



FOR IMMEDIATE RELEASE

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JT Reapplies to Amend Retail Prices of Heated Tobacco Products in Japan in Conjunction with the Revised Tax Structure

Japan Tobacco Inc. (JT) (TSE: 2914) today announces that it has reapplied to the Ministry of Finance (MOF) for approval¹ to amend the retail prices of its heated tobacco products (HTP) in Japan in conjunction with the revised tax structure effective October 1, 2022. The Company has initially applied for the same products on August 25, 2022 and has received approval from the MOF today.

JT has reapplied for the retail price amendment for 41 heated tobacco products.

The proposed retail prices will take effect on October 1, 2022, subject to approval from the MOF.

JT will strive to continue to improve the quality of its products and services, to exceed the expectations of its adult consumers.

Heated tobacco products (HTP) (Unit: JPY)

Representative Products	Current Price	New Price
MEVIUS for Ploom TECH	570	580 (approved at 600 today)
MEVIUS for Ploom TECH+	580	580 (approved at 600 today)

Notes:

- Please refer to the Appendix for the details of the retail price amendment.
- This document has been prepared for the purpose of providing fair information to investors. It is not for the purpose of promoting sales to consumers or promoting smoking.

¹ In Japan, under the Tobacco Business Act, list prices for any tobacco products must be approved by the Ministry of Finance. Retailers are permitted to sell tobacco products only at list prices approved by the Minister of Finance.

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Japan Tobacco Inc. is a leading international tobacco company selling its products in more than 130 countries and regions. With approximately 55,000 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 heated tobacco products under its 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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(Appendix)

Details of the retail price amendments (Category: heated tobacco products)

No.	Name	Current Price (JPY)	New Price (JPY)	Weight per pack *1
1	MEVIUS REGULAR for Ploom TECH	570	580	2.4g
2	MEVIUS MENTHOL for Ploom TECH	570	580	2.4g
3	MEVIUS RED COOLER for Ploom TECH	570	580	2.4g
4	MEVIUS PURPLE COOLER for Ploom TECH	570	580	2.4g
5	MEVIUS GOLD REGULAR for Ploom TECH	570	580	2.5g
6	MEVIUS GOLD MENTHOL for Ploom TECH	570	580	2.5g
7	MEVIUS BROWN for Ploom TECH *2	570	580	2.5g
8	MEVIUS MIX GREEN COOLER for Ploom TECH *2	570	580	2.5g
9	Pianissimo Aria Menthol for Ploom TECH	570	580	2.5g
10	Pianissimo Pink Cooler for Ploom TECH	570	580	2.5g
11	Pianissimo Morning Rose Cooler for Ploom TECH	570	580	2.5g
12	Pianissimo Midnight Jasmine Cooler for Ploom TECH	570	580	2.5g
13	Pianissimo Apricot Cucumber Cooler for Ploom TECH	570	580	2.5g
14	Pianissimo Honey Apple Vinegar Cooler for Ploom TECH	570	580	2.5g
15	MEVIUS PURPLE MINT for Ploom TECH+	580	580	2.9g

16	MEVIUS GOLD ROAST for Ploom TECH+	580	580	3.1g
17	MEVIUS GOLD CLEAR MINT for Ploom TECH+	580	580	3.1g
18	MEVIUS GOLD MUSCAT GREEN MINT for Ploom TECH+	580	580	3.1g
19	MEVIUS GOLD RED MINT for Ploom TECH+	580	580	3.1g
20	MEVIUS PREMIUM GOLD REGULAR for Ploom TECH+	580	580	3.1g
21	MEVIUS PREMIUM GOLD MENTHOL for Ploom TECH+	580	580	3.1g
22	MEVIUS PREMIUM GOLD FROZEN for Ploom TECH+	580	580	3.0g
23	MEVIUS ENERGY SPARK MINT for Ploom TECH+	580	580	3.1g
24	MEVIUS ENERGY SHOT MINT for Ploom TECH+	580	580	3.1g
25	MEVIUS ENERGY POP GRAPE MINT for Ploom TECH+	580	580	3.1g
26	MEVIUS ENERGY MOSCOW MULE MINT for Ploom TECH+	580	580	3.1g
27	MEVIUS ENERGY PINA COLADA MINT for Ploom TECH+	580	580	3.1g
28	MEVIUS ENERGY HOT WINE for Ploom TECH+	580	580	3.0g
29	MEVIUS ENERGY SPARKLING WINE MINT for Ploom TECH+	580	580	3.1g
30	MEVIUS ROAST for Ploom TECH+ *2	580	580	3.1g
31	MEVIUS MILD for Ploom TECH+ *2	580	580	3.0g
32	MEVIUS CLEAR MINT for Ploom TECH+ *2	580	580	3.1g

33	MEVIUS COLD MINT for Ploom TECH+ *2	580	580	2.9g
34	MEVIUS RED MINT for Ploom TECH+ *2	580	580	3.1g
35	MEVIUS GOLD YELLOW MINT for Ploom TECH+ *2	580	580	3.1g
36	MEVIUS GOLD ORANGE MINT for Ploom TECH+ *2	580	580	3.1g
37	Pianissimo Bergamot Mint for Ploom TECH+	580	580	3.1g
38	Pianissimo Kinmokusei Mint for Ploom TECH+	580	580	3.1g
39	CAMEL GOLD for Ploom X	440	460	4.9g
40	CAMEL COBALT for Ploom X	440	460	5.3g
41	CAMEL PURPLE OPTION for Ploom X	440	460	5.4g

Notes :

*1 The revised excise tax system for heated tobacco will be effective from October 1, 2022. It takes into consideration the taxable weight as per the new tax system. Therefore, the table above shows the weights of the product under the new system.

*2 JT will delist the products after the stock is sold out in the retail stores.