



JTI first to launch nicotine-containing e-cigarette in Switzerland

Logic Pro joins success of PLOOM TECH one year later

Dagmersellen, July 23, 2018 – Today JTI launched Logic Pro, a nicotine-containing e-cigarette, in Switzerland, becoming the first international company to introduce such an e-cigarette. This followed the Federal Administrative Court's decision on April 24 to lift the ban on the sale of e-cigarettes containing nicotine in Switzerland. Logic Pro comes one year after the success of PLOOM TECH, its tobacco-infused vapor product that heats tobacco at very low temperatures without combustion. With Logic Pro, JTI widens its Reduced Risk Products¹ portfolio in Switzerland to satisfy growing consumer demand for e-cigarettes.

Logic Pro is a closed-tank electronic vapor device which heats a nicotine-containing liquid to produce an inhalable vapor. Its replaceable capsules come in five flavors - regular, menthol, cherry, berry mint and vanilla - and two different strengths. E-liquids for Logic Pro capsules are made in Europe in line with strict international quality standards, and use food flavoring agents, pharmacopeial nicotine, propylene glycol, and vegetable glycerin. All of this comes together in one sleek, convenient and satisfying vape. It's that simple.

"Vapers today are looking for a superior and easy vaping experience. Thanks to the combination of its Europe-made e-liquid and first-class hardware, Logic PRO gives users a quality vapor with an enjoyable taste," said John Aurlund, General Manager for JTI in Switzerland. "With Logic, already the number one e-cigarette in several European countries, we can now meet a growing consumer need in Switzerland. We're happy the new regulatory environment allows for more consumer choice in the country."

Logic is an American brand of electronic cigarettes acquired by JTI in 2015. It is a leading brand in major e-cigarette markets, #1 e-vapor brand in Ireland and #1 in closed-tank in France, Italy and the UK. In the UK, Logic Pro was voted the 2018 E-Cigarette of the Year, recognizing JTI's

¹ Reduced-Risk Products (RRP) are those products with the potential to reduce the risks associated with smoking.

dedication to the consumer. Already the #3 global leader in the e-cigarette category, Logic is currently sold in 11 major e-cigarette markets.

Logic will be available across Switzerland in independent trade and kiosk stores. The device costs CHF 19,90 with refill packs of three capsules available for CHF 5,90.

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JTI is a leading international tobacco company with operations in more than 130 countries. It is the global owner of both Winston, the number two cigarette brand in the world, and Camel outside the USA and has the largest share in sales for both brands. Other global brands include Mevius and LD. With its internationally recognized brand Logic, JTI is also a major player in the e-cigarette market and has, since 2011, been present in the heated tobacco category with Ploom. Headquartered in Geneva, Switzerland, JTI employs close to 40,000 people and was awarded Global Top Employer for four consecutive years. JTI is a member of the Japan Tobacco Group of Companies. For more information, visit www.jti.com.