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FOR IMMEDIATE RELEASE

Tokyo, March 4, 2019

JT expands the sales area of Ploom TECH + and Ploom TECH + tobacco capsules

Japan Tobacco Inc.(JT)(TSE:2914) announces that it will be expanding the sales of the Ploom TECH+ STARTER KIT, a low temperature tobacco vapor product, and 4 types of Ploom TECH + tobacco capsules. From April 1st the sales area will expand to cover six prefectures, Miyagi, Tokyo, Aichi, Osaka, Hiroshima and Fukuoka. In addition, selected tobacco retail stores will start upfront sales from March 18.

JT does not anticipate this announcement will have any material impact on the Group's consolidated performance for the fiscal year 2019.

For detailed information, please see the attachment.

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Japan Tobacco Inc. is a leading international tobacco company with operations in more than 130 countries. With over 63,000 employees, it manufactures and sells some of the world's best-known brands including Winston, Camel, MEVIUS and LD. The JT Group is committed to investing in Reduced-Risk Products (RRP) and currently markets its tobacco vapor products under the Ploom brand and various e-cigarette products under the Logic brand. The Group is also present in the pharmaceutical and processed food businesses. For more information, visit <https://www.jt.com/>.

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JT expands Ploom TECH + sales area in six prefectures from April *Upfront sales begin in selected tobacco retail stores from March 18, 2019*

Japan Tobacco Inc.(JT)(TSE:2914) will be expanding the sales of the Ploom TECH+ STARTER KIT, a low temperature tobacco vapor product, and 4 types of Ploom TECH + tobacco capsules. From April 1st the sales area will expand to cover six prefectures, Miyagi, Tokyo, Aichi, Osaka, Hiroshima and Fukuoka, and the sales will begin with convenience stores (approximately 20,000 stores) and some tobacco retail stores (approximately 800 stores) in the areas without reservations. As of March 4, sales at Ploom shops have already begun without reservations. In addition, selected tobacco retail stores will start upfront sales from March 18ⁱ.

Ploom TECH + STARTER KIT(Black and White)



“We have received great feedback from our consumers for the features of Ploom TECH +. According to our questionnaire results*, approximately 80% of consumers who actually purchased the product cite “Powerful rich vapor” as one of the reasons for the purchase. Many consumers appreciate the features of Ploom TECH +, not only “Powerful rich tobacco vapor”, but also the “Less odor” and “Deeper taste” characteristics,” said Masanao Takahashi, Vice President of the Marketing Group Product & Brand Division.

* Ploom Shop Consumer Questionnaire Survey; January 29-February 8, 2019, N = 1,590 people/selection method・multiple responses

ⁱ During the upfront sales period, only the black color of the "Ploom TECH + STARTER KIT" and Ploom TECH + tobacco capsules will be available.

About Ploom TECH +

Ploom TECH + is a tobacco infused vapor product with low-temperature heating technology, which does not involve combustion or high-temperature direct heating of tobacco. The product enables consumers to enjoy a powerful rich tobacco vapor with an increased amount of tobacco leaves and vapor, while producing less than 1% of the odor¹ and a more than 99% reduction² in the levels of measured constituents compared to cigarette smoke.

*1: Results of the research based on the three-point comparative odor intensity indication method by six people who have passed the olfactory test. Cigarette smoke and Ploom TECH+ tobacco vapor, which contains constituents derived from tobacco leaves, were diluted with odorless air in the bags, and the odor of each bag was statistically quantified as the "dilution factor of just no odor".

*2: Use of this product does not mean it is necessarily safer than smoking regular cigarettes. It compares the amounts of nine constituents, the WHO recommend to reduce as a priority, which are contained in one puff of cigarette smoke and one puff of a tobacco vapor of Ploom TECH+. Our leading brand (tar 6mg) cigarette sold in Japan was selected as the test cigarette product.

<Product Information>

Ploom TECH+ STARTER KIT



Battery, Cartridge cover, Capsules holder, AC adapter and micro USB cable are included in the square type packages¹.

Heating type: Low temperature heating (about 40 degrees²)

Color³: Black and White

Price: 4,980 yen

*1 In convenience stores and some tobacco retail stores normally sell square type packages, while special round type packages were sold in the online store and Ploom shops.

*2 The temperature inside the tobacco capsule when used is about 40°C.

*3 New color variants to come

Ploom TECH + tobacco capsules

A refill pack includes five tobacco capsules and one cartridge

● MEVIUS Mild Blend for Ploom TECH +

Type: Regular product

Taste: Smooth and mild refined tobacco flavor

Tobacco capsule color: Moss green

Price: 500yen

● MEVIUS Roast Blend for Ploom TECH +

Type: Regular product

Taste: Roasted and mellow tobacco flavor

Tobacco capsule color: Brown

Price: 500yen

- **MEVIUS Clear Mint for Ploom TECH +**

Type: Menthol product

Taste: Fresh peppermint-derived menthol flavor with a hint of sweetness

Tobacco capsule color: Green

Price: 500yen

- **MEVIUS Cold Mint for Ploom TECH +**

Type: Menthol product

Taste: Cool and refreshing dry Japan mint-derived menthol flavor

Tobacco capsule color: Blue

Price: 500yen

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