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FOR IMMEDIATE RELEASE

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JT launches Two New Tobacco Vapor products under its Ploom brand

To be rolled out in the online store and Ploom shops from January 29, 2019

Japan Tobacco Inc.(JT)(TSE:2914) announces that it will launch Ploom TECH+, a low temperature tobacco vapor product, and Ploom S, a high temperature tobacco vapor product, in its online store and Ploom shops in Japan.



These two new products are additional to Ploom TECH, currently on the market and highly popular among consumers for its features of no tobacco smoke smell and better usability. JT now offers the largest variety of tobacco vapor products in Japan to suit individual consumer preferences through the introduction of Ploom TECH+ and Ploom S, alongside Ploom TECH. The different heating temperatures provide specific product experiences to consumers. In the low temperature heating segment, Ploom TECH offers a clear taste, while the new Ploom TECH+ offers richer vapor and flavor to consumers. In the high temperature heating segment, Ploom S is suited to consumers who want to enjoy an authentic and familiar tobacco taste.



“With the launch of Ploom TECH+ and Ploom S, we are taking a further step on our Reduced-Risk Products* journey in Japan. Ploom TECH+ will leverage the unique features of low temperature heating devices already seen in our successful Ploom TECH products, such as less smell and increased usability, while Ploom S enables us to enter the high temperature heating segment. We continue to expand our portfolio, offering consumers more choices to enjoy tobacco vapor products,” said Mutsuo Iwai, Executive Vice President and President of the Tobacco Business.

* Reduced-Risk Products (RRP): products with potential to reduce the risks associated with smoking

Product Information

Ploom TECH+



Heating type: Low temperature heating product

Features: Enables consumers to enjoy a powerful rich vapor with an increased amount of tobacco leaves and tobacco vapor, while producing less than 1% of the odor¹ and a more than 99% reduction² in the levels of measured constituents compared to cigarette smoke.

Due to the negligibly low odor compared to cigarettes, it is suitable for enjoying tobacco in closed spaces where consideration for other people is required.

Ploom S



Heating type: High temperature heating product

Features: JT's unique "Authentic Tobacco Flavoring Method" combined with the most suitable heating temperature reduces tobacco vapor odor and delivers a superior taste of tobacco leaves. Compared to cigarettes, it produces less than 5% odor¹ and a more than 90% reduction² in the levels of measured constituents.

*1: Results of the research based on the three-point comparative odor intensity indication method by six people who have passed the olfactory test. Cigarette smoke and Ploom TECH, Ploom TECH+ and Ploom S tobacco vapor, which contains constituents derived from tobacco leaves, were diluted with odorless air in the bags, and the odor of each bag was statistically quantified as the "dilution factor of just no odor".

*2: Use of this product does not mean it is necessarily safer than smoking regular cigarettes. It compares the amounts of nine constituents, the WHO recommend to reduce as a priority, which are contained in one puff of cigarette smoke and one puff of a tobacco vapor of Ploom TECH, Ploom TECH+ and Ploom S. Our leading brand (tar 6mg) cigarette sold in Japan was selected as the test cigarette product.

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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 and LD. 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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