



FOR IMMEDIATE RELEASE

Tokyo, September 14, 2022

JT Receives Approval 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 received approval¹ from the Ministry of Finance for its reapplication dated August 31, 2022 to amend the retail prices of its heated tobacco products (HTP) in Japan in conjunction with the revised tax structure.

The new retail prices will be effective on October 1, 2022 for a total of 17 HTP.

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

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	CAMEL GOLD for Ploom X	440	460	4.9g

16	CAMEL COBALT for Ploom X	440	460	5.3g
17	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.