JAPAN TOBACCO INC.
1-1, Toranomon 4-chome, Minato-ku
Tokyo 105-6927 JAPAN
Phone: 03-6636-2914

FOR IMMEDIATE RELEASE

Tokyo, July 15, 2021

JT launches Ploom X, the next generation heated tobacco device

Japan Tobacco Inc. (JT) (TSE:2914) will be pre-launching Ploom X, the next generation device for heated tobacco sticks, on the CLUB JT online shop from July 26, 2021 and at Ploom Shops from August 3,2021. Ploom X will also gradually be made available across Japan from August 17, 2021 including convenience stores and select tobacco retail stores.

These launch plans have already been incorporated in the 2021 Business Plan announced on February 9, 2021 and have 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 58,000 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 heated tobacco 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/.

Contact: Dinesh Babu Thotakura, General Manager
Media and Investor Relations Division
Japan Tobacco Inc.
Tokyo: +81-3-6636-2914
E-mail: jt.media.relations@jt.com

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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Tokyo, July 15, 2021

JT Group launches Ploom X

The next generation heated tobacco device hits stores across Japan on August 17th

Japan Tobacco Inc. (JT)(TSE:2914) announces the official launch of Ploom X, its next generation heated tobacco device, on August 17, 2021. Ploom X will gradually be made available across Japan, including convenience stores and select tobacco retail stores. Ploom X will also be available for pre-launch sale at the CLUB JT online shop from July 26, 2021.

Ploom X is the JT Group's next generation device for heated tobacco sticks, the company's priority category, where it is now focusing its resources. The device, which will be launched across key markets after Japan, was jointly developed by JT in Japan and JTI, the Group's international subsidiary, headquartered in Switzerland.



"*Ploom X is the first global device developed by JT and JTI, bringing together all our global resources to offer the best user experience of our time. We are delighted to be able to offer this new innovative product to adult consumers in Japan, the world's leading heated tobacco market and where product standards and quality are of the highest importance.*

Listening to consumers globally, we have created a proposition that is aligned with today's lifestyles and choices. This includes a more authentic tobacco taste, new connectivity possibilities and several options to personalize the device to everyday needs. Ploom X will make the user experience more pleasurable and unique than ever before. With Ploom X, we are continuing to build on our growing presence in the fast-moving heated tobacco sticks category and respond to the increasingly demanding needs of adult consumers around the world."

Daniel TORRAS, Senior Vice President, Reduced-Risk Products

The cutting-edge device, adopts the aesthetic and innovative "Nastro" design with a more intuitive user experience, with no buttons on its surface. In addition to the ability to precisely control heating temperature, Ploom X is equipped with a new heating technology, HEATFLOW®, which focuses on air flow, significantly improving user experience.

Ploom X is also equipped with Bluetooth® functionalities that connect with users' smartphone, enables consumers to see the battery status, lock the device and much more.

Along with the device, improved heated tobacco sticks are being rolled out. These benefit from carefully blended tobacco leaves picked by experts for their suitability to the HEATFLOW® technology. The regular tobacco stick flavor is carefully blended with lamina, the most aromatic part of the tobacco leaf. There is a range of 12 different heated tobacco sticks so, more than ever before, consumers can enjoy a delicate yet rich tobacco taste according to their preferences.

Note: HEATFLOW® is a registered trademark of JT. Other product and service names mentioned in the text are the registered trademarks or trademarks of their respective companies.

Product Features

■ Nastro design enables intuitive user experience

- “Nastro” means “ribbon” in Italian. Ploom X is designed without any buttons on the surface of the device and features a high-quality aluminum body without any joints, making it seamless like a ribbon.
- It is designed to be both aesthetically pleasing as well as durable, with LED and vibration indicators that allow customers to intuitively check the readiness of the device.

■ HEATFLOW®, a new heating technology, improves flavor

- In addition to precise heating temperature control, the new HEATFLOW® technology focuses on improved air flow and better experience.
- The heated tobacco sticks are designed to complement the HEATFLOW® technology. By combining this technology with expert blending techniques, consumers can enjoy the high-quality aroma of the tobacco as well as the rich aftertaste.

■ A wide variety of front panels to match consumer’s personal taste

- The front panel is available in a variety of seven colors, allowing consumers to freely customize the design to match their personal taste.
- The front panel is magnetically attached to the device and can be detached and swapped easily.

Note: The starter kit includes the front panel in the same color as the device itself. The other front panels are sold separately for 980 Yen each (tax included).

■ Bluetooth® functionalities realize a new style

- The Bluetooth® functionalities allow consumers to confirm the detailed battery status on their smartphone, in addition to the LED indicators on the device; unlock the device when it is connected to the smartphone; and track their device’s last known location, allowing them to search the device when lost.

Note: Bluetooth® functionalities can be used by installing a compatible browser and registering the device on the Ploom X CLUB website. For details, please visit the Ploom X CLUB (https://ploom-x-club.clubjt.jp/) website. (Website available in Japanese only.)

Product information

■ **Ploom X Starter Kit**



Heating type	High-temperature heating
Retail price	3,980 Yen (tax included)
Kit includes	Device, cleaning stick and Type-C USB cable
Color	Slate Grey and Silver
Number of tobacco sticks	20 sticks (when charged for about 110 minutes)
Waiting time until optimal heat	About 25 seconds
Duration of use per tobacco stick	About 5 minutes

Note:

-The AC adapter is not included in the starter kit. The AC adapter will be sold separately.

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

Tobacco Sticks for Ploom X

The JT Group's expert blenders have improved the blend of tobacco leaves in the heated tobacco sticks to suit the HEATFLOW® technology. The regular tobacco stick flavor is carefully blended with lamina, the most aromatic part of the tobacco leaf.

With a range of 12 products, more than ever before, consumers can enjoy the delicate and rich taste of tobacco according to their preference.

Heated tobacco sticks for Ploom X / Ploom S

Product	Price (JPY, tax included)
【NEW】MEVIUS Rich	540
MEVIUS Smooth	540
MEVIUS Menthol Cold	540
【NEW】MEVIUS Menthol Fresh	540
【NEW】Camel Rich	500
Camel Smooth	500
Camel Menthol Cold	500
Camel Menthol Black Mint	500
Camel Menthol Purple	500
Camel Menthol Yellow	500
Camel Menthol Red	500
Camel Menthol Muscat Green	500

Note: MEVIUS Rich, MEVIUS Menthol Fresh, and Camel Rich will be sold nationwide from August 17, 2021.

About Ploom X CLUB

Ploom X CLUB is a web service that offers exclusive content for registered users to experience the world of Ploom X.

It offers after-sales services such as warranties against damage, loss, or connectivity issues with Bluetooth® functionality. In addition, Ploom X CLUB members earn status based on their use of Ploom X and the number of referrals made. Depending on their status, they will be offered special privileges and benefits unique to the Ploom X CLUB.

For more information, please visit the Ploom X CLUB website (https://ploom-x-club.clubjt.jp/).

Note:
-To use Ploom X CLUB, consumers must obtain a JT ID and register their device.
-Ploom X CLUB campaigns can be redeemed using CLUB JT points as well.

Sales Information

Ploom X will be available at the Official JT Ploom Shop on Rakuten Marketplace and gradually become available at convenience stores and select tobacco retail stores across Japan from August 17, 2021.

It will also be available for pre-launch sale at the CLUB JT online shop from July 26, 2021 and at Ploom Shops from August 3, 2021.

■Pre-launch sale details

- ✓ Starting July 26, 2021
  CLUB JT online shop (https://shop.clubjt.jp/online/CategoryList.aspx?ccd=CG000109)
- ✓ Starting August 3, 2021
  Nationwide Ploom Shops (https://ploom.clubjt.jp/shop/about_ploomshop/)
  Note: Operating hours may vary by store as a measure to prevent the spread of COVID-19. Please visit the website for details on operating hours.

Outline of the Campaign

To commemorate the launch, the Ploom X Starter Kit will be sold for 1,980 Yen (including tax) from August 17, 2021 to October 4, 2021 at channels including the CLUB JT online shop, Official JT Ploom Shop on Rakuten Marketplace, Ploom Shops, as well as nationwide convenience stores and tobacco retail stores. In addition, a 2,000 Yen discount coupon, which can also be used for Ploom X, will be distributed at stores offering pre-launch sales until August 16, 2021.

About the discount campaign

■Campaign price

- ✓ 1,980 Yen (tax included)

■Campaign period

- ✓ CLUB JT online shop
  August 17, 2021, 10:30 - October 4, 2021, 15:00 JST
- ✓ Official JT Ploom Shop on Rakuten Marketplace
  August 17, 2021, 11:00 - October 4, 2021, 15:00 JST

- ✓ Ploom Shops
  August 17, 2021 - October 3, 2021
  Note: Operating hours may vary by store as a measure to prevent the spread of COVID-19. Please visit the website for details on operating hours.
- ✓ Convenience stores nationwide
  August 17, 2021 - October 3, 2021
- ✓ Select tobacco retail stores nationwide etc.
  August 17, 2021 - October 3, 2021
  Note: Hours of operation may vary by store. Please contact each store for details.

Validity period of pre-launch discount coupon

■Validity period of the 2,000 Yen discount coupon

- ✓ CLUB JT online shop
  July 26, 2021, 10:30 - August 16, 2021, 23:59 JST

Note:
-To use the discount coupon, users must apply for the coupon on the applicable page on the Ploom X Brand Site.
-The coupon issued on the Ploom X Brand Site can also be used at the Ploom Shops except the Ploom Shop Narita Airport.

■Eligible persons

- ✓ All JT ID holders

■Eligible products

- ✓ Ploom brand products worth 2,001 Yen (including tax) or more, including the Ploom X Starter Kit. Some products, including tobacco products, are not eligible.

Ploom-Exclusive Customer Service (Available in Japanese Only)
Japan: 0120-108-513
Hours: 10:00 to 21:00 JST
Holidays: December 30th to January 4th

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