

CONSUMER CENTRICITY AT THE CORE

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Consumer centricity powers our strategy

CONSUMER TRENDS



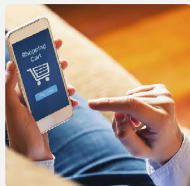
Better World



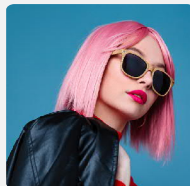
Wellbeing



Smarter Living



In control



Authentic



Experience+

CONSUMER SEGMENTATION



Conscious



Economizers



Socializers



Explorers



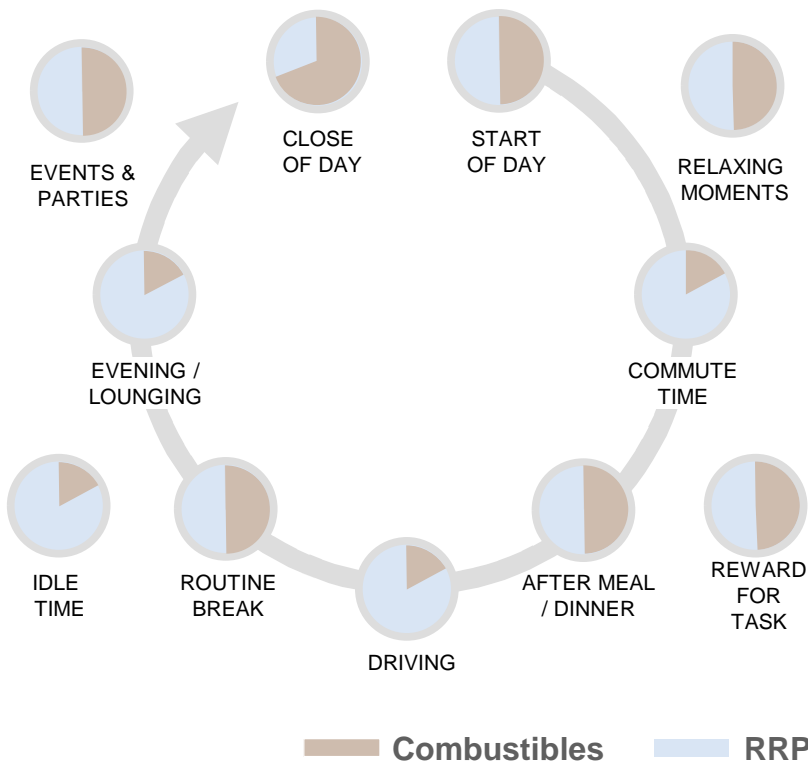
Confidents



Responsible

CONSUMER USAGE MOMENTS

Daily Routine & Other occasions



The Marketing & Sales strategic framework

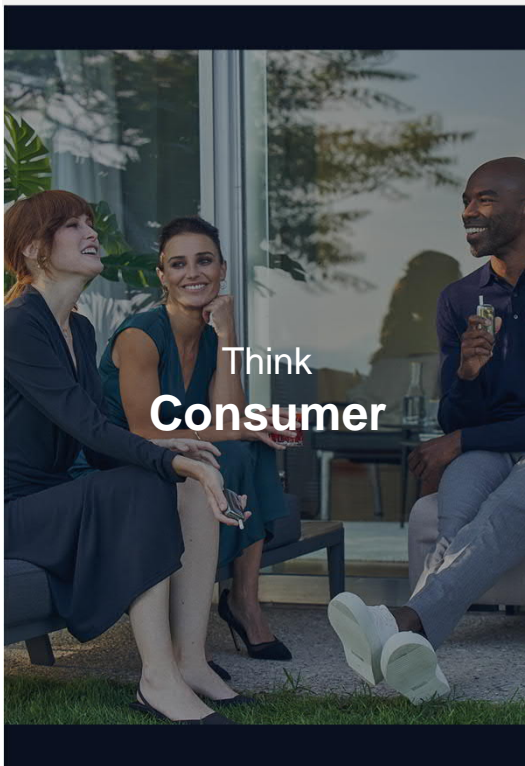
JTI PURPOSE

CREATING FULFILLING MOMENTS
CREATING A BETTER FUTURE

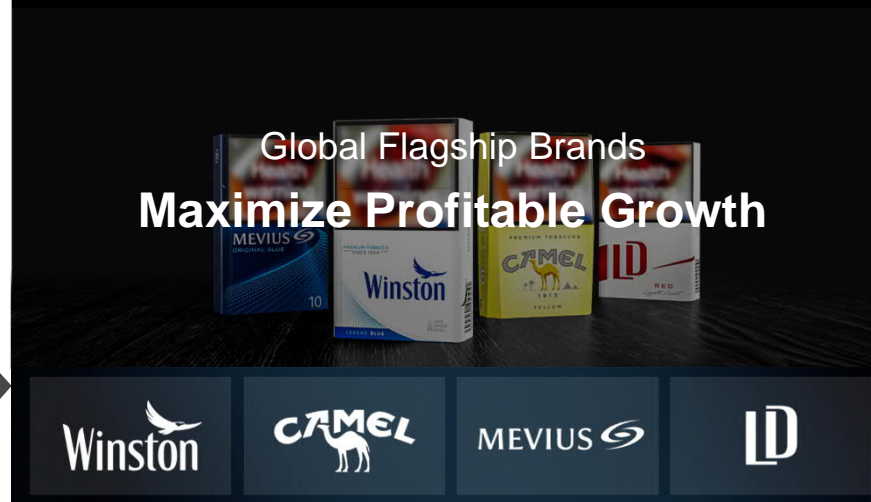
M&S MISSION

Creating leading power **Brands & Experiences** for the modern world

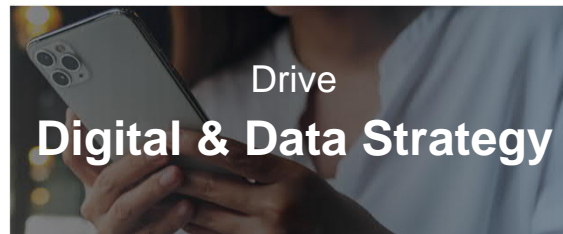
STARTING POINT



COMBUSTIBLES



RRP



Combustibles

Maximize Profitable Growth



Winston

CAMEL

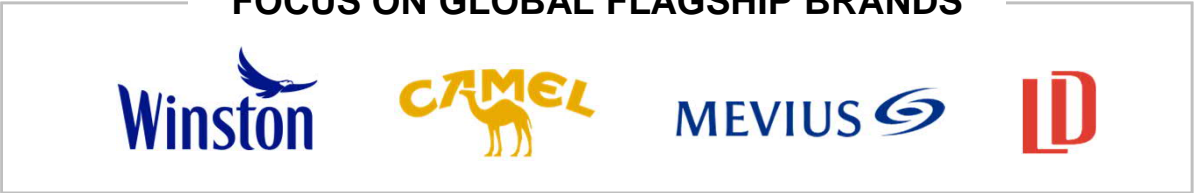
MEVIUS

LD

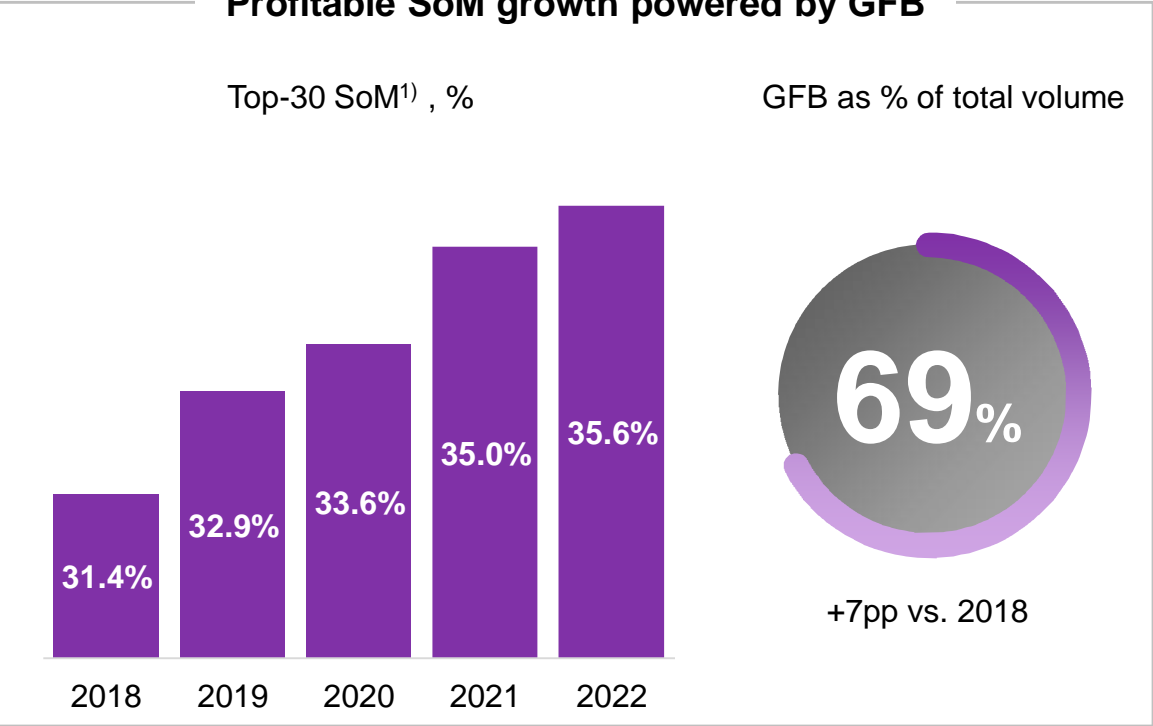
Note: This slide is not intended to promote sales of tobacco or nicotine containing products or encourage smoking or using nicotine containing products

Proven combustibles strategy fuels growth

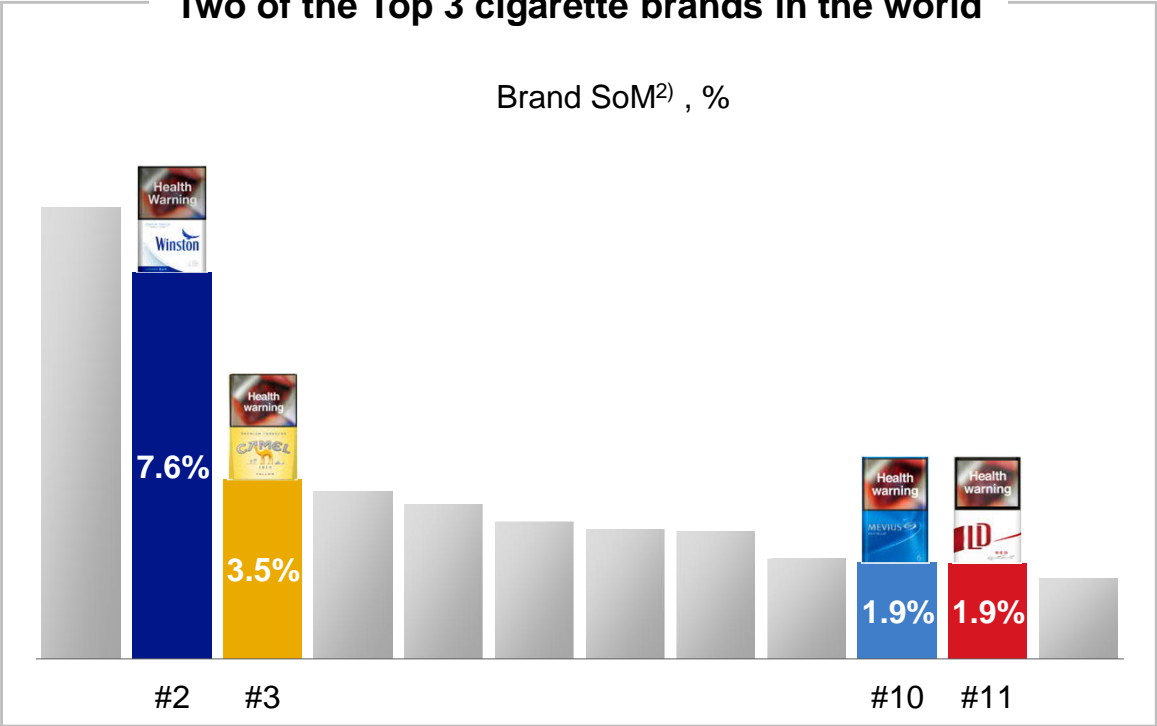
FOCUS ON GLOBAL FLAGSHIP BRANDS



Profitable SoM growth powered by GFB



Two of the Top 3 cigarette brands in the world



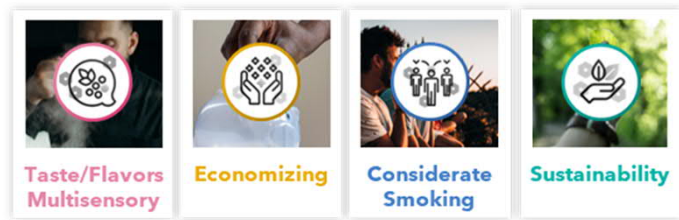
Consumer centric portfolio to maximize potential

TARGETED CONSUMER PORTFOLIO

Portfolio Consumer Map

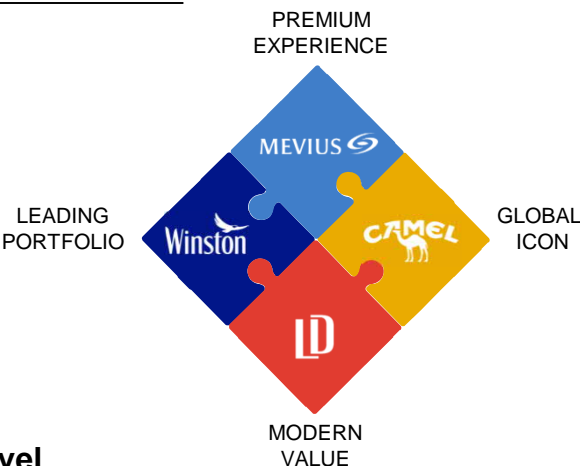


Innovation Territories



PORTFOLIO STRATEGY

Complementary Brands Positioning



Multi-level Offering by Brand



PORTFOLIO OPTIMIZATION

Simplification Principles





Build a Global Power Brand

Rapidly growing consumer base

Robust adoption
despite highly
competitive market

**High regular and
exclusive usage¹⁾**

Growing awareness
with high potential

Ploom User
Growth

1.2MM
+45% YoY

Ploom HTS
Share of Segment

Doubled
2022 vs 2020

Ploom X
Awareness²⁾

+30%
Jan'23 vs Nov'21

Effective consumer targeting

Data-driven segmentation to identify core audience

Prioritizing most progressive consumers that are open to RRP

Creating scale through the spillover effect

Core Adult Target Audience



Explorers



Confidants



Responsibles

Source of Business and Late Adopters



Conscious



Economizers



Socializers

Interest in trends and new products

Socially active, urban citizens

Express themselves with brands

Ploom: creating modern pleasure

Our mission

Designing the future
of mindful pleasure, for
the modern consumer



Establishing a premium brand image

Powerful
Imagery



Fulfilling
Moments



Innovation



Achieved brand image attributes

1 Stylish



2 Credible



3 Advanced

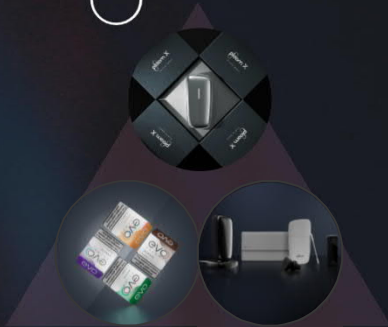


Consumer-centric strategy

1

Power Brand
& Ecosystem

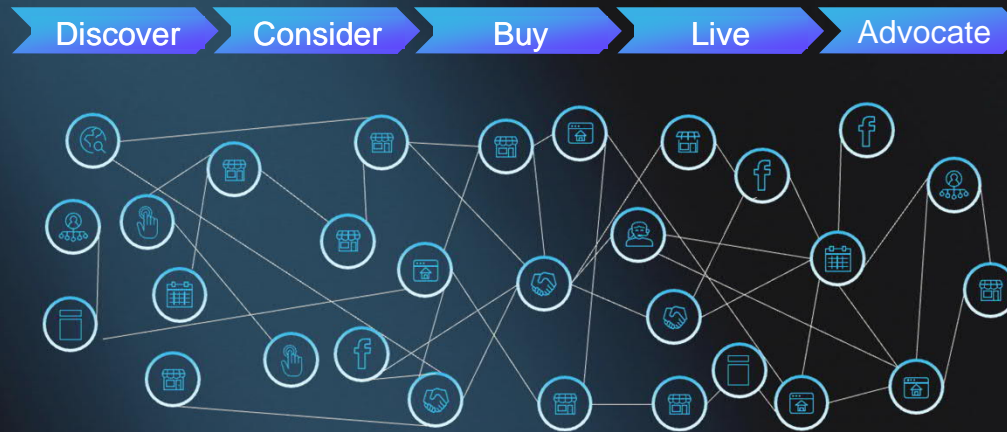
ploom



Build Ploom brand, supported
by premium line of products

2

Connected
Consumer Journey



Handholding consumers
across the whole transition journey

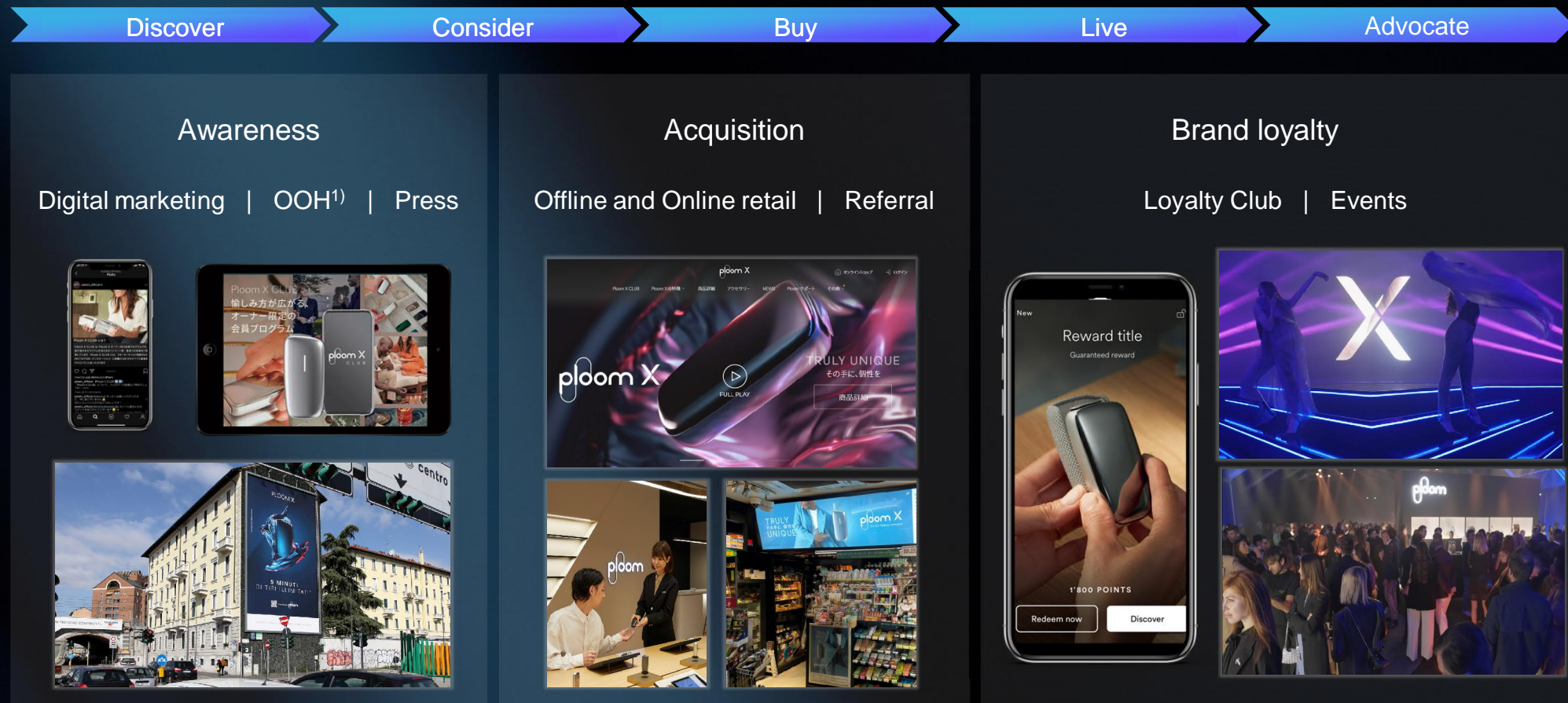
3

Omnichannel
Activation

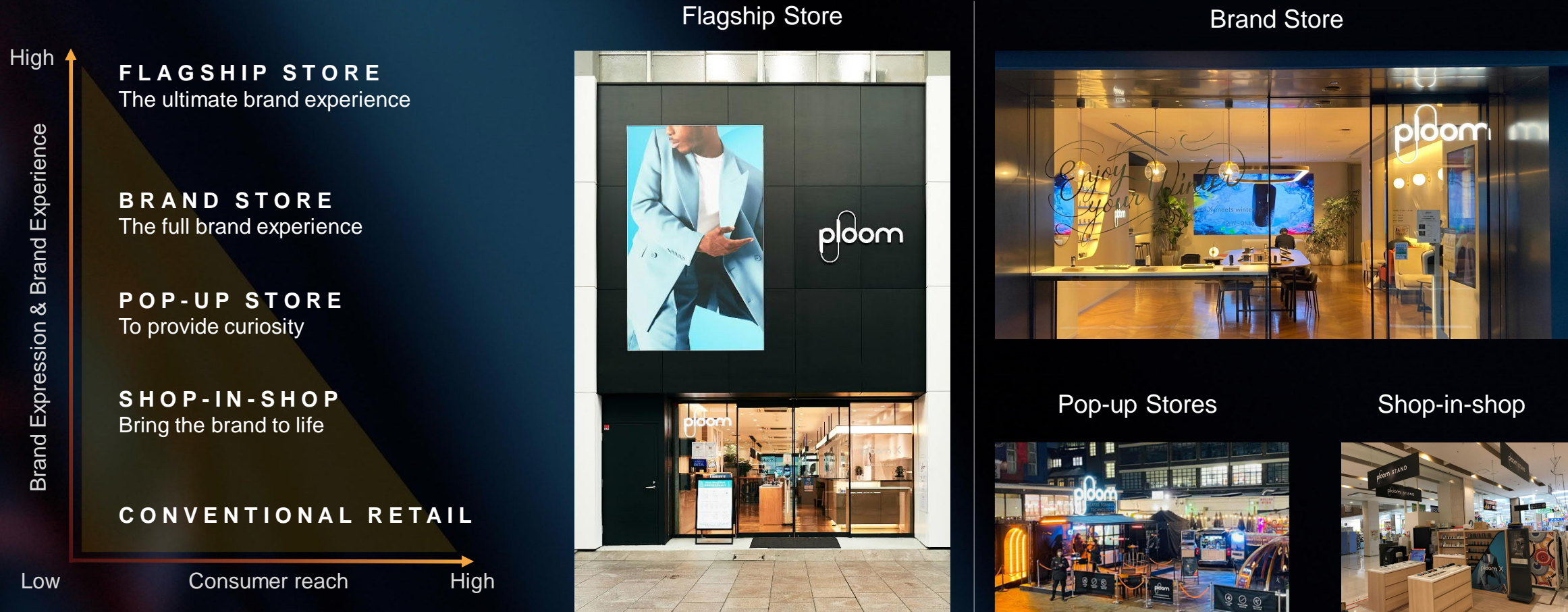


Always-on activation
for a superior brand experience

Maximizing acquisition and brand loyalty



Immersive retail experiences



Personalized digital experiences powered by data

Driving Awareness, Acquisition and Retention

Implementing Global Digital Ecosystem

Connecting offline with online

Personalized with A.I.

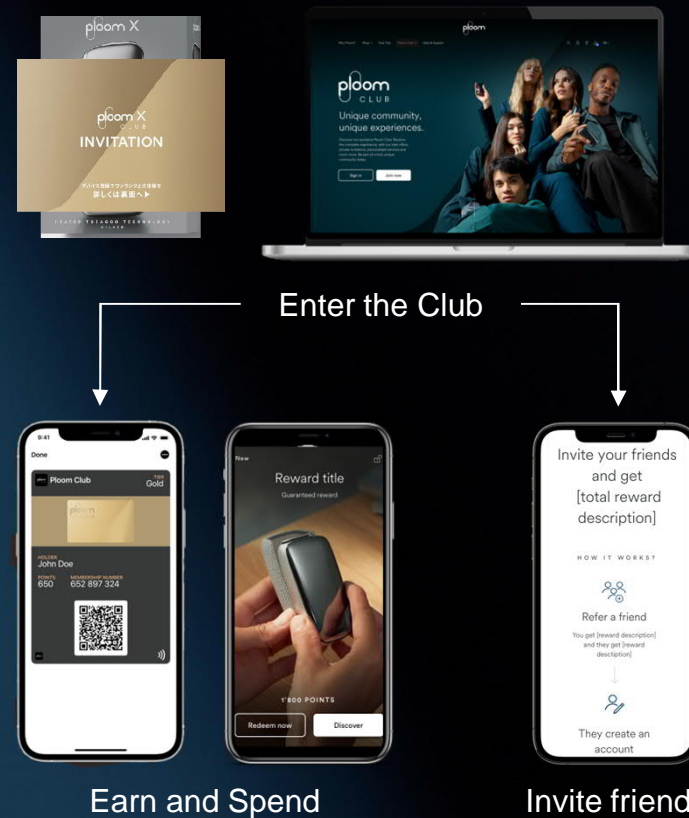


Ploom Club: growing community of loyal users

Maximizing brand loyalty

Building relationship &
brand top-of-mind relevance

Facilitating efficient and
qualitative consumer acquisition



ploom
CLUB


416K
members
by end 2022


+72%
'22 vs '21

Best in class consumer care

Consumer-centricity in action

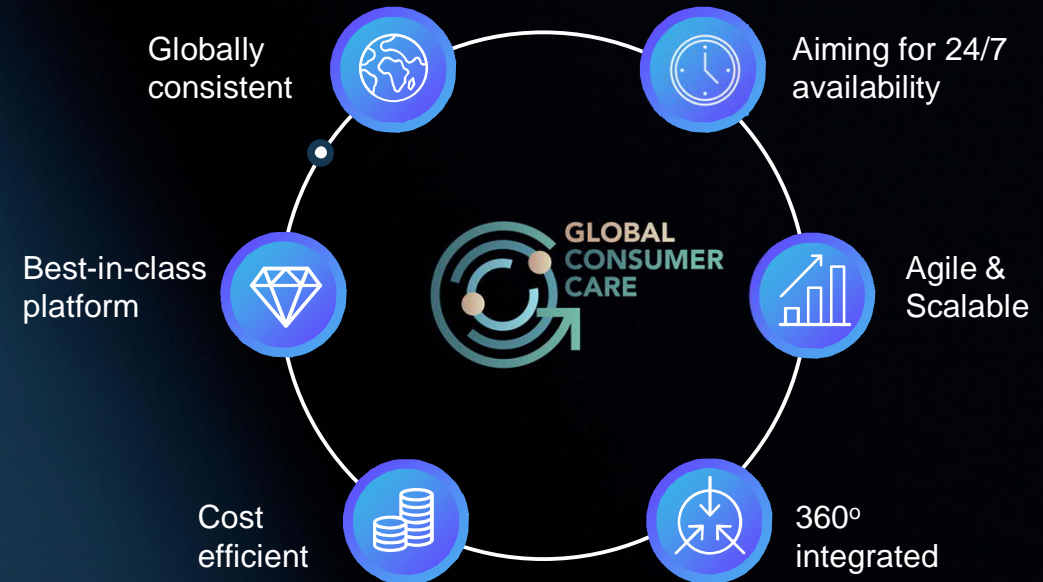
 **Face of the brand and the company**, connecting with consumers

 **Go beyond expectations**
handholding consumers along journey

 **Multi-channel**
from phone calls to live chat



Global Platform Model



Ready for global expansion

Building an aspirational brand

New mindset & capabilities (on & offline)

Powerful launches

Superior omnichannel consumer experience

Focusing on consumer retention

Constantly bringing product innovations



VIDEO