

CONSUMER CENTRICITY AT THE CORE

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JT International

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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



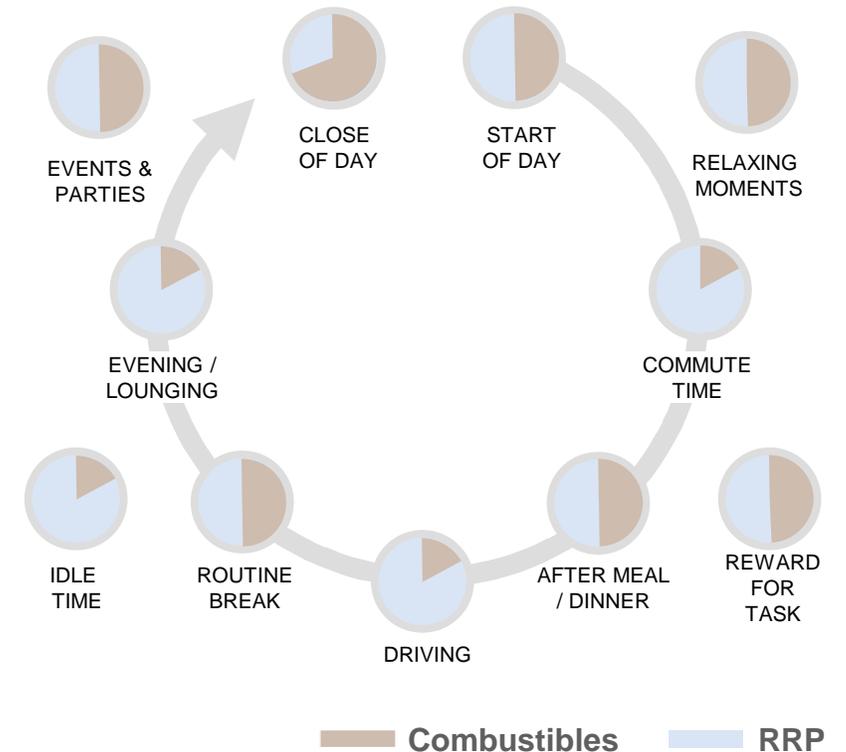
Confidents



Responsible

CONSUMER USAGE MOMENTS

Daily Routine & Other occasions



The Marketing & Sales strategic framework

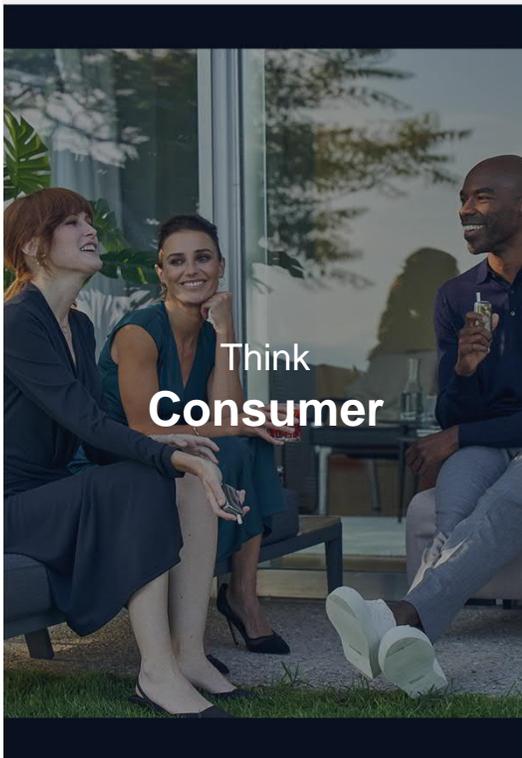
JTI PURPOSE

CREATING FULFILLING MOMENTS
CREATING A BETTER FUTURE

M&S MISSION

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

STARTING POINT



COMBUSTIBLES

Global Flagship Brands
Maximize Profitable Growth

Winston CAMEL MEVIUS LD

RRP

Build a Global Power Brand

Exploratory logi. NORDIC SPIRIT ploom TECH+ with

Drive
Digital & Data Strategy

Deliver
Execuational Excellence

Shape
The Future

Combustibles

Maximize Profitable Growth



Winston

CAMEL

MEVIUS

LD

Proven combustibles strategy fuels growth

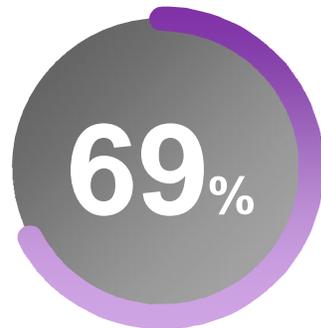
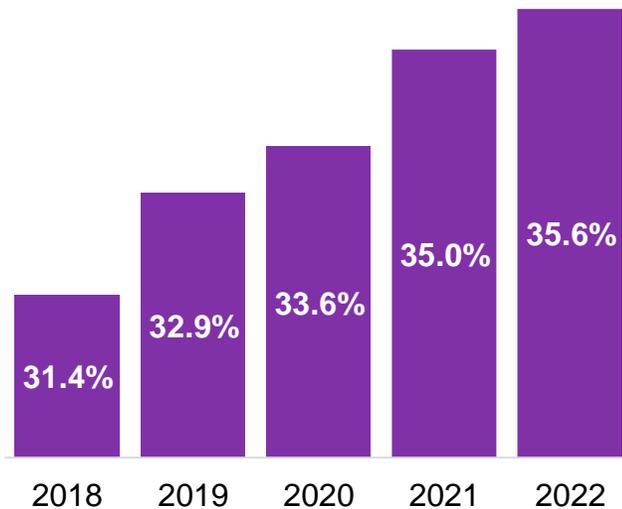
FOCUS ON GLOBAL FLAGSHIP BRANDS



Profitable SoM growth powered by GFB

Top-30 SoM¹⁾, %

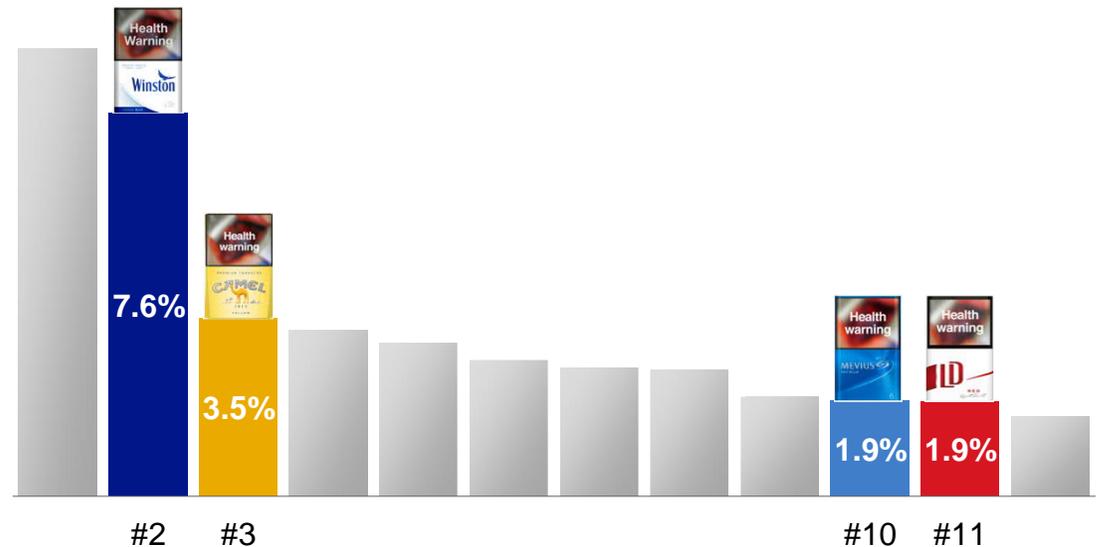
GFB as % of total volume



+7pp vs. 2018

Two of the Top 3 cigarette brands in the world

Brand SoM²⁾, %



Consumer centric portfolio to maximize potential

TARGETED CONSUMER PORTFOLIO

Portfolio Consumer Map

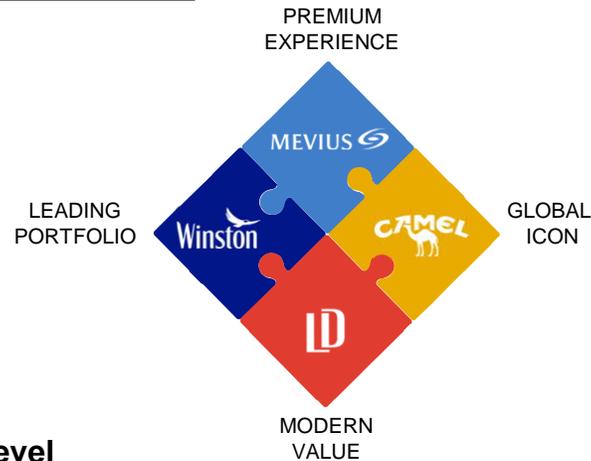


Innovation Territories



PORTFOLIO STRATEGY

Complementary Brands Positioning

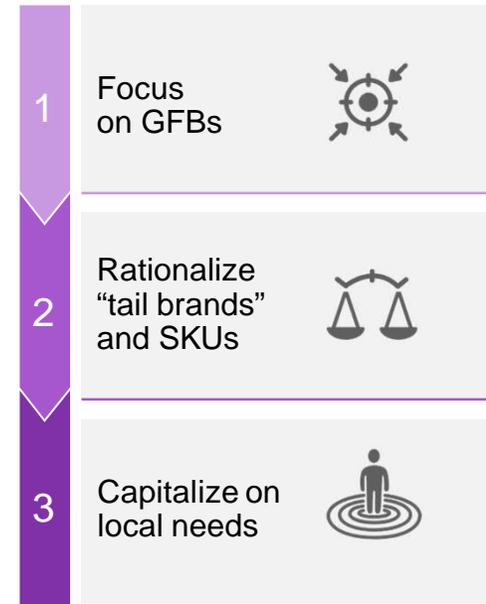


Multi-level Offering by Brand



PORTFOLIO OPTIMIZATION

Simplification Principles





ploom

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

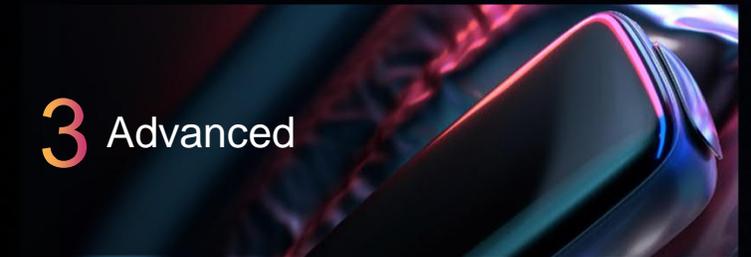
1 Stylish



2 Credible



3 Advanced



Consumer-centric strategy

1

Power Brand
& Ecosystem

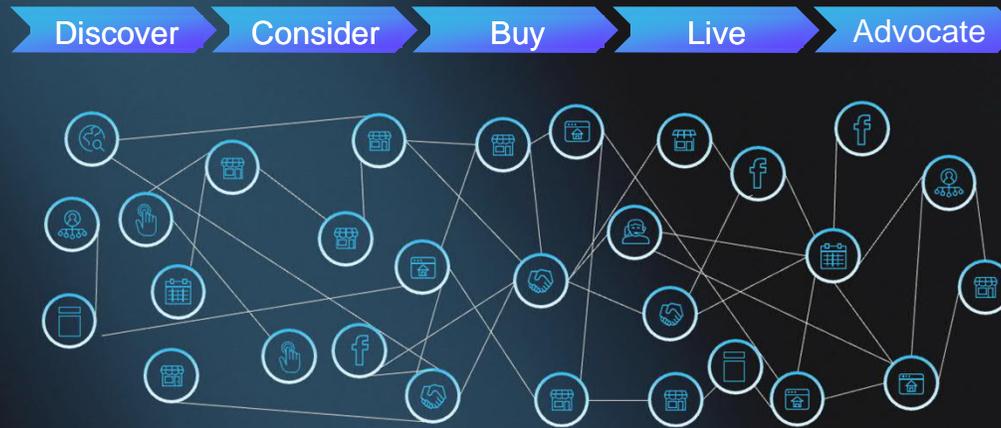
ploom



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



Building strong awareness

Seamless route to consumer

Qualitative consumer acquisition

Activating brand loyalty from Day 1

Awareness

Digital marketing | OOH¹⁾ | Press



Acquisition

Offline and Online retail | Referral

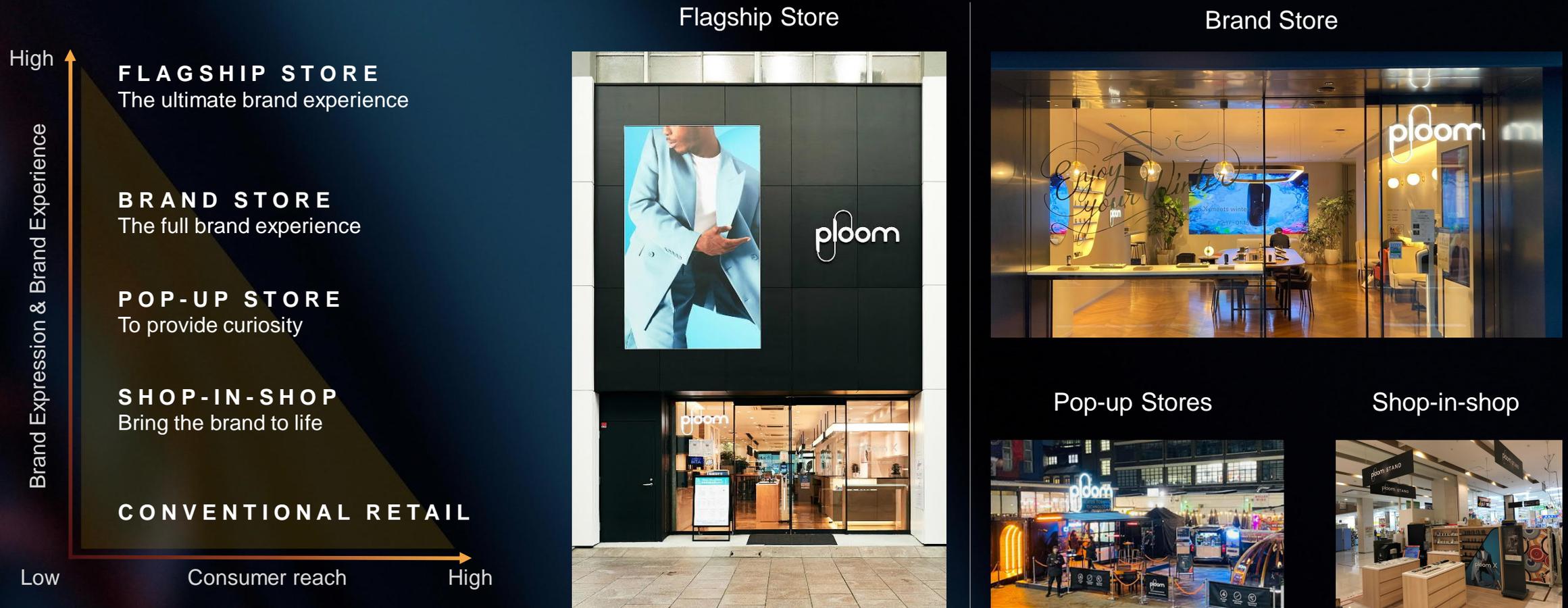


Brand loyalty

Loyalty Club | Events



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.

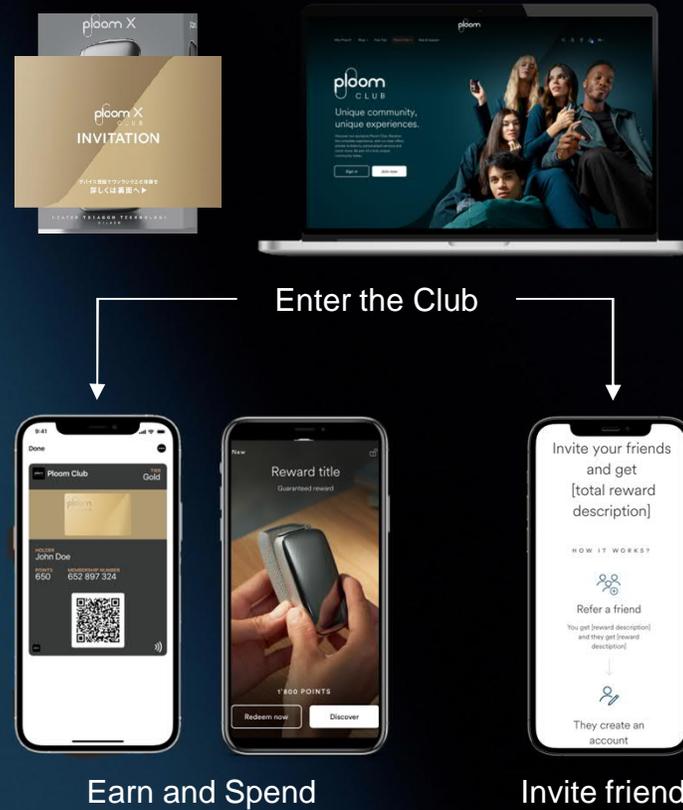


Ploom Club: growing community of loyal users

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