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JT expands Ploom TECH sales nationwide

Japan Tobacco Inc. (JT) (TSE:2914), announces today that it will expand the sales area¹ of the Ploom TECH starter kit² and tobacco capsules to a number of tobacco stores³ nationwide from June 4, 2018. The products will also be available in convenience stores nationwide from July 2, 2018.

As efforts to increase the production output of Ploom TECH tobacco capsules have resulted in stable operations, Ploom TECH will be rolled-out nationwide in June and made available in convenience stores as of July. Previously Ploom TECH was sold only in selected areas due to manufacturing issues with the capsules.

Ploom TECH is a tobacco infused vapor product with low-temperature heating technology unique to JT. The technology, which does not involve combustion or direct heating of tobacco, enables Ploom TECH to offer a clear taste with no smoke, smoke smell or ash, resulting in no negative impact on the surrounding air quality. JT has been receiving positive consumer feedback and the total sales volume of the device has reached more than two million units in April, 2018.

Ploom TECH and tobacco capsules



¹ Currently the sales area includes Tokyo, Kanagawa, Chiba, Saitama, Osaka and Fukuoka prefectures as well as Sapporo, Sendai, Nagoya and Hiroshima cities.

² Ploom TECH starter kit is composed of a battery, USB charger, AC adapter and carry case.

³ As of June 2018, Ploom TECH will be available in 2,100 tobacco stores nationwide and 26,000 convenience stores in Tokyo, Kanagawa, Chiba, Saitama, Osaka, Fukuoka prefectures as well as Sapporo, Sendai, Nagoya and Hiroshima cities. For detailed information on the shops, please visit the Ploom brand site (<https://www.ploom.jp/>).

JT aims to gain 40% market share in the tobacco vapor⁴ category in Japan by the end of 2020, by providing a wider range of choice that satisfies the varying needs of consumers.

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Japan Tobacco Inc. is a leading international tobacco company with operations in more than 130 countries. With close to 60,000 employees, it manufactures and sells some of the world's best-known brands including Winston, Camel, MEVIUS, LD and Natural American Spirit. The JT Group is committed to investing in Reduced-Risk Products (RRP) and currently markets Ploom TECH, its tobacco vapor product, and various e-cigarette products under the 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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⁴ JT refers to the mist like substance that contains ingredients delivered from tobacco leaves as "tobacco vapor".