

MEDIA INFORMATION

For immediate release



Ploom TECH shows reduced exposure to selected harmful constituents among users

Geneva, November 21, 2018 – Japan Tobacco Inc. (JT) (TSE: 2914) has published, in a peer reviewed scientific journal, the results of a clinical study on Ploom TECH, JT's tobacco vapor product.¹ Results of the study demonstrate that switching from smoking to Ploom TECH leads to significant reductions in exposure to, and uptake of, selected harmful and potentially harmful constituents (HPHCs).

Highlights:

- Smokers who switched to Ploom TECH were exposed to significantly lower levels of potentially harmful constituents compared to those who continued smoking
- The exposure reductions seen in smokers switching to Ploom TECH were of a similar magnitude to smokers who quit all tobacco use during the study
- These results strongly support the potential of Ploom TECH use to reduce the health risks associated with smoking

“This clinical study confirms previous laboratory results and is another important milestone in scientifically demonstrating the reduced-risk potential of Ploom TECH,” says Dr Ian Jones, JTI Vice President, Reduced-Risk Products Science.

Ploom TECH is a non-combusted, tobacco-infused vapor product. It is battery-powered and contains a liquid-cartridge and tobacco-capsule. When used, the liquid is heated to produce a vapor that passes through the capsule, heating the tobacco to 30-40°C and infusing the vapor with nicotine and flavors from the tobacco blend.

¹ Yuki et al. 2018. Regulatory Toxicology and Pharmacology. Volume 96, pages 127-134
<https://www.sciencedirect.com/science/article/pii/S0273230018301326?via%3Dihub>

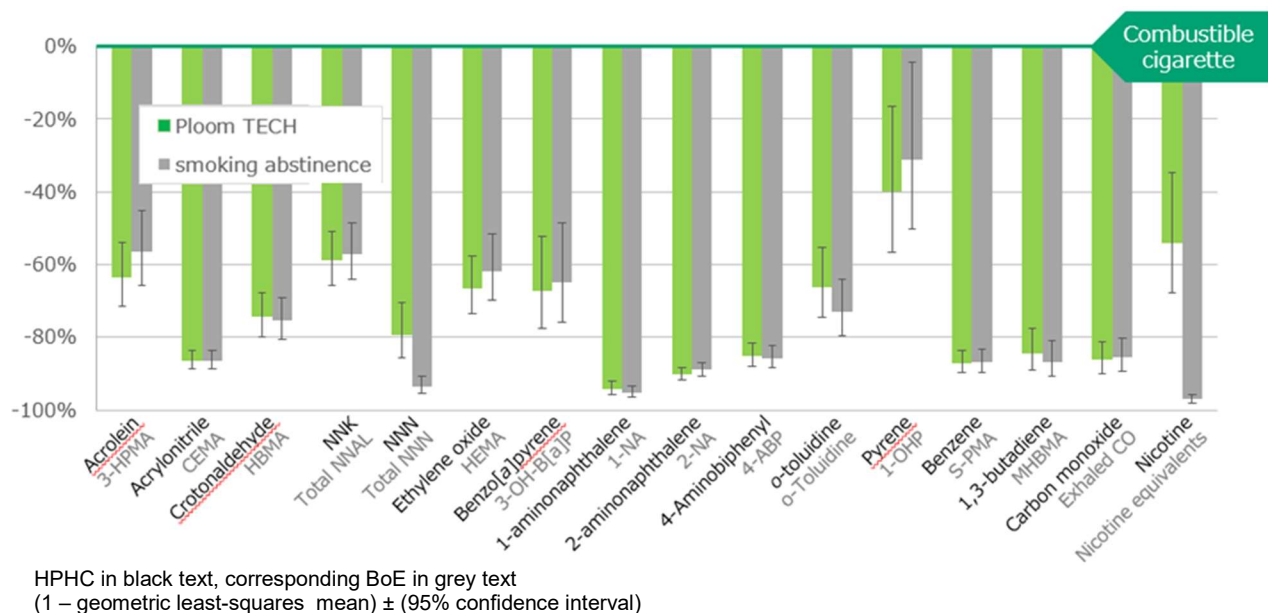
About the JT clinical trial:

60 smokers were randomly assigned for 5 days to either (a) a group who switched to Ploom TECH (20 smokers), (b) a group who continued to smoke their own brand of combustible cigarettes (20 smokers) or (c) a smoking abstinence group (20 smokers).

Fifteen biomarkers of exposure (BoEs) to selected HPHCs, as well as nicotine in urine and exhaled breath, were measured at baseline (day 0), day 3 and day 5 of the trial.

Results showed that the levels of BoEs were significantly reduced in the Ploom TECH group compared to those in the cigarette group.

Even more importantly, the magnitude of the reduction in BoE levels observed in the Ploom TECH group was similar to that observed in the smoking abstinence group.



JT Science – objective research into tobacco risk reduction:

Using objective science, JT Group's dedicated scientists continues to research and develop new ways to reduce the risks associated with the use of nicotine and tobacco products and communicates the progress and outcomes of these studies, via its science website – JT Science; <https://www.jt-science.com>

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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.