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FOR IMMEDIATE RELEASE

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JT launches Ploom TECH, a new state-of-the-art tobacco vaporizer

3 Types of "MEVIUS for Ploom TECH" tailor-made tobacco capsules

To be launched online nationally, and at certain stores in Fukuoka City, from early March

Tokyo, January 26, 2016 – Today, Japan Tobacco Inc. (JT) (TSE: 2914) announces the launch of Ploom TECH tobacco vapor device and three types of "MEVIUS for Ploom TECH" tailor-made tobacco capsules. All products will be available from early March in Japan through nearly 900 stores in Fukuoka City, and nationwide via a specialized online store[1]. Ploom TECH allows consumers to enjoy smooth tobacco taste through tobacco vapor[2].

In December 2013, JT introduced Japan's first tobacco vapor product, Ploom. Ploom TECH represents the next breakthrough product from the Ploom brand, which now delivers an even smoother tobacco taste and can be used instantly.

A clear tobacco taste provided by unique technology, and great ease of use

Ploom TECH is a new way of enjoying tobacco by placing a tailor-made tobacco capsule filled with granulated tobacco leaves into a device, composed of a battery and cartridge. Vapor is generated from the liquid in the cartridge and passes through the tobacco capsule. With this innovative technology, JT has created a clear tobacco taste without ash or smoke.

For the tobacco capsule, JT has developed "MEVIUS for Ploom TECH" – named after the No. 1 cigarette brand in Japan, "MEVIUS". This capsule provides a smooth taste. To allow the consumers to choose according to their preferences, a lineup of three new products – one regular and two menthol types – has been created.

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[1] Online sales will be conducted by our subsidiary, JT Creative Service (https://shop.ploom.jp).

[2] Our company refers to the mist-like substance that contains ingredients derived from tobacco leaves as "tobacco vapor."

JT has also given thorough consideration to the ease of use of these products. Ploom TECH is activated merely by inhaling, making it possible to enjoy the experience immediately and at any time. Stick-shaped, lightweight and compact, Ploom TECH is also easy to hold and carry.

Since there is no combustion, Ploom TECH tobacco vapor does not produce tobacco smoke smell or ash, making it a new way to enjoy tobacco that helps to avoid annoying those nearby. This is JT's latest offering toward realizing a society where smokers and non-smokers can coexist harmoniously.

The launch in Japan marks the first roll-out of Ploom TECH globally, with launches in other countries to follow. By offering a wide range of choices to meet changing consumers' preferences and satisfaction, JT is aiming to be the global leader in the emerging products category.

Product information of the Ploom TECH as of March, 2016

Category	Product	Launched	Suggested Retail Price
Vaporizer	Ploom TECH starters kit (with Carry case)	1 March, 2016	4,000
Accessories	Battery	1 March, 2016	1,500
	USB docking station (charger)	1 March, 2016	900
	AC adapter	1 March, 2016	900
	Carry Case	1 March, 2016	1,100

Category	Product	Launched	Price (yen)
Tobacco capsule	Mevius Regular For Ploom TECH	1 March, 2016	460
	Mevius Cooler Green For Ploom TECH	1 March, 2016	460
	Mevius Cooler Purple For Ploom TECH	1 March, 2016	460

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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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