

MEDIA INFORMATION

For immediate release



JTI launches Logic Compact in the UK – the first market to launch this new premium e-cigarette

The moment vaping “just clicks” has arrived

London, 17th September, 2018 – JTI has announced that Logic Compact is now available in the UK, making it the first market to launch the new premium e-cigarette. From the company behind Logic Pro, the UK’s #1 capsule vapeⁱ, Logic Compact is the latest addition to their award-winning portfolio of Reduced Risk Productsⁱⁱ.

JTI engineered every aspect of Logic Compact with a modern, design-conscious vaper in mind. Magnetic pods, metallic colors (slate grey, steel blue and rose gold) and a large 350mAh battery are all within a sleek, compact, pocket-sized device. Taste, performance, and style come together in a device that’s simple, convenient and easy to use.

“The UK is a growing e-cigarette market, with consumers increasingly looking for the ultimate vaping product,” said Daniel Sciamma, Managing Director of JTI in the UK. *“Logic Compact offers a user-friendly and modern design, which is an exciting addition to our Logic portfolio. The new premium capsule vape is also an excellent product for adult smokers who are looking to vape – it delivers the perfect combination of flavor, power, simplicity and style.”*

Logic Compact offers four refill pod flavors: tobacco, menthol, cherry and berry mint. These innovative pre-filled e-liquid pods click into place magnetically for a clean, simple and satisfying vaping experience. Each 1.7ml pod (approx. 300 puffs) has its own mouthpiece, ensuring a fresh vape every time. The advanced heating technology ensures the perfect volume of vapor, which offers a smooth and satisfying experience.

Logic Compact is available from the end of August 2018 at a retail price of £17.50.

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About JTI

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 Benson & Hedges and Amber Leaf. 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, the company 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.

Note to Editors

Logic is a leading brand in major e-cigarette markets, including the US. It is the #1 e-cigarette brand in the capsule vape segment in both Italyⁱⁱⁱ and France^{iv}. In the UK, Logic Pro was voted the 2018 Product of the Year in the E-cigarette category, recognizing JTI's dedication to the consumer. JTI is already the #3 global leader in the e-cigarette category with strong international presence. Logic is currently in 11 major markets, which account for 75% of e-cigarette global value.

ⁱ Nielsen Scan Track January-July 2018, traditional retail only

ⁱⁱ Reduced-Risk Products (RRP) are for JTI those products with the potential to reduce the risks associated with smoking.

ⁱⁱⁱ Nielsen Retail Audit data April '18, traditional retail only

^{iv} Strator data April '18, traditional retail only