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FOR IMMEDIATE RELEASE

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Japanese Domestic Cigarette Sales Results for July 2015
(Preliminary Report)

Japan Tobacco Inc. (JT) (TSE: 2914) announced today a preliminary report of the Company's Japanese domestic cigarette sales results for July 2015.

(figures are rounded off)

	2014		2015	
	July	January - July	July	January – July
Sales Volume* (Billions of cigarettes)	10.0 (-4.4%)	65.1 (-2.2%)	9.8 (-2.7%)	62.8 (-3.5%)
Japanese Domestic Cigarette Revenue (Billions of Yen)	56.9 (-1.2%)	363.3 (-0.7%)	55.3 (-2.9%)	356.1 (-2.0%)

( ): net change in comparison to the same period in the previous year

* JT's market shares were as follows:
- 59.7% for July 2015
- 59.9% for January- July 2015
- 60.4% for January-December 2014

The above figures are preliminarily reported on a management basis.

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Japan Tobacco Inc. is a leading international tobacco company. Its products are sold in over 120 countries and its internationally recognized brands include Winston, Camel, Mevius and LD. With diversified operations, JT is also actively present in pharmaceuticals and processed foods. The company's revenue was ¥2.154 trillion (US$17,867 million(*)) in the fiscal year ended December 31, 2014(**).

**Translated at the rate of ¥120.55 per $1, as of December 31, 2014*
***Due to a change in the accounting period from March 31 to December 31, the fiscal year 2014 covered nine months for Japanese domestic businesses and 12 months for the consolidated subsidiaries which operate the Group's international tobacco business. On a comparable full calendar year basis, revenue was ¥2.433 trillion (US$20,186 million(*)).*

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