

MEDIA INFORMATION

For immediate release



CJEU Rulings on Tobacco Products Directive Bring Additional Confusion

*The Directive's Aim is to Harmonize Regulations –
Not Disrupt the Free Movement of Goods Across the EU*

Geneva, May 4, 2016 – Just two weeks before the Tobacco Products Directive (TPD2) comes into force in the 28 EU Member States, the Court of Justice of the European Union (CJEU) has rejected tobacco manufacturers' claims against TPD2.

"It is regrettable that the Court has decided to endorse the proliferation of different regulations for the same product across the European Union", said Vassilis Vovos, JTI's Western Europe Regional President. "This ruling goes against a fundamental purpose of the EU treaty which is to further improve the functioning of the internal market by way of harmonized legislation. Instead, we are left with an inexplicable decision which may lead Member States to believe that they can infringe the principle of free movement of goods within the EU."

"There are only 16 days left before TPD2 comes into force. Yet the legislation is still not transposed in the majority of Member States. This leaves the industry with little clarity from the Commission and Member States on many issues. The CJEU rulings bring additional confusion", concludes Mr. Vovos.

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About JTI

JTI, a member of the Japan Tobacco Group of Companies, is a leading international tobacco manufacturer. It markets world-renowned brands such as Winston, Camel, Mevius and LD. Other global brands include Benson & Hedges, Silk Cut, Sobranie and Glamour. With headquarters in Geneva, Switzerland, and about 26,000 employees worldwide, JTI has operations in more than 120 countries. Its core revenue in the fiscal year ended December 31, 2015, was USD 10.3 billion. For more information, visit www.jti.com.

Note to editors:

- On July 18, 2014, JTI announced its formal participation in the judicial review process launched by PMI in the UK's Administrative Court against the EU Tobacco Products Directive (2014/40/EU) (TPD2). The claims asserted that the Directive did not meet the required standard of improving the functioning of the internal market.
- On November 3, 2014, The UK's Administrative Court agreed to reference the claims filed by the four major tobacco manufacturers to the Court of Justice of the European Union (CJEU).
- On October 1, the CJEU heard the four major tobacco manufacturers as part of the preliminary reference process against the EU Tobacco Products Directive (2014/40/EU) (TPD2).
- On December 23, the Advocate General of the CJEU issued an opinion related to the tobacco industry's claims against the EU Tobacco Products Directive.