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JT to expand Ploom TECH sales area in six cities

Japan Tobacco Inc. (JT)(TSE:2914), announces today that it will expand the sales area of the Ploom TECH starter kit¹ and tobacco capsules in Sapporo city, Sendai city, Yokohama city, Nagoya city, Osaka city and Hiroshima city from February 5, 2018.

The expansion of the sales area to six cities

- Both the starter kit and tobacco capsules will be sold in nearly 150 tobacco stores in six cities: Sapporo city, Sendai city, Yokohama city, Nagoya city, Osaka city and Hiroshima city from February 5, 2018.
- Ploom Shops will be opened gradually in these six cities.
- Both the starter kit and tobacco capsules will be available² in tobacco stores and Ploom Shops.

About Ploom TECH

- Ploom TECH is a tobacco vapor³ device providing a new way to enjoy tobacco by using an indirect low-temperature tobacco heating technology.
- The granulated tobacco in the capsule is heated; no combustion or direct tobacco heating at high temperatures occurs throughout the process.
- Ploom TECH allows consumers to enjoy a clear tobacco taste with no smoke smell.
- There has been excellent feedback on the product from customers since its launch at certain stores in Fukuoka city, and via a specialized Ploom online shop in March, 2016. JT also launched the product in the Tokyo metropolitan area from June, 2017 and expanded the sales area in Tokyo from the end of October, 2017.

Ploom TECH and the tobacco capsules



¹ Ploom TECH starter kit is composed of a battery, USB charger, AC adapter and carry case.

² Advance reservation will take priority.

Consumers who would like to purchase the starter kit would need to submit an online application through the Ploom brand website (ploom.jp).

³ JT refers to the mist like substance that contains ingredients delivered from tobacco leaves as “tobacco vapor”.

About tobacco vapor of Ploom TECH

The liquid contained in the cartridge generates the vapor by heating. The vapor passes through the tobacco capsule and becomes the tobacco vapor of Ploom TECH.



Features of product

- **Clean:** There is no tobacco smoke smell and no influence on air quality in relation to smoking since there is no combustion or direct heating of tobacco leaves.
- **Clear:** JT original technology enables a clear taste.
- **Convenient:** It is activated simply by inhaling, making it possible to enjoy the experience immediately and at any time.

Sales area overview (After February 5, 2018)

<Tokyo>

	Starter Kit	Tobacco Capsule
Tobacco stores (Nearly 500 stores)	○	○
Convenience stores (Nearly 7,000 stores)	○*	○
Ploom Shops (Seven stores)	○	○

* The Ploom TECH starter kit will be gradually available in convenience stores from January 17, 2018.

<Sapporo city, Sendai city, Yokohama city, Nagoya city, Osaka city and Hiroshima city >

	Starter Kit	Tobacco Capsule
Tobacco stores (Nearly 150 stores)	○	○
Ploom Shops*	○	○

*Ploom Shops will be opened gradually in the six cities.

<Others>

Nearly 900 stores in Fukuoka city and the specialized Ploom online shop

Although the Ploom TECH starter kit is available in Tokyo and Sapporo city, Sendai city, Yokohama city, Nagoya city, Osaka city, Hiroshima city and Fukuoka city, advance reservation will take priority. Consumers who would like to purchase the starter kit would need to submit an online application through the related webpage of the Ploom brand website (ploom.jp).

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Japan Tobacco Inc. is a leading international tobacco company. Its products are sold in over 120 countries and its globally recognized brands include Winston, Camel, Mevius, LD and Natural American Spirit. With diversified operations, JT is also actively present in pharmaceuticals and processed foods. The Company's revenue was ¥2.143 trillion (US\$19,703 million()) in the fiscal year ended December 31, 2016.*

**Translated at the rate of ¥108.78 per \$1*

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