

MEDIA INFORMATION

For immediate release



JTI Enables Successful Prosecution of Illegal Tobacco Seller

London, 1st June, 2018 – Japan Tobacco International (JTI) has announced that, in partnership with TM EYE, it has been successful in securing a conviction against a seller of illegal tobacco.

At Highbury Corner Magistrates' Court on May 31, Gary Williams pleaded guilty to selling tobacco products that broke UK labelling and packaging laws. Mr Williams was ordered to pay a total of £210 in fines and costs.

Evidence of the offences was obtained via a series of undercover mystery shopping operations conducted outside a car boot sale held at Coles Park Stadium, London N17. Eight illegal products, all 50g packs of roll your own tobacco, were purchased during the investigation.

Charlie Cunningham-Reid, UK Head of Corporate Affairs, said

"We welcome the decision made by the Court in this case. This is the first time JTI has been directly involved in the private prosecution of a criminal selling illegal tobacco. It marks a further step forward in the company's commitment to help tackle the problem of illegal tobacco and we will not hesitate to take similar action in future."

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Notes to editors:

- Mr Williams, age 47, of Gloucester Road, London N17, sold mystery shoppers illegal tobacco on four occasions between September 2017 and March 2018
- Mr Williams pleaded guilty to selling products that breached Regulations 5 and 7 of The Tobacco and Related Products Regulations 2016 <http://www.legislation.gov.uk/uksi/2016/507/contents/made>
- Information about TM EYE can be found on their website - www.tm-eye.co.uk

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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.