

GROWING IN RRP

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Ploom X: step-change evolution in HTS

Gen 2 (2020)



Ploom S 2.0
(Japan)



Ploom model S
(outside Japan)



Gen 3 (2021)



Ploom X
(Global)

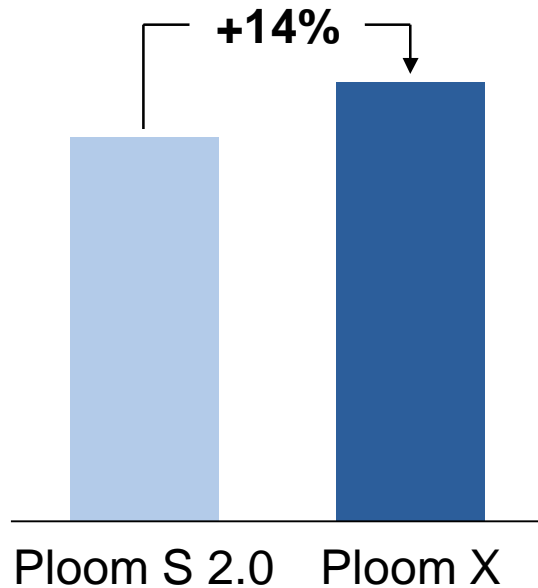


- Critical features of the device and tobacco sticks improved:
 - Heating engine, heating profile and temperature for longer duration & consistency
 - Design & aesthetics, in a smaller size
 - Seamless user experience and interaction
- New blends for enhanced tobacco flavor/aroma
- Longer sticks for better usability

Ploom X: significant improvement in consumer metrics

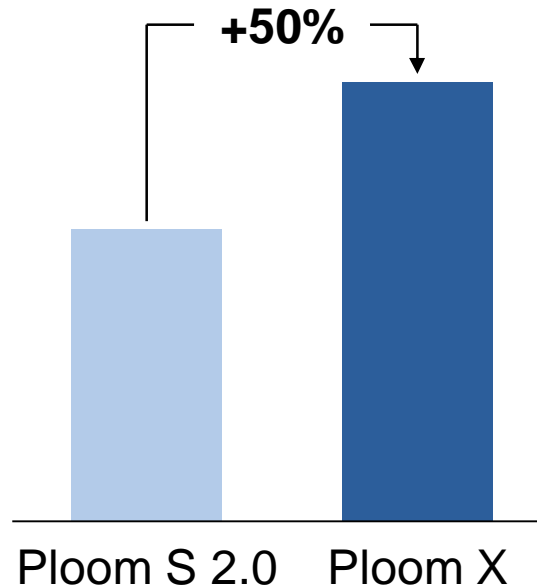
Consumer satisfaction

C-SAT¹⁾



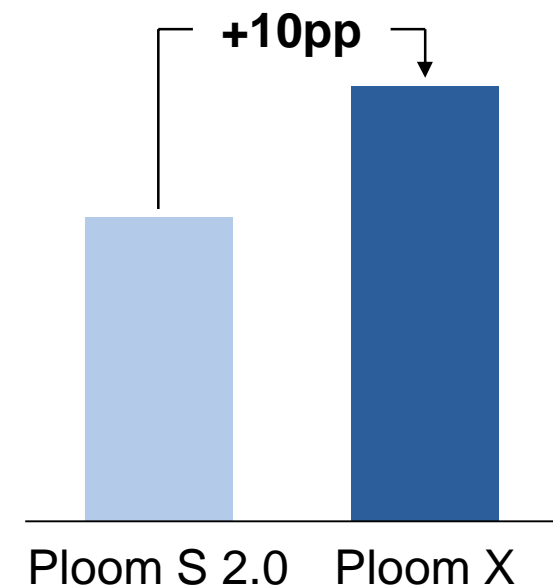
Consumer retention

Retention rate²⁾



Consumer engagement

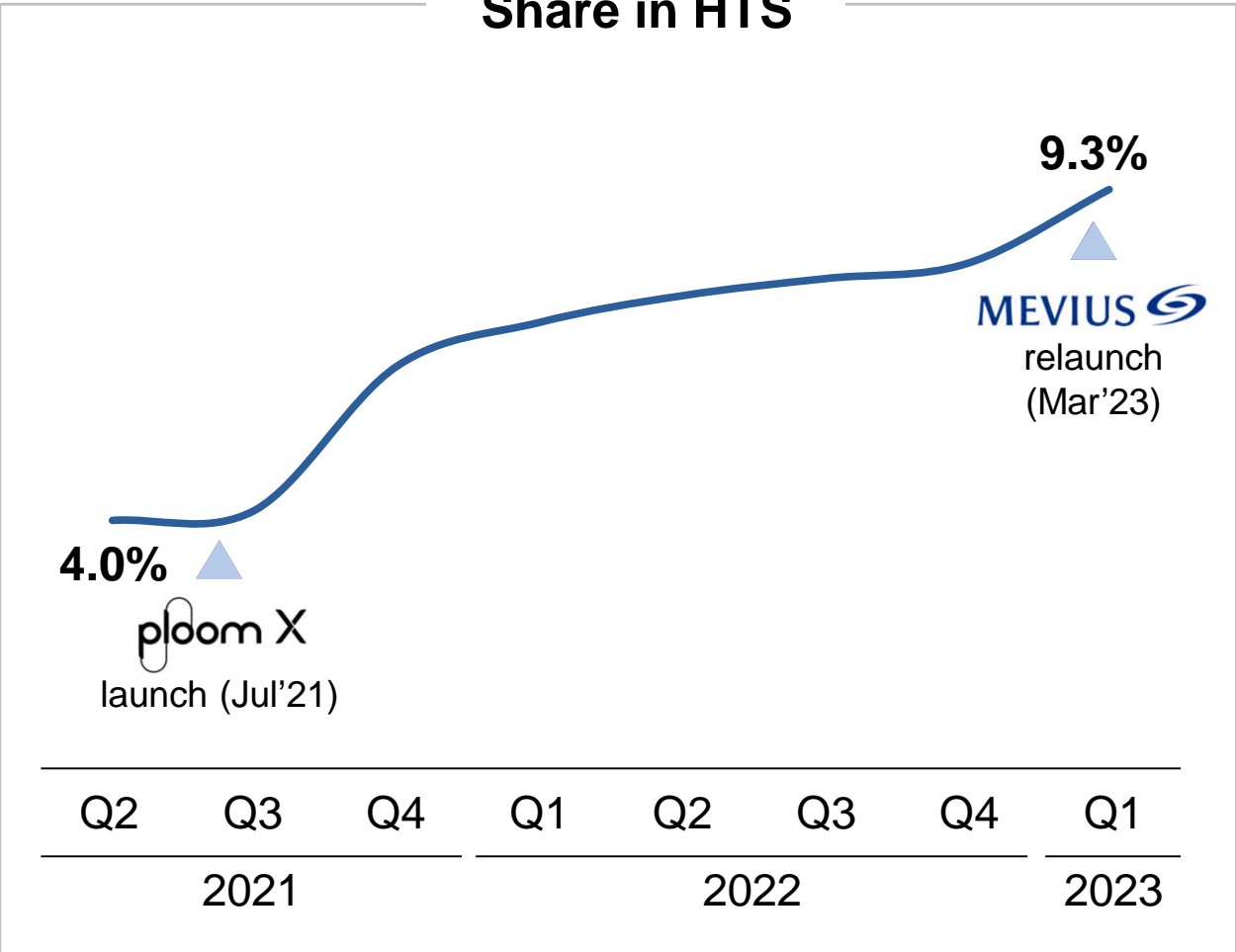
Net Promoter Score³⁾



Note: 1) Consumer Satisfaction score (index): # of users who answered satisfied / # of users who answered the questionnaire (source: internal estimates)

Ploom X: improving performance in Japan

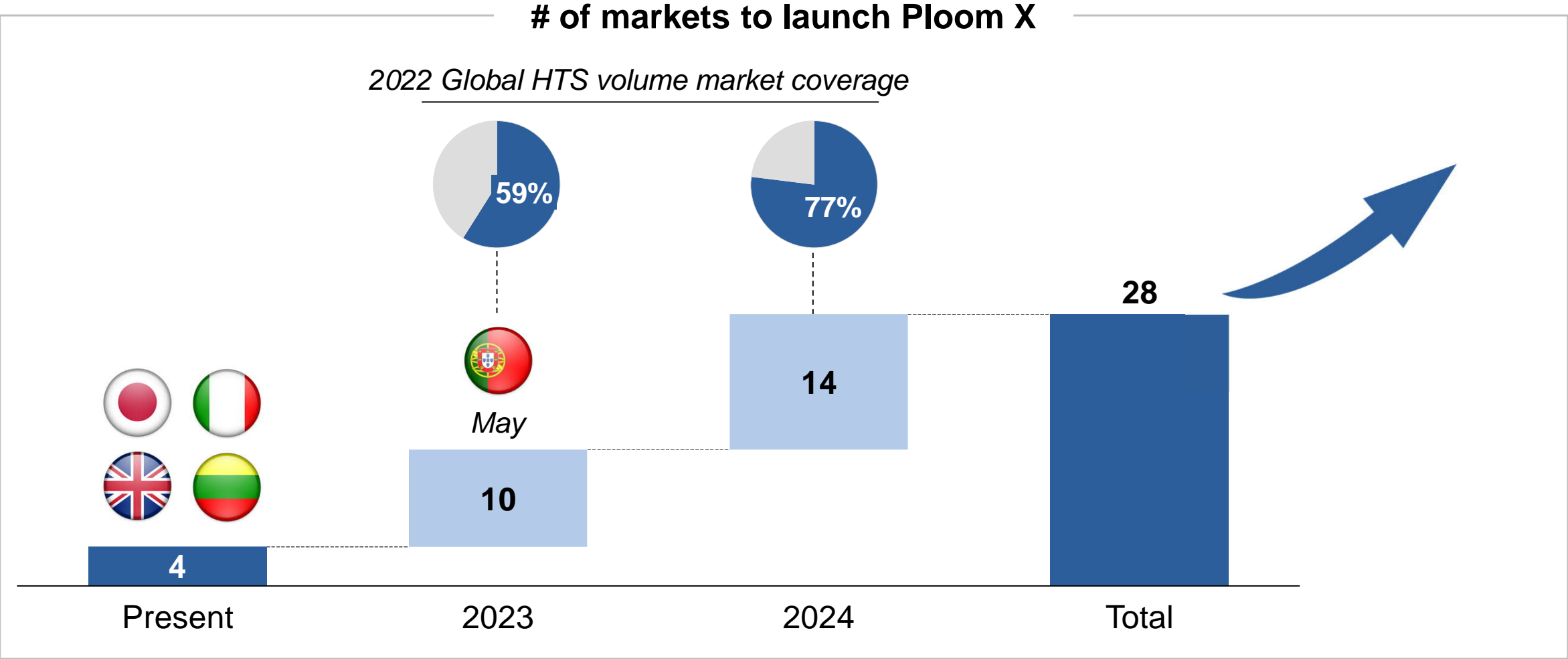
Share in HTS



MEVIUS relaunch in Mar'23



Ploom X: accelerating global expansion



Ploom X: consistent execution in new market launches

UK / London



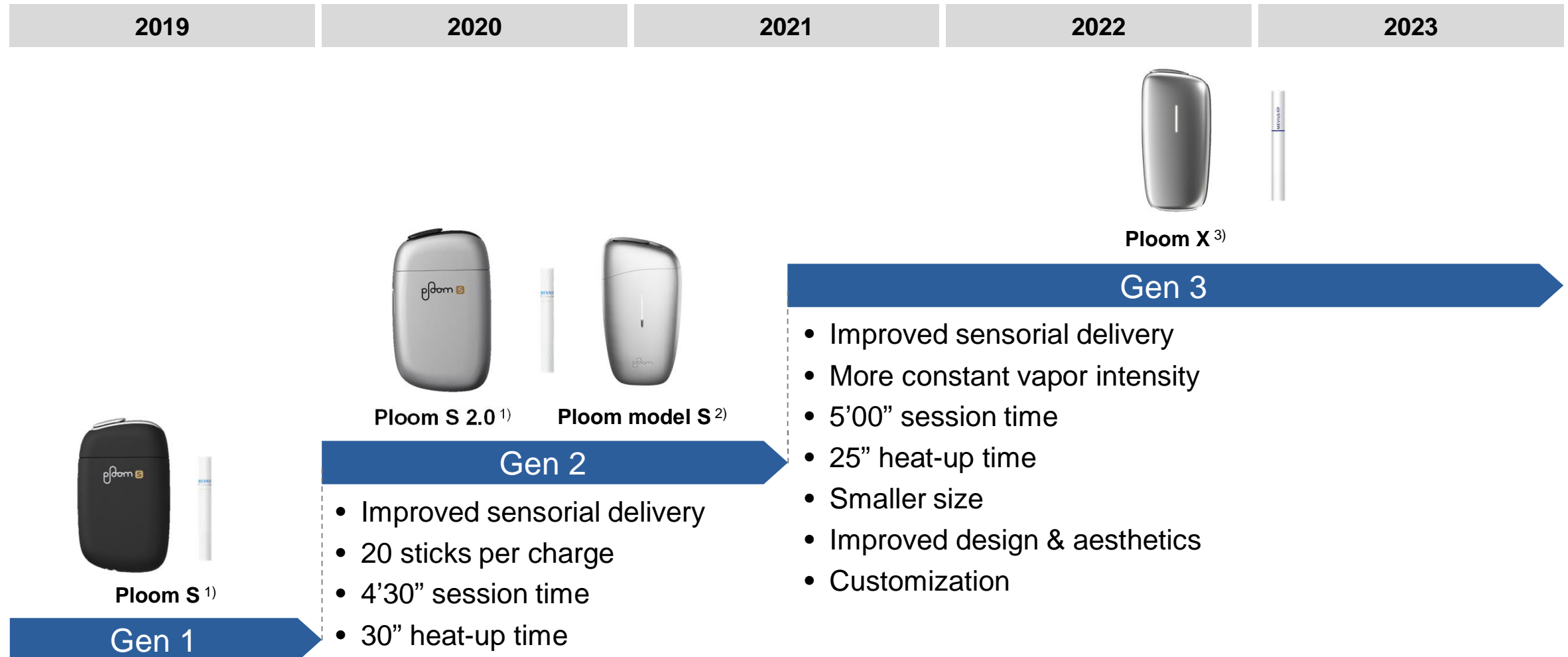
Italy / Milan



Lithuania / Vilnius



HTS: product improvement and innovation



Exploratory RRP: innovation & consumer learnings continue

Infused tobacco

ploom
TECH+
with



NEXT GENERATION

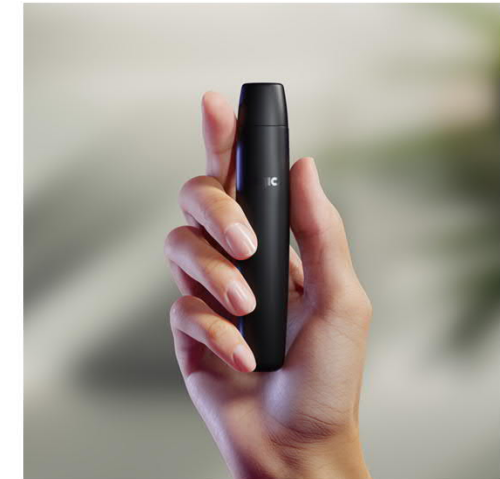
Nicotine pouches

NORDIC
SPIRIT



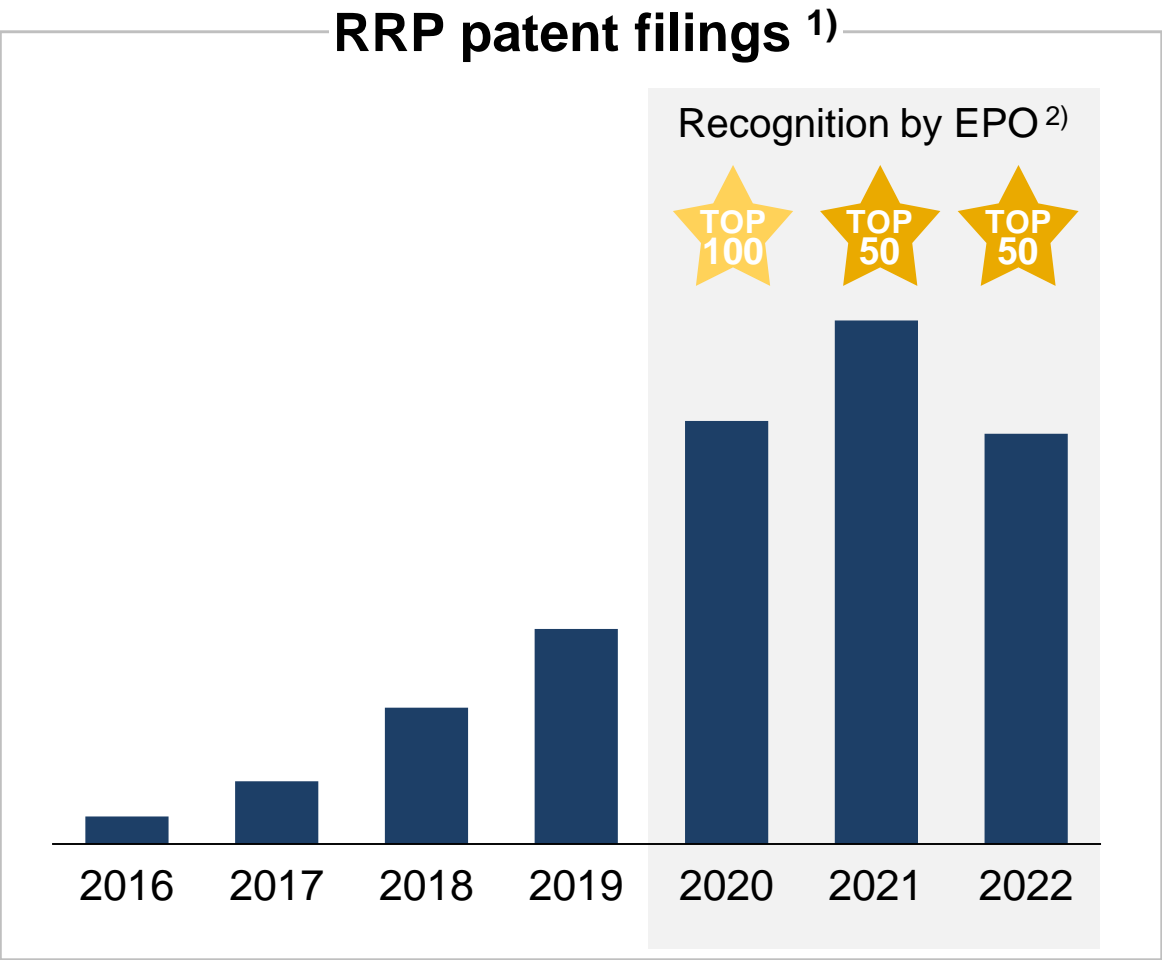
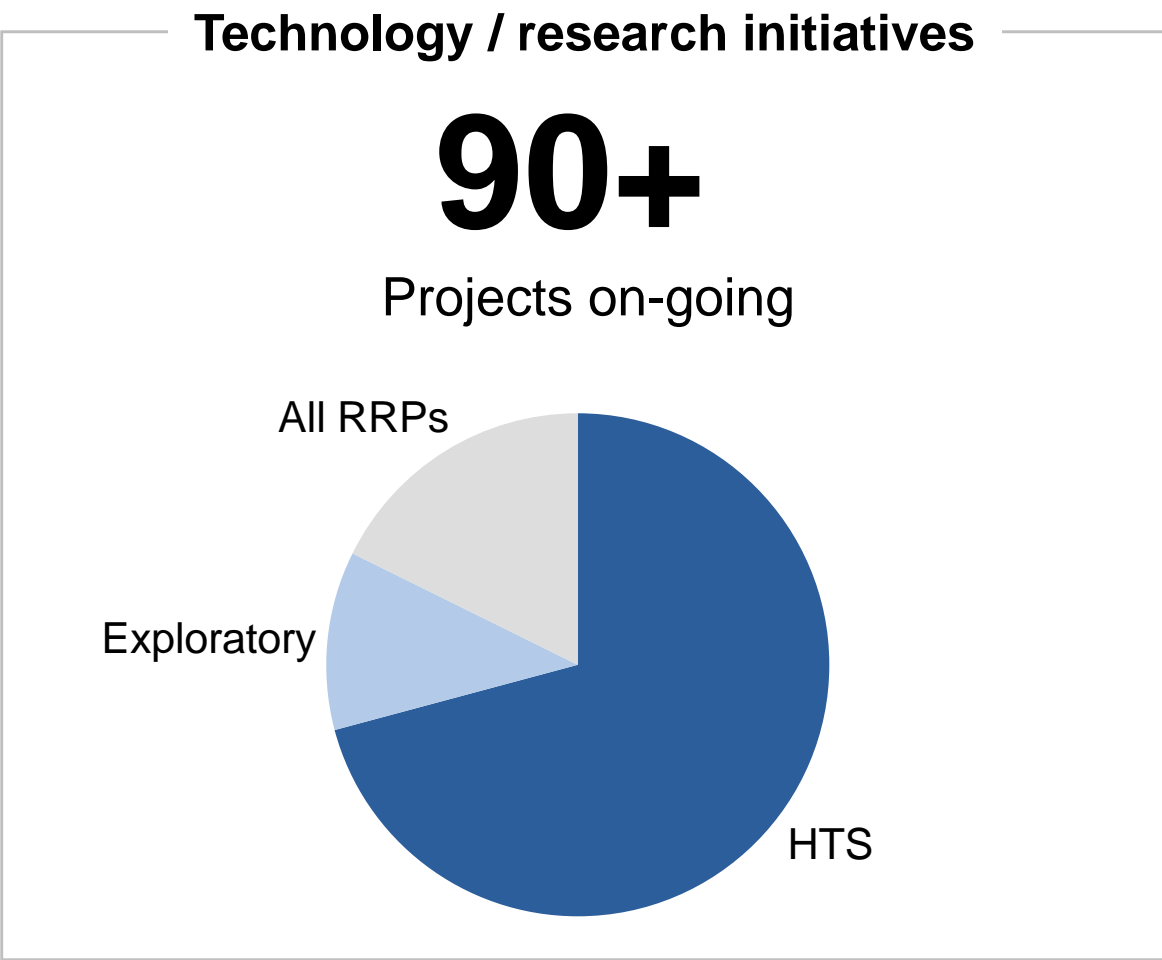
PRODUCT UPGRADE

E-vapor



PRODUCT UPGRADE

Innovation initiatives: endeavors for the future pipelines



© Copyright JT 2023 Note: 1) # of 1st (priority) applications in each year in the RRP field
2) Ranking of the main applicants at the European Patent Office (EPO)

Science: at the center of our reduced risk efforts

- Holistic approach from fundamental scientific research to product performance assessments
- Addressing reduced risk as one of the key consumer drivers
- Readiness for potential future regulatory requirements
- Active stakeholder engagement with reduced risk scientific evidence

Reduced risk efforts ¹⁾

