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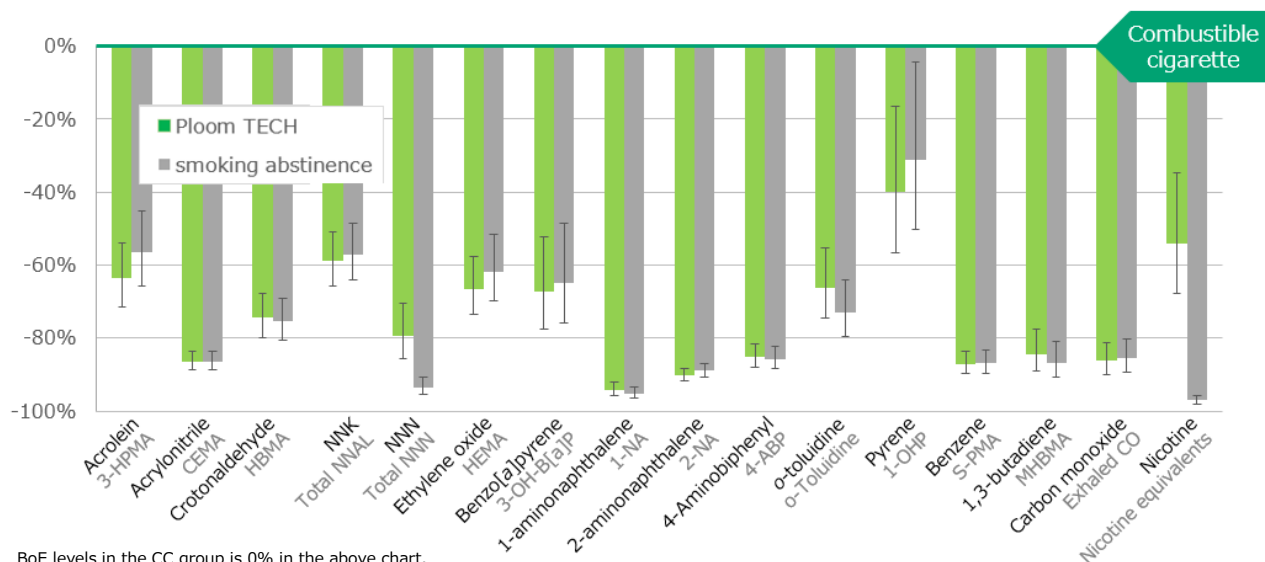
JT's Scientific Assessment Results:

Ploom TECH Users' reduced exposure to, and uptake into the body of, selected harmful and potentially harmful constituents

Japan Tobacco Inc. (JT) (TSE: 2914) today announces the results of a clinical study which demonstrates a reduction in exposure to, and uptake of, selected harmful and potentially harmful constituents (HPHCs)* in Japanese healthy adult smokers who switched to Ploom TECH, JT's tobacco vapor product. The study was conducted in consultation with a medical advisor, Yuji Kumagai, M.D., Ph.D. Professor, Kitasato Clinical Research Center.

The study results show that completely switching to Ploom TECH from combustible cigarettes leads to significant reductions in exposure to, and uptake into the body of, selected HPHCs. Although further research is required, these results strongly support the potential of Ploom TECH use to reduce the health risks associated with smoking.

- Japanese healthy adult smokers were randomly assigned for 5 days to either (a) a group who switched to Ploom TECH (PT), (b) a group who continued to smoke their own brand of combustible cigarette (CC) or (c) a smoking abstinence group (SA).
- After the 5 day study period, the levels of Biomarkers of Exposure (BoEs) to selected HPHCs were significantly reduced in the PT group compared to those in the CC group.
- Significantly, the magnitude of the reduction in BoE levels observed in the PT group was similar to that observed in the SA group.



BoE levels in the CC group is 0% in the above chart.
HPHC in black text, corresponding BoE in grey text
(1 - geometric least-squares mean) ± (95% confidence interval)

Study overview

- ✓ Study period: January – February 2017 (Study Report Finalization: November 2017)
- ✓ Study venue: Clinical Research Facility (SOUSEIKAI Medical Group, Fukuoka, Japan)
- ✓ Study design: 60 smokers were randomly assigned for 5 days to either (a) a group who switched to Ploom TECH (PT, 20 smokers), (b) a group who continued to smoke their own brand of combustible cigarette (CC, 20 smokers) or (c) a smoking abstinence group (SA, 20 smokers). Fifteen biomarkers of exposure (BoEs) to selected HPHCs, as well as nicotine in urine and exhaled breath, were measured at baseline (day 0), day 3 and day 5.
- ✓ Medical advisor: Yuji Kumagai, M.D., Ph.D. Professor, Kitasato Clinical Research Center
- ✓ Selected HPHCs:

Acrolein	1-Aminonaphthalene	Benzo[a]pyrene	Crotonaldehyde	4-(methylnitrosamino)-1-(3-pyridyl)-1-butanone [NNK]
Acrylonitrile	2-Aminonaphthalene	1,3-butadiene	Ethylene oxide	N-nitrosornicotine [NNN]
4-Aminobiphenyl	Benzene	Carbon monoxide	Pyrene	o-toluidine

Currently, there are no globally agreed standards for assessing the relative risks to health associated with the use of different tobacco or other nicotine-containing products, although some countries have set guidelines in this field.

JT continues to engage in research and development to develop new methodologies to substantiate, through objective science, product risk reduction. As we continue with our studies, we will communicate our progress via our science website - JT Science.

* U.S. Department of Health and Human Services, Food and Drug Administration, Harmful and Potentially Harmful Constituents in Tobacco Products and Tobacco Smoke: Established List, April 3, 2012.

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Japan Tobacco Inc. is a leading international tobacco company with operations in more than 130 countries. With close to 60,000 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 Ploom TECH, its tobacco vapor product, 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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