



MEDIA INFORMATION

For immediate release

JTI launches Logic Compact in Germany Company offers vapers a wider choice of products:

Cologne, July 16th, 2019 – JTI (Japan Tobacco International) launches Logic Compact, its latest e-cigarette, in Germany and increases its portfolio of reduced-risk products in the country¹. The new, modern, closed tank e-cigarette is a powerful and extremely user-friendly device in a pocket-sized format.

"JTI's focus lies on the consumer – we deliver products our consumers wish for. In the e-cigarette sector, vapers increasingly favor pod systems. Logic Compact is our answer to this growing demand," explains Jens Hermes-Cédileau, Reduced Risk-Products Director at JTI Germany.

Logic Compact delivers a perfect combination of flavor, power, format and design. Its magnetic e-liquid pods, with an integrated mouthpiece, make this e-cigarette particularly user-friendly. The device is activated simply by clicking the pod into place and then drawing on it. This innovative product is also characterized by an intensive taste experience and a high-quality e-liquid.

Logic Compact is now available in JTI's online shop at www.logicvapes.de. Vapers can choose their favorite device from three different designs: anthracite, steel blue and pink. The starter kit includes a Logic Compact with a 350mAh rechargeable battery and a USB charger, for the price of €16.90. The pods are sold separately in a double pack for € 6.90 and the flavors available include, Regular, Cherry and Menthol. Consumers have the choice between two nicotine levels (6 mg or 12 mg) or nicotine-free pods.

"The German vaping market is developing rapidly. We are delighted to be able to offer consumers a larger range of products from our Logic brand, which we will be presenting to the trade public at InterTabac in September. With Logic PRO and now Logic Compact, we are ideally positioned for the future in the field of closed tank systems," says Jens Hermes-Cédileau.

¹ Products that have the potential to reduce the risks associated with smoking.

JTI continues to invest extensively in its risk-reduced products portfolio. By 2020, a total of two billion US dollars will have been injected into this product category, worldwide, since 2015. With Logic, the company is one of the world's leading e-cigarette manufacturers.

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JTI (Japan Tobacco International) is one of the world's leading tobacco and vaping companies. We produce and distribute internationally renowned brands such as Winston, Camel and American Spirit. With our e-cigarette brand Logic and our tobacco vapor brand, Ploom, we are also a global player in the field of vaping products. Our head office is located in Geneva, Switzerland. JTI operates in more than 130 countries and employs over 45,000 people. Further information visit jti.com/Germany.