

MEDIA INFORMATION

For immediate release

JTI launches Ploom X tobacco heater in Switzerland

Dagmersellen, 31 August 2023 – On 1 September 2023, JTI Switzerland is launching the Ploom X tobacco heater. The innovation represents a unique combination of traditional tobacco flavour, refined HeatFlow™ technology and individual style. This will lead the established Camel brand into the future.

Few brands have had such a global impact on tobacco culture as Camel. 110 years after it was founded, the tradition-rich brand is breaking new ground: from 1 September, Camel will offer a modern and particularly stylish way of enjoying tobacco. This is thanks to the new Ploom X tobacco heater with Camel sticks.

Optimal heat distribution, richer flavour

Tobacco heaters differ from traditional cigarettes in that they only heat the tobacco, rather than burning it. The tobacco can then be enjoyed without any smoke or ash. The smart HeatFlow™ technology not only ensures optimal heat distribution in just seconds, it also generates a richer flavour than comparable products. “The combination of the latest technology and stylish design gives an especially enjoyable tobacco experience,” comments Olesja Flores, General Manager at JTI Switzerland. The ActivBlend™ tobacco blend has been developed exclusively for Ploom. It mixes selected leaf types such as the traditional Virginia and aromatic Burley tobacco and creates an especially authentic tobacco flavour.

Up to 95% fewer harmful substances

Another positive point is that up to 95% fewer harmful substances are measured with Ploom compared with standard cigarettes.¹ “The technology behind Ploom has the potential to reduce the health risks of smoking without requiring consumers to give up the full tobacco flavour,” says Olesja Flores. Disagreeable tobacco smells that linger on clothes are also largely a thing of the past with Ploom.²

Intuitive to use

The new tobacco heater is handy and easy to use. The device has no visible buttons and works via an innovative IntuiTouch system. LEDs show when the device is ready for use, when it needs charging, and much more.

Special prices for the product launch

Ploom will be on sale in over 600 outlets from 1 September onwards, and in 1500 outlets across Switzerland from 1 October. The product can also be ordered online at www.ploom.ch from 1 September 2023. To mark the launch, the device and four packs of Camel sticks will be available at a special price of CHF 29 (normal price: CHF 49 for the device and CHF 7 per pack).

The key benefits of Ploom at a glance:

- **Ready to use quickly:** it only takes 25 seconds for the tobacco heater to reach operating temperature.
- **Easy to use and long-lasting:** the tobacco heater's battery lasts for around 20 sticks – and can then easily be recharged using a USB-C connection.
- **Individual design:** Ploom stands out thanks to its handy and compact design. Consumers can also choose from a wide range of colours and cover designs.
- **Intuitive operation:** the IntuiTouch system is convenient and easy to use.
- **Exclusive tobacco blends:** the ActivBlend™ tobacco blend has been developed specially for Ploom and mixes selected leaves like the traditional Virginia and aromatic Burley tobacco. People who have enjoyed Camels to date will find just as much pleasure as those who have consumed other tobacco products.

¹ According to data measured mechanically based on a comparison between the steam from Ploom X and the smoke from a standard reference cigarette (1R6F) in terms of nine harmful components the WHO recommends should be reduced in cigarette smoke.

² Based on a sensory test conducted by a testing panel comparing the intensity of odour of cigarette smoke and the steam from a representative sample of heated Camel tobacco sticks.

For more information, please contact:

Lucas Zurkirchen, Corporate Affairs & Communications Manager

+41 62 748 01 11

press.office.switzerland@jti.com

Japan Tobacco International (JTI) is a leading international tobacco company that is active in more than 130 countries. Its cigarette brands include Winston, Camel and Natural American Spirit. JTI introduced Ploom, a heated tobacco product, in 2023 and is present in the tobacco-free, oral nicotine product segment with Nordic Spirit. JTI is headquartered in Geneva and employs over 46,000 people worldwide. The Swiss production and market location, with over 400 employees and located in Dagmersellen (LU), has been named Top Employer Switzerland for the eleventh consecutive year. As a manufacturer of tobacco products, JTI is also aware of its special responsibility towards society and the environment and is thus committed to sustainable working and production conditions. You can find more information at www.jti.com.

Attachment:

		The new tobacco heater from Ploom stands for a modern and particularly stylish way of enjoying tobacco.
		Ploom stands out with its handy and compact design and lets you choose between different colours and numerous cover designs.
 THE NEW WAY TO ENJOY TOBACCO DEISES TABACKEZIGARETTES KÖNNEN IHRE GESUNDHEIT SCHÄDIGEN UND NACHT ANRICHTEN. CE PRODUIT DE TABAC PEUT NUIRE À VOTRE SANTÉ ET CAUSE UNE DÉPENDANCE. QUESTO PRODOTTO DEL TABACCO PUÒ NUOCERE ALLA TUA SALUTE E PROVOCARE DIPENDENZA. ploom TASTE UNIQUE HEATED TOBACCO TECHNOLOGY		Ploom will be available from 1 September 2023 at many points of sale in Switzerland and online at www.ploom.ch.