

MEDIA INFORMATION

For immediate release



Ploom X: Combining Authentic Taste, Pleasant Aroma and Elegant Style for a New Heated Tobacco Experience

Cologne, May 6th, 2024 – JTI (Japan Tobacco International) is launching Ploom X Advanced, the newest generation of its Heated Tobacco Product, in Germany. The innovative HeatFlow™ technology inside Ploom X delivers a rich, authentic tobacco flavor with pleasant aroma – and no smoke or ash. Its modern and elegant design allows for endless personalized customization. With button-free technology, the device is also intuitive and easy to use. All this combined creates a truly unique Heated Tobacco experience. Ploom X is now available nationally via the [Ploom Online Shop](#) and from selected online retailers, as well as regionally at shops in Cologne, Dusseldorf, Bonn and Leverkusen.

Gian Luigi Cervesato, Managing Director of JTI Germany, says:

“The launch of Ploom X in Germany marks a significant milestone for JTI. As an increasing number of consumers are recognizing the advantages of smoke-free alternatives, Heated Tobacco is becoming the largest and fastest-growing segment in Reduced Risk Products category. With Ploom X, we are introducing a new Heated Tobacco experience to German adult consumers. This experience uniquely blends authentic tobacco taste, pleasant aroma, and elegant design. We are eagerly anticipating the consumers response to Ploom arriving in Germany.

At this stage our distribution strategy is focused on retailers in the Rhineland area. Our close relationships with our partners will enable us to gather valuable insights for future planning. In the upcoming years, we plan to gradually expand Ploom’s footprint in Germany, one of the world’s largest heated tobacco markets.”

Ploom X – The New Heated Tobacco Experience

Ploom X gently heats tobacco instead of burning it. Thanks to the innovative HeatFlow™ technology inside Ploom X hot air flows evenly around the tobacco stick and maintains an ideal temperature of approximately 320 degrees Celsius throughout use. This is how Ploom X delivers its particularly rich, authentic tobacco flavor from the very first puff – without any ash or smoke. Ploom X Advanced also produces significantly less tobacco odour and has potentially reduced risks compared to smoking cigarettes.*

Thanks to the button-free technology of IntuiTouch, Ploom X is intuitive and easy to use. After inserting the tobacco stick into the HeatFlow™ chamber, a simple press on the touch surface is enough to start the unique Ploom tobacco experience. After just 25 seconds, Ploom X is ready to use. One session lasts 5 minutes with an unlimited number of puffs per session. Up to three consecutive sessions allow for an extended tobacco pleasure. The battery lasts for up to 20 tobacco sticks and is quickly recharged in around 90 minutes. The LED lightning indicates, among other things, when the operating temperature has been reached, when the session is finished and indicates the battery charge level.

Cleaning Ploom X is effortless and can be done anywhere, anytime. With no need to take the device apart, Ploom X is clean in just 5 seconds. It is recommend checking Ploom X for residues after each pack of EVO tobacco sticks and cleaning it when necessary. A clean device makes for better taste and a perfect heated tobacco experience.

Ploom X – Key Product Features

- HeatFlow™ technology for authentic tobacco taste and pleasant aroma
- Ready to use in just 25 seconds
- Five-minute sessions with unlimited puffs
- Up to three consecutive sessions
- Up to 20 sessions when fully charged
- Quick recharge in around 90 minutes

Ploom X – Power meets Style

Ploom X is an advanced technology combined with elegant design. It is lightweight and fits perfectly in the palm of your hand thanks to its ergonomic shape. Ploom X is compact enough for consumers to accompany them throughout their day - whether they are at home, at work, on the road or visiting friends. With five different color designs and a further 10 easy-to-swap front panels, Ploom X allows consumers to express their unique style again and again. JTI recommends a retail price of 39 euros and offers Ploom X in five color styles:

- Slate Grey
- Champagne Gold
- Navy Blue
- Black
- Silver

EVO – The Evolution in the Heated Tobacco segment

EVO Tobacco Sticks were designed exclusively for the HeatFlow™ technology in Ploom X Advanced. The EVO ActivBlend combines premium quality Virginia, Burley and Oriental tobacco. This gives Ploom X its full and intense flavor. EVO Tobacco Sticks are available in 6 different flavors (20 sticks / 6.50 euros).

Ploom X – 30 Days Free Trial

In the Ploom Online Shop adult tobacco and nicotine consumers can test Ploom X for 30 days free of charge, following successful registration and age verification. The Test Kit includes Ploom X in a choice of colors and two free trial packs of EVO tobacco sticks in the flavors Tan and Gold. Consumers who wish to keep the device pay a total of 39 euros after the trial period.

*Ploom X shows, on average, a 90-95% reduction in the levels of 9 constituents recommended by the World Health Organization (WHO) for reduction in cigarette smoke.

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JTI is a leading international tobacco and vaping company selling its products 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. Other global brands include MEVIUS and LD. JTI is also a major player in the international vaping market with its heated tobacco brand, Ploom, and e-cigarette brand, Logic. Headquartered in Geneva, Switzerland, the Company employs about 46,000 people and was awarded Global Top Employer for the tenth consecutive year in 2024. JTI is a member of the JT Group of Companies. For more information, visit www.jti.com.

***JTI Germany** employs around 2,200 people at its sites in Trier and Cologne. The company is Germany's largest employer in the tobacco industry and a certified "Top Employer". With the Winston brand, JTI is Germany's market leader in MYO and the fastest growing tobacco company in the country. JTI also sells internationally renowned brands such as American Spirit, Camel and Benson & Hedges. In the Heated Tobacco segment, JTI offers potentially risk-reduced products with its global brand Ploom. For more information, visit jti.com/Germany.*