JAPAN TOBACCO INC.
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FOR IMMEDIATE RELEASE

Tokyo, October 7, 2020

JT launches “Ploom TECH+ with”, a Tobacco-Infused Vapor Device

Japan Tobacco Inc. (JT) (TSE:2914) will be launching “Ploom TECH+ with”, a tobacco-infused vapor device in the T-Vapor category, at the CLUB JT Online Shop, along with Ploom Shops and select tobacco retail stores located in Tokyo from November 2, 2020; and at convenience stores located in Tokyo from November 3, 2020.

This launch plan has already been incorporated in the full year forecast announced on July 31, 2020 and has no further impact on the Group’s consolidated financial forecast.

For detailed information, please see the press release attached.

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Japan Tobacco Inc. is a leading international tobacco company with operations in more than 130 countries. With approximately 62,000 employees, it manufactures and sells some of the world’s best-known brands including Winston, Camel, MEVIUS and LD. The JT Group is committed to investing in Reduced-Risk Products (RRP) and currently markets its tobacco vapor products under the Ploom brand and various e-cigarette products under its Logic brand. The Group is also present in the pharmaceutical and processed food businesses. For more information, visit https://www.jt.com/.

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Please be reminded that this section is intended to explain the business operations of JT to investors, and not to promote sales of tobacco products to encourage smoking by consumers

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JT launches “Ploom TECH+ with”, a New Tobacco-Infused Vapor Device; More Compact, More Convenient

Japan Tobacco Inc. (JT) (TSE:2914) will launch “Ploom TECH+ with”, a new, more compact device from the tobacco-infused vapor series, Ploom TECH+. The new device will be available at the CLUB JT online shop, along with Ploom Shops and select tobacco retail stores located in Tokyo from November 2, 2020; and at convenience stores located in Tokyo from November 3, 2020.



A Device That Will Always Be “with” You

The share for T-Vapor in the Japanese-domestic market represents approximately 25%[1]. JT launched Ploom TECH+ in January 2019. As consumers have been using the device at home and in other various scenarios, JT has been receiving encouraging consumer feedback, and that they appreciate the absence of tobacco smell and enjoy the authentic tobacco flavor. In response to further requests by consumers, JT is launching “Ploom TECH+ with”, evolved for better portability and increased convenience, while offering rich tobacco flavor – equivalent to that of Ploom TECH+.

“Ploom TECH+ with” is compact, measuring approximately H78mm x W40mm, making it possible for it to fit in bags or pockets with extra space to spare. In spite of its small size, “Ploom TECH+ with” upgraded features such as faster charging and a display to indicate the battery and capsule usage levels. Moreover, the instant activation feature means consumers can enjoy the device right away, enabling them to use the device whenever and however much they desire, all while simultaneously engaging in activities without the device being in the way.

[1] JT estimate for January to June 2020.

"We are delighted to announce the launch of 'Ploom TECH+ with'. The portable size enables the device to blend right in to each consumers' lifestyle without stress, expanding the opportunities for consumers to explore and experience T-vapor," says Toru Takahashi, Vice President of the Marketing Group Product & Brand Division for RRP[2]. "We hope that consumers will find various moments in their lives when they can spend time 'with' our new device in their own unique and fashionable way."

Product Features

- **Compact size that fits easily in one's hand**
  Measuring at approximately 78mm, the height of "Ploom TECH+ with" is about half the size of Ploom TECH+, sufficiently compact enough to fit in small bags and suit pockets.

- **Equipped with a display to indicate the battery and capsule usage levels**
  Track how much battery and how many puffs per capsule are left in a quick glance, using the display located at the top of the device. This feature allows the consumer to visually understand how much longer they can enjoy the capsule.

- **1 box of capsules per approximately 60 minute charge[3]**
  While Ploom TECH+ requires approximately 90 minutes[3] to charge, "Ploom TECH+ with" only requires approximately 60 minutes[3] for every box of capsules. Compatible with a Type-C USB charging cable.

- **Intuitive operation, simple activation**
  Simply press the button three times to turn the device on and off. Enjoy the T-vapor right away with its instant activation.

Product Information

"Ploom TECH+ with" Starter Kit

Heating Type: Low temperature heating

Retail Price: 2,980 Yen (tax included)

Kit Includes: Device, AC adapter, USB Type-C cable

Colors: Black; and White



Sales Information

The device will be available on the following date and location:

November 2, 2020: CLUB JT Online Shop; Ploom Shops and select tobacco retail stores located in Tokyo

November 3, 2020: Convenience stores located in Tokyo

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[2] Reduced-Risk Products (RRP) are products with the potential to reduce the risks associated with smoking.

[3] The charge time and number of sticks per charge may vary depending on the battery life and temperature of the surrounding environment.

Available at:

- CLUB JT Online Shop（https://shop.clubjt.jp/online/ProductDetail.aspx?pcd=P500480）
- Ploom Shops located in Tokyo[4] (https://ploom.clubjt.jp/shop/about_ploomshop/)
- Convenience Stores and Select Tobacco Retail Stores located in Tokyo

About the Ploom Brand

The JT Group believes the importance in being able to continuously offer a variety of options to our customers as the demand for the Tobacco Vapor (T-Vapor) market continues to grow and diversify daily.

People across the world have their own, unique lifestyle; and just as much as there are different lifestyles, there are different and unique ways one can enjoy tobacco. With tobacco seen as a luxury item, we believe consumers expect a range of options so they can "choose" products which best suit them, according to their daily environment, life-stage transitions, and their personal preferences.

Our Ploom brand portfolio consists of three products: Ploom TECH, our low temperature heating device that offers a light taste in an assortment of flavors; Ploom TECH+, our other low temperature heating device that offers a clean, rich aroma; and Ploom S, our high temperature heating device that offers bold, enjoyable flavor of menthol. The JT Group will strive to offer the freedom of "choice" to our consumers and is excited about the T-Vapor category's bright future and its unique value proposition in our society.

Ploom-Exclusive Customer Service (Available in Japanese Only)
Japan: 0120-108-513
Hours: 10:00am to 9:00pm (JST)[5]
Holidays: December 30th to January 4th

About CLUB JT

CLUB JT (https://www.clubjt.jp/) is a member-exclusive service run by JT. Services include (1) a rewards program, enabling members to earn points and exchange them with various campaigns, (2) a smoking area map, assisting members to locate the nearest designated smoking area or restaurants and cafes that allow smoking, and (3) an online shop, proving a various selection of tobacco products. Available only in Japanese.

[4] Operating hours may vary by store as a measure to prevent the spread of COVID-19 as of October 7, 2020. Please visit our homepage for details on operating hours.
[5] Operating hours have currently been shortened as a measure to prevent the spread of COVID-19. We apologize for any inconvenience caused and appreciate your understanding.

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