

MEDIA INFORMATION

For immediate release



Logic Pro Expands its Retail Footprint in Russia

The global e-cigarette brand enters a further 14 cities in the country

Moscow, July 03, 2018 – JTI (Japan Tobacco International) has expanded the retail footprint of its Logic Pro e-cigarette in Russia. Starting July 2018, vape devices with replaceable capsules, popular across 11 countries worldwide, will be available in stores in 14 major Russian cities including Ekaterinburg, Krasnodar, Novosibirsk, Nizhny Novgorod, Omsk, Ufa, Voronezh, Kazan, Krasnoyarsk, Rostov-on-Don, Khabarovsk, Irkutsk, Tyumen, Vladivostok, and Moscow Region.

Logic Pro is an electronic vapor device which heats a nicotine containing liquid within replaceable capsules to produce an inhalable vapor. JTI launched Logic Pro in Russia in fall 2017, starting with retail stores in Moscow, Saint Petersburg and Sochi, alongside Bristol, a nationwide retail chain. In January 2018 JTI opened an online store Logicvapes.ru to enable vapers to order devices and capsules from anywhere within Russia.

Vast regional expansion was a further step towards promoting JTI's new potentially reduced-risk product in Russia. *"We believe Logic Pro has strong potential to be a reduced risk product. Tests have shown that Logic Pro has a 95% reduction in the constituents recommended by WHO for reduction in cigarette smoke¹. We see that our product and closed-tank systems with replaceable capsules as a whole are becoming increasingly popular with consumers. Our customers value closed tank systems for their safety, convenience and the possibility to change the flavor any time, any place,"* said **Maxim Lobachev, CEO, JTI Innovative Products LLC**.

Logic Pro combines all the advantages of the various categories and types of electronic nicotine delivery devices. E-liquids for Logic Pro capsules are made in Europe in line with strict international quality standards and use food flavoring agents, pharmacopeial nicotine, propylene glycol, and vegetable glycerin. All devices and capsules are made from materials that are approved for contact with food products and are continuously tested to conform with international electrical safety standards².

To date, Logic Pro replaceable capsules in Russia come in seven different flavors: berry mint, cherry, menthol cream, strawberry, watermelon, and vanilla, containing 6 mg/ml of nicotine, as well as classic flavor presented in two versions (6 and 12 mg/ml). JTI plans to continue extending the Logic Pro flavor range.

¹ Based on the comparison of 9 harmful constituents, recommended for reduction by the World Health Organization in Cigarette Smoke, measured in the smoke of a standard reference cigarette (3R4F) versus the vapor from Logic Pro. Use of this product does not mean it is necessarily safer than smoking regular cigarettes.

² Global standards: IEC 60335-1, IEC 60950-1. EU standards: EN 55014-1, EN 55014-2, EN 60335-1, EN 60950-1, EN 62133, Directive 2006/66/EC on Batteries and Accumulators, Regulations (EC) No. 1907/2006. US standards: FCC, CFR 47 Part 15 Subpart B (Federal Communications Commission. Code of Federal Regulations, Volume 47, Part 15, Subpart B), Electromagnetic compatibility, UL 1642 Standard for Lithium Batteries (CEC).

Logic is an American brand of electronic cigarettes acquired by JTI in 2015. Today, it is successfully sold in 11 countries worldwide including the US, UK, Germany, France, Italy, Ireland, Greece, Belgium, Cyprus, Russia and South Korea, as well as across the global network of duty-free stores. In the three years since JTI acquired the brand, Logic has become the best selling e-cigarette in Ireland³ and New York State⁴. Logic Pro is number 1 in its category in the UK⁵, Italy⁶ and France⁷.

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 Mevius and LD. 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.

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³ Nielsen Retail Audit data April '18

⁴ Nielsen Retail Audit data April '18

⁵ Nielsen Retail Audit data April '18

⁶ Nielsen Retail Audit data April '18

⁷ Strator data April'18