



JAPAN TOBACCO INC.
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FOR IMMEDIATE RELEASE

Tokyo, June 1, 2020

**JT launches Ploom S 2.0, an upgraded Heated Tobacco device
and two tobacco stick products Nationwide**

Japan Tobacco Inc. (JT) (TSE:2914) will be launching Ploom S 2.0, an upgraded device, and two new tobacco stick products in the high-temperature heating category, on July 2, 2020. The respective device and tobacco stick products will gradually be available at convenience stores and a select tobacco retail stores nationwide.

These launch plans have already been incorporated in the 2020 Business Plan announced on February 6, 2020 and have no further impact on the Group's consolidated financial forecast.

For detailed information, please see the press release attached.

Attached Press Release: "JT launches Ploom S 2.0, an evolved Heated Tobacco device, in Japan on July 2nd and introduces two new Camel menthol tobacco stick products".

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Japan Tobacco Inc. is a leading international tobacco company with operations in more than 130 countries. With approximately 62,000 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 its 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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Please be reminded that this section is intended to explain the business operations of JT to investors, and not to promote sales of tobacco products to encourage smoking by consumers



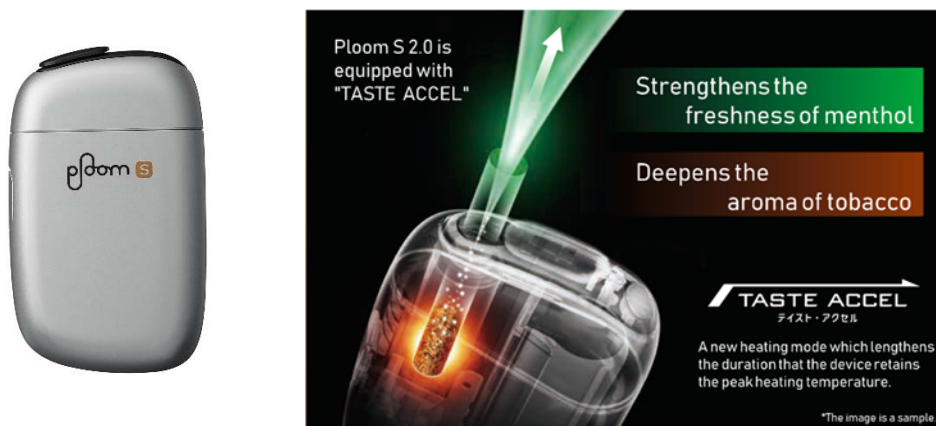
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JT launches Ploom S 2.0, an evolved Heated Tobacco device, in Japan on July 2nd and introduces two new Camel menthol tobacco stick products

Japan Tobacco Inc. (JT) (TSE:2914) will launch Ploom S 2.0, an upgraded Heated Tobacco device, specialized for menthol. In addition, JT will launch two new menthol tobacco stick products under the Camel brand, “Camel Menthol Red” and “Camel Menthol Yellow”. These products will gradually be available at convenience stores and select tobacco retail stores across Japan from July 2, 2020.



Ploom S 2.0: An Evolved Device, Specialized for Menthol Flavors

70%¹ of consumers choose menthol flavors for their tobacco vapor (T-Vapor) products and many call for a richer menthol taste.

Ploom S 2.0 is equipped with a new heating mode, “TASTE ACCEL”, which lengthens the duration of the peak heating temperature, compared to that of the current Ploom S. This allows for a balance among the freshness of menthol, rich vapor and clear tobacco taste, making it the ideal device for menthol flavors.

“TASTE ACCEL” works to enhance the full lineup of the tobacco stick flavors, including regular tobacco sticks, currently available. Moreover, the Ploom S 2.0 device has evolved to suit consumer convenience, improving its fundamental capabilities such as reducing the charging time and increasing the number of tobacco sticks one can use in a single charge.

¹ JT estimate

The Story Behind Development

“We are excited for our consumers to enjoy the amazing taste of menthol with our new device. Our continuous journey in elaborate research and intricate modifications has led us to develop Ploom S 2.0 with our new ‘TASTE ACCEL’ heating mode. We are driven by an ambition to empower our device to deliver the freshness of menthol and satisfaction with every use,” said Toru Takahashi, Vice President of the Marketing Group Product & Brand Division for RRP².

“The two biggest factors that influence the flavor T-Vapor products are heating temperature and its duration. Ploom S 2.0 is capable of tailoring the device to heat the sticks at an optimal temperature and for an optimal duration, with respect to the different stages from the first inhalation to the last, rather than heating at a steady temperature. This is the key to delivering the best flavor in T-Vapor products.”

Product Information

Ploom S 2.0 Starter Kit

Heating Type: High temperature heating

Retail Price: 3,980 Yen (tax included)

Kit Includes: Device, AC adapter, Type-C USB cable

Color: Ice Silver (Limited Edition), Black, and White



Sales Information

The product will gradually be available in Japan at the CLUB JT Online Shop, Official JT Ploom Shop on Rakuten Market, convenience stores, Ploom Shops, and select tobacco retail stores nationwide from Thursday, July 2, 2020.

The sales for the limited edition Ice Silver color will end as soon as stocks are sold out. Availability may vary by store.

Available at:

- CLUB JT Online Shop (<https://shop.clubjt.jp/online/ProductDetail.aspx?pcd=P500476>)
- Nationwide Ploom Shops³ (https://ploom.clubjt.jp/shop/about_ploomshop/)
- Official JT Ploom Shop on Rakuten Market (<https://www.rakuten.ne.jp/gold/ploom/>)
- Nationwide Convenience Stores
- Nationwide, Select Tobacco Retail Stores

² Reduced-Risk Products (RRP); Products with the potential to reduce the risks associated with smoking.

³ Operating hours may vary by store as a measure to prevent the spread of COVID-19 as of June 1, 2020. Please visit our homepage for details on operating hours.

Model Comparison vs the current “Ploom S”

	Ploom S 2.0	Ploom S (current model)
Heating mode	2 types (“TASTE ACCEL” ON/OFF)	1 type
Waiting time ⁴ until optimal heat	About 30 seconds	About 40 seconds
Duration of use or amount of puffs ⁵ per tobacco stick	4.5 minutes or 14 puffs	3.5 minutes or 14 puffs
Charge Duration/ Number of tobacco sticks ⁶	60 minutes/ About 20 sticks 90 minutes*/ About 22 sticks *Duration until full charge	90 minutes / About 10 sticks
Charging Adaptor	USB Type-C	Micro USB

Product Features

- **Equipped with “TASTE ACCEL” Heating Mode**

“TASTE ACCEL” is a new heating mode, which lengthens the duration of the peak heating temperature. Turning it on will enable a strong taste, while turning it off will enable a mellow taste.⁷

- **25% shorter waiting time, 25% longer use**

The waiting time between powering on the device and when it is ready to use has been reduced by 25%. Additionally, the maximum duration of which one can use the device to finish a single tobacco stick has been extended by 25%, making a drastic, fundamental improvement.

- **20 tobacco sticks per 60 minute charge⁶**

Ploom S 2.0 allows for the use of 20 tobacco sticks per 60-minute charge, making a drastic improvement from the previous version, which only allowed 10 tobacco sticks per 90-minute charge.

⁴ Waiting time may vary depending on the surrounding environment.

⁵ Puff: the act of inhaling. The number of puffs may vary depending on how you use the device or its usage conditions.

⁶ The charge time and number of sticks per charge may vary depending on the battery life and temperature of the surrounding environment.

⁷ The number of tobacco sticks one can use per single charge, waiting time until optimal heat, or the duration of use for every tobacco stick will not differ depending on whether “TASTE ACCEL” is turned on or off.

“Camel Menthol Red” and “Camel Menthol Yellow”: New Flavored Menthol Tobacco Sticks

“Camel Menthol Red” and “Camel Menthol Yellow” will be launched along with Ploom S 2.0, with bold apple and citrus flavor, respectively, while each delivering a rich menthol taste. Ploom S 2.0 will further enhance the flavor of these two stick products.

Product Information

Product Name	Camel Menthol Red for Ploom S	Camel Menthol Yellow for Ploom S
Taste	Crisp and sweet apple flavored menthol	Fresh and sweet citrus flavored menthol
Count	20 tobacco sticks	20 tobacco sticks
Type	Menthol product	Menthol product
Price	460 Yen	460 Yen

Sales Information

The product will be available at convenience stores and a select number of tobacco retail stores nationwide from Thursday, July 2, 2020. Initial sales for this product will start at Ploom Shops, the CLUB JT Online Shop, and a select number of tobacco retail stores in Japan from Monday, June 22, 2020.

Available for initial sales at:

- CLUB JT Online Shop (<https://shop.clubjt.jp/online/CategoryList.aspx?ccd=CF004002&wkcd=CF000400-CF004002>)
- Nationwide Ploom Shops⁸ (https://ploom.clubjt.jp/shop/about_ploomshop/)
- Nationwide, Select Tobacco Retail Stores

⁸ Operating hours may vary by store as a measure to prevent the spread of COVID-19 as of June 1, 2020. Please visit our homepage for details on operating hours.

About the Ploom Brand



The JT Group believes the importance in being able to continuously offer a variety of options to our customers as the demand for the Tobacco Vapor (T-Vapor) market continues to grow and diversify daily.

People across the world have their own, unique lifestyle; and just as much as there are different lifestyles, there are different and unique ways one can enjoy tobacco. With tobacco seen as a luxury item, we believe consumers expect a range of options so they can “choose” products which best suit them, according to their daily environment, life-stage transitions, and their personal preferences.

Our Ploom brand portfolio consists of three devices: Ploom TECH, our low temperature heating device that offers a light taste in an assortment of flavors; Ploom TECH+, our other low temperature heating device that offers a clean, rich aroma; and Ploom S, our high temperature heating device that offers bold, enjoyable flavor of menthol. The JT Group will strive to offer the freedom of “choice” to our consumers and is excited about the T-Vapor category’s bright future and its unique value proposition in our society.

Ploom-Exclusive Customer Service (Available in Japanese Only)

Japan: 0120-108-513

Hours: 11:00am to 4:00pm (JST)⁹

Holidays: December 30th to January 4th

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⁹ Operating hours have currently been shortened as a measure to prevent the spread of COVID-19. We apologize for any inconvenience caused and appreciate your understanding.