**MEDIA INFORMATION**
For immediate release

# Tobacco Products Directive:
# Damaging business but no public health benefits

**Brussels, April 29, 2014 –** The EU has finalized its new regulations on tobacco (the revised Tobacco Products Directive).

Commenting on the publication of the new regulations today, Ben Townsend, Head of JTI's EU Affairs Office said: "These regulations are wide-ranging and restrict the way products are made, packaged and sold. They will have a huge impact on millions of legitimate businesses across the EU, from farmers to packaging manufacturers, and tobacco producers to retailers. Given the very short timelines and costly changes required, clarity must now be given on the multiple measures contained in the TPD and subsequent implementation and delegated acts."

"Make no mistake: these regulations will not achieve the public health benefits that law-makers have claimed. Legitimate businesses will suffer as excessive packaging requirements and banning entire product categories will benefit international criminal networks who will fill this supply gap."

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JTI, a member of the Japan Tobacco Group of Companies, is a leading international tobacco manufacturer. It markets world-renowned brands such as Camel, Winston and Mevius (Mild Seven). Other global brands include Benson & Hedges, Silk Cut, Sobranie, Glamour and LD. With headquarters in Geneva, Switzerland, and about 27,000 employees worldwide, JTI has operations in more than 120 countries. Its core revenue in the fiscal year ended December 31, 2013, was USD 12.3 billion. For more information, visit www.jti.com.