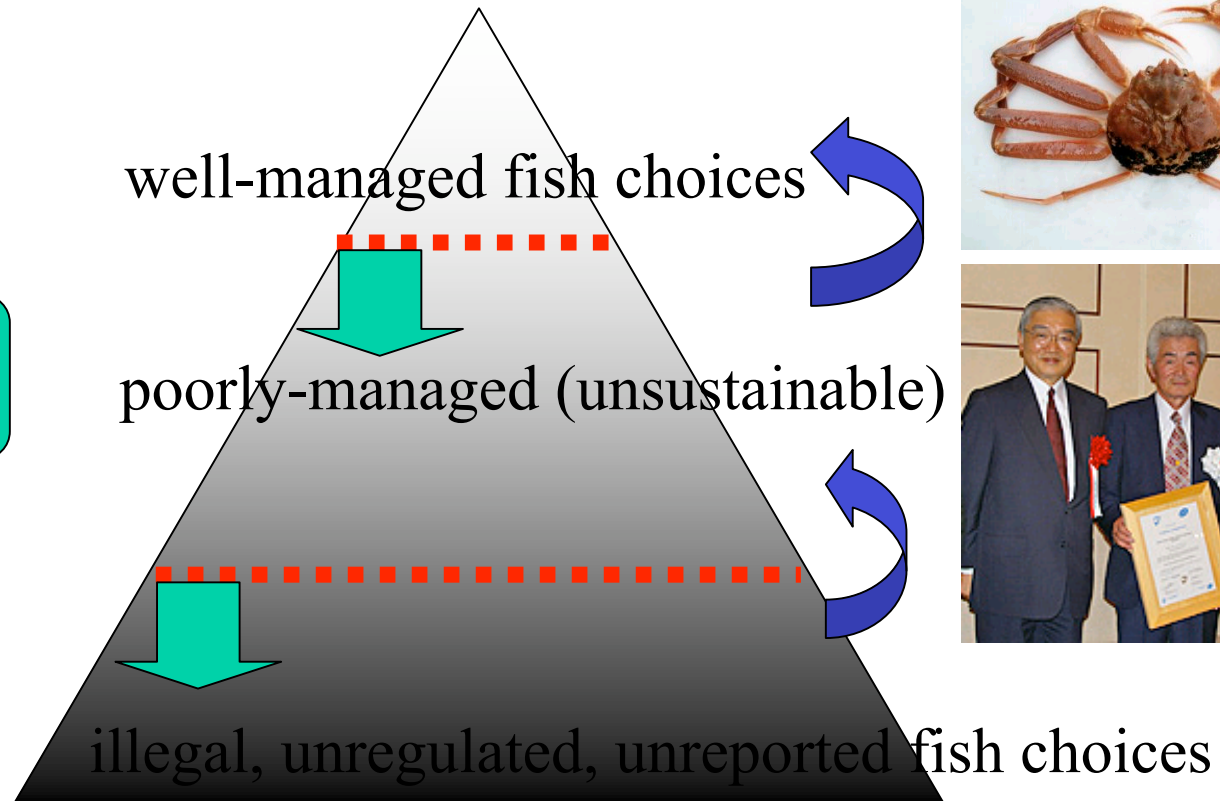
Japan's sustainable fish market status 5 years on (2009)



• 144 products with MSC label



• Bluefin tuna IUU and unsustainable fisheries reports published and exposed



• 1st Japanese/Asian fishery certified by MSC in 2008