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～Great East Japan Earthquake Reconstruction Support～
Japan Tobacco launches the "JT Reconstruction Support Project" in Japan to support reconstruction
Initial applications starting from August 2013

As part of its social contribution initiatives to support reconstruction of areas affected by the Great East Japan Earthquake, Japan Tobacco Inc. (JT) (TSE: 2914) will start the "JT Reconstruction Support Project" in Japan to provide assistance to the three prefectures most affected by the Great East Japan Earthquake – Iwate, Miyagi and Fukushima. The project, with its first applications accepted from August this year, will provide aid to local non-profit organizations (NPOs) based and operating in the areas to assist in the reconstruction, regeneration and revitalization of the three prefectures of the Tohoku region.

As a good corporate citizen maintaining harmonious relations with society, the Company has been engaging in four priority areas: social welfare, arts and culture, environmental protection and disaster relief. So far, the Company has set up additional assistance for the areas affected by the earthquake under existing programs such as the "JT NPO Support Program" in the area of social welfare.

The new project, originating from the ongoing "JT NPO Support Program", will be operated as a separate project. Its goal is to provide a greater level of funding for NPOs working towards recovery and ensuring the stability of their future activities. Meanwhile, the current "JT NPO Support Program" will continue throughout 2014 to support the regeneration and revitalization of local communities across the country.

By working through the 'Japan Earthquake Local NPO Support Fund', which was established by the non-profit corporation Japan NPO Center, the project will accept applications and conduct a series of screenings and funding to NPOs for a period of three years. Each year the screening body, which will consist mainly of outside experts, will assess and approve around 20 case applications in total. The round of screening and funding will be carried out four times a year and the maximum funding for each approved application will be up to three to five million Japanese Yen.

While realizing that this project represents only a small gesture, the Company hopes that the project will contribute to assisting recovery efforts by enhancing the activities of the NPOs in the areas damaged by the Great East Japan Earthquake.

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Japan Tobacco Inc. is a leading international tobacco product company. Its products are sold in over 120 countries and its internationally recognized brands include Winston, Camel, Mevius/Mild Seven and Benson & Hedges. With diversified operations, JT is also actively present in pharmaceuticals, beverages and processed foods. The company's revenue was ¥2.120 trillion (US$22,543 million(*)) in the fiscal year ended March 31, 2013.

**Translated at the rate of ¥94.05 per $1, as of March 29, 2013*

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Attachment

Requirements for application

1. Application and aid provision periods

		Application period	Provision of aid
First year	1st round	1-15 August, 2013	October 2013
	2nd round (scheduled)	1-11 November, 2013	January 2014
	3rd round (scheduled)	1 - 15 February 2014	April 2014
	4th round (scheduled)	1 - 15 May 2014	July 2014
Second year	1st - 4th round	To Be Announced	To Be Announced
Third year	1st - 4th round	To Be Announced	To Be Announced

2. Necessary qualifications for application

- Applicants must be non-profit organizations based in either Iwate, Miyagi, or Fukushima prefectures.
- All applying organizations must, at the time of the application, have a history of activities spanning at least one year.
- The purpose and content of actual activities of the organization cannot involve politics or religion.
- The organization's activity must be carried out throughout the whole period of aid provision(one year).

3. Maximum project aid and number of project applications

From three up to five million yen per case; around 20 cases per year

4. Duration of project aid per each approved application

One year (in few cases may be extended where deemed necessary)

5. Method of selection

To be determined by the Project Committee, consisting mainly of outside experts.

6. Application requirements and application forms

The application requirements and application forms will be available for download at the Project's web page from August 1.

(URL: http://www.jti.co.jp/csr/contribution/support/npo-koubo/index.html)

7. How to apply
   Please send the application forms and related documents to the Secretariat.

8. Secretariat
   Great East Japan Earthquake Reconstruction Support
   JT Reconstruction Support Project Liaison
   Japan NPO Center
   245 Shin-Otemachi Bldg., 2-2-1 Otemachi, Chiyoda-ku, Tokyo, 100-0004 Japan
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