



JAPAN TOBACCO INC.  
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Phone: 03-6636-2914

**FOR IMMEDIATE RELEASE**

Tokyo, January 13, 2021

**JT expands sales area for “Ploom TECH+ with”, a Tobacco-Infused Vapor Device**

**Japan Tobacco Inc. (JT) (TSE:2914)** will be expanding the sales area for “Ploom TECH+ with”, a tobacco-infused vapor device in the T-Vapor category. The device will gradually be available nationwide starting with Ploom Shops and select tobacco retail shops from February 1, 2021 and at nationwide convenience stores from February 2, 2021. For detailed information, please see the press release attached.

This expansion is expected to have minor impact on the Group’s consolidated business performance in the fiscal year ending December 2021. JT plans to reflect the impact in the 2021 business plan, which is scheduled to be announced in February 2021.

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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 expands “Ploom TECH+ with” sales area nationwide from February 1st;  
Limited Time Offer for Starter Kit at JPY 1,980**

**Japan Tobacco Inc. (JT) (TSE:2914)** plans to expand<sup>1</sup> sales of “Ploom TECH+ with”, the more compact version of JT’s tobacco-infused vapor series, Ploom TECH+. The new device will gradually be available nationwide starting at Ploom Shops and select tobacco retail stores from February 1, 2021, along with convenience stores from February 2, 2021.

In addition, to commemorate the nationwide expansion, JT announces a limited time offer for the “Ploom TECH+ with” Starter Kit at a discounted price of JPY 1,980 (tax included) compared to the original recommended retail price of JPY 2,980 (tax included).



“Ploom TECH+ with” is a tobacco-infused vapor device that offers a clean, rich flavor, just like the original Ploom TECH+, while evolving its portability and convenience during use. The device is compact, measuring approximately H78mm x W40mm, making it possible to fit in small bags or suit pockets. In spite of its small size, “Ploom TECH+ with” has upgraded features such as faster charging and a display to indicate the battery and capsule usage levels. Moreover, the instant activation feature means consumers can enjoy the device right away, enabling them to use the device whenever and however much they desire, all while simultaneously engaging in activities without the device being in the way.

<sup>1</sup> The CLUB JT Online Shop, as well as Ploom Shops, convenience stores, and select tobacco retail stores located in Tokyo have started their sales since November 2, 2020.

“After receiving positive feedback from our consumers since its launch last November, we are delighted to announce the nationwide expansion of ‘Ploom TECH+ with’,” says Toru Takahashi, Vice President of the Marketing Group Product & Brand Division for RRP<sup>2</sup>. “While still retaining the features of Ploom TECH+, such as producing less smell than cigarette smoke and not requiring wait time to start or finish using the device, ‘Ploom TECH+ with’ is more compact and easy to use, and we believe our consumers will find this device to enrich their experience than ever before.”

JT will expand the sales area for “Ploom TECH+ with” in hopes of answering its diverse consumer needs and will continue to develop improved products and services to fulfill consumer needs.

### **Product Features**

- **Compact size that fits easily in one’s hand**

Measuring at approximately 78mm, “Ploom TECH+ with” is about half the height of Ploom TECH+, sufficiently compact enough to fit in small bags and suit pockets.

- **Equipped with a display to indicate the battery and capsule usage levels**

Track how much battery and how many puffs per capsule are left in a quick glance, using the display located at the top of the device. This feature has been added to respond to consumer demand, allowing the consumer to visually understand how much longer they can enjoy the capsule.

- **1 box of capsules per approximately 60 minute charge<sup>3</sup>**

While Ploom TECH+ requires approximately 90 minutes to charge, “Ploom TECH+ with” only requires approximately 60 minutes for every box of capsules. Compatible with a Type-C USB charging cable.

- **Intuitive operation, simple activation**

Simply press the button three times to turn the device on and off. Enjoy the T-vapor right away with its instant activation.

### **About the “Ploom TECH+ with” Limited Time Offer**

#### **Applicable Product**

“Ploom TECH+ with” Starter Kit

#### **Product Information**

**Heating Type:** Low temperature heating

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

**Colors:** Black; and White



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<sup>2</sup> Reduced-Risk Products (RRP) are products with the potential to reduce the risks associated with smoking.

<sup>3</sup> The charge time and number of capsules per charge may vary depending on the battery life and temperature of the surrounding environment.

### **Price**

Recommended retail price normally set at JPY 2,980 (tax included). Limited time offer at a special price of JPY 1,980 (tax included).

### **Offer Dates**

February 1 – February 28, 2021 unless specified in the table below.

Location	Starts	Ends
CLUB JT Online Shop	February 1 <sup>st</sup> at 1:30pm (JST)	February 26 <sup>th</sup> at 3:00pm (JST)
Convenience stores located outside Tokyo	February 2 <sup>nd</sup>	February 28 <sup>th</sup>

### **Sales Information**

Available at:

- CLUB JT Online Shop (<https://shop.clubjt.jp/online/ProductDetail.aspx?pcd=P500480>)
- Nationwide Ploom Shops<sup>4</sup> ([https://ploom.clubjt.jp/shop/about\\_ploomshop/](https://ploom.clubjt.jp/shop/about_ploomshop/))
- Nationwide Convenience Stores, Select Tobacco Retail Stores, etc.

### **About the Ploom Brand**



The JT Group believes the importance in being able to continuously offer a variety of options to our consumers 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 products: 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 unique value proposition in our society.

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<sup>4</sup> Operating hours may change depending on the developing situation and circumstances due to COVID-19. Please visit the Ploom Shop website for the latest information.

**Ploom-Exclusive Consumer Service** (Available in Japanese Only)

Japan: 0120-108-513

Hours: 10:00am to 9:00pm (JST)<sup>5</sup>

Holidays: December 30<sup>th</sup> to January 4<sup>th</sup>

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<sup>5</sup> As we are currently operating while taking measures to prevent the spread of COVID-19, callers may experience a longer wait time before being connected to an operator. We apologize for any inconvenience caused and appreciate your understanding.