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FOR IMMEDIATE RELEASE

April 8, 2016

MEVIUS
imagineering the future

Mevius celebrates its 3rd anniversary with

"Ever Evolving. Ever Surprising." campaign

Redesigned standard Mevius product to be launched nationwide in June 2016

The new "Mevius Option Rich Plus" line will be introduced nationwide in late May 2016

Tokyo, April 8, 2016 --- Today, Japan Tobacco Inc. (JT) (TSE: 2914) has announced the upgrade of sixteen standard Mevius products[1] in new design in June 2016 across Japan as part of the brand's 3rd anniversary celebration. Furthermore JT will launch three new products from Mevius : "Mevius Option Rich Plus 10," "Mevius Option Rich Plus 6," and "Mevius Option Rich Plus One 100's" nationwide in late May 2016.

In 2013, aiming to become the No. 1 global premium brand, JT changed the name of Mild Seven to Mevius, and since then has taken a number of initiatives to improve the product and its services. With the celebration of its 3rd anniversary in 2016, Mevius will commit to accelerating the brand evolution and further improving the product and services to deliver the feel of "Ever Evolving. Ever Surprising." to consumers.

Standard Mevius products have been redesigned, while their flavor and aroma remain unchanged.

For the sixteen standard Mevius products, the package designs and filter quality have been improved without changing the flavor and aroma that consumers enjoy.

For the package designs, we placed an arc (an arc-shaped element) in the center of the package to achieve a sophisticated design with a premium look. For the filters, JT sought to improve the hardness and the ease of separation from the lips, so as to provide consumers with a higher-quality smoking experience.

[1] The upgraded products include the 15 Mevius products (Original, Lights, Super Lights, Extra Lights, One) plus Impact One 100's Box, for a total of 16 products.

Crushing the capsule produces roasted aroma and smooth taste.
New “Mevius Option Rich Plus” line to be available at your regular store.

In recent years, share of menthol products, especially products with capsules has been growing continuously. In particular, Mevius Premium Menthol Option Series has been very well received by consumers.

Mevius, the leading brand of capsule products in Japan[2], will now release three new “Mevius Option Rich Plus” products offering consumers the opportunity to enjoy capsules for non-menthol products. When you crush the capsule built into the filter, you can enjoy roasted aroma and smooth taste.

With these new products and redesigns, JT continues to provide high-quality products and services for Mevius that can satisfy consumers to an even greater extent.

[2] Internal reserch.

Product information of the Mevius brand

Name	Launched	Price (Yen)	Tar	Nicotine
Mevius	June 1977	440	10mg	0.8mg
Mevius Box	October 1993	440	10mg	0.8mg
Mevius 100’s Box	June 2009	440	10mg	0.8mg
Mevius Lights	July 1985	440	8mg	0.7mg
Mevius Lights Box	October 1994	440	8mg	0.7mg
Mevius Lights 100’s Box	June 2009	440	8mg	0.7mg
Mevius Super Lights	July 1989	440	6mg	0.5mg
Mevius Super Lights Box	June 1994	440	6mg	0.5mg
Mevius Super Lights 100’s Box	December 2006	440	6mg	0.5mg
Mevius Extra Lights	August 1998	440	3mg	0.3mg
Mevius Extra Lights Box	June 1995	440	3mg	0.3mg
Mevius Extra Lights 100’s Box	June 1996	440	3mg	0.3mg
Mevius One	March 2003	440	1mg	0.1mg
Mevius One Box	December 1999	440	1mg	0.1mg
Mevius One 100’s Box	February 1998	440	1mg	0.1mg
Mevius Impact One 100’s Box	May 2008	440	1mg	0.1mg
Mevius Mode 6	December 2007	440	6mg	0.5mg
Mevius Mode 6 100’s	June 2015	440	6mg	0.5mg
Mevius Mode 3 100’s	June 2015	440	3mg	0.3mg
Mevius Mode One 100’s	January 2011	440	1mg	0.1mg
Mevius Mode Style Plus 6	January 2012	440	6mg	0.4mg
Mevius Mode Style Plus One	January 2012	440	1mg	0.1mg
Mevius Premium Menthol 8	March 2013	440	8mg	0.7mg
Mevius Premium Menthol 5	February 2013	440	5mg	0.5mg
Mevius Premium Menthol One	February 2013	440	1mg	0.1mg
Mevius Premium Menthol One 100’s	February 2013	440	1mg	0.1mg
Mevius Premium Menthol Option 8	May 2013	440	8mg	0.7mg
Mevius Premium Menthol Option 5	May 2013	440	5mg	0.5mg
Mevius Premium Menthol Option One 100’s	May 2013	440	1mg	0.1mg
Mevius Premium Menthol Spread 8	September 2013	440	8mg	0.7mg
Mevius Premium Menthol Spread 5	September 2013	440	5mg	0.5mg
Mevius Premium Menthol Spread One 100’s	September 2013	440	1mg	0.1mg
Mevius Premium Menthol Option Yellow 8	February 2015	440	8mg	0.7mg
Mevius Premium Menthol Option Yellow 5	February 2015	440	5mg	0.5mg
Mevius Premium Menthol Option Yellow One 100’s	February 2015	440	1mg	0.1mg
Mevius Option Rich Plus 10	May 2016	440	10mg	0.8mg
Mevius Option Rich Plus 6	May 2016	440	6mg	0.5mg
Mevius Option Rich Plus One 100’s	May 2016	440	1mg	0.1mg

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Japan Tobacco Inc. is a leading international tobacco company. Its products are sold in over 120 countries and its globally recognized brands include Winston, Camel, Mevius, LD and Natural American Spirit. With diversified operations, JT is also actively present in pharmaceuticals and processed foods. The company's revenue was ¥2.253 trillion (US$18,679 million(*)) in the fiscal year ended December 31, 2015.

**Translated at the rate of ¥120.61 per $1, as of December 31, 2015*

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