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We, at JT, are committed to our organization becoming a “global growth company that develops diversified, value-creating businesses.” Specifically, we are extending our reach worldwide in an effort to enhance our corporate value, focusing on pharmaceuticals and foods in addition to tobacco products. With the increasing importance of sustainable management that strikes a balance between the economy, society and the natural environment, we take the view that Corporate Social Responsibility (CSR) translates into “sustainability,” achievement of which we regard as the key responsibility of the management.

As far as JT is concerned, this “sustainability” refers to realizing the “JT Brand-ing Declaration,” which is the statement of our group mission to provide all stakeholders with “Irreplaceable Delight” (values unique to JT, such as pleasurable surprise, surpassing expectations, satisfaction for all of our stakeholders) in a well-balanced and highly integrated manner, thereby ensuring our continued existence as a company that is valued by society and fulfills its corporate social responsibilities.

Ever since its incorporation in 1985, JT has worked to fulfill its corporate social responsibilities through

a variety of operations, and we are committed to maintaining that commitment. At the same time, JT stands by long-established policies and practices that have enduring value while implementing the innovations that are needed to keep abreast of changing times. Ultimately, JT’s mission can be defined as contributing to society and existing as a member of society.

In May 2006, we announced “JT 2008,” a new medium-term business plan to take the place of “JT PLAN-V.” The critical challenge is to capitalize on the achievements made over the past three years – including a solid business foundation established through “JT PLAN-V” – and thereby achieve sustainable growth.

The “JT Brand-ing Declaration” is couched in the present progressive tense because we regard brand value development as an ongoing work in progress. We are confident that incessant pursuit of this “Brand-ing” will result in the highly valuable management resources that are needed for sustainable growth.

“JT 2008” follows in the footsteps of “JT PLAN-V.” Specifically, it aims to fulfill JT’s responsibility in a

well balanced and highly integrated manner, taking into account JT's management vision, shareholders, customers and employees, as well as all stakeholders in society – which we believe is the key principle of management. We are committed to steadily following this path in order to deliver what is required of us.

Conserving the global environment and contributing to society continue to be priorities for JT. The JT Group is actively engaged in environmental conservation and community/international cooperation activities in an effort to achieve “harmony” between business activities and the environment, and to ensure “coexistence” with communities as a good neighbor. We also continue to support art/cultural activities in Japan and other parts of the world, while promoting afforestation and forest conservation projects.

The “JT Environmental Report,” which was first published in 1997, changed its title in 2005 to “JT Social and Environmental Report”, in order to embrace not only environmental but also social aspects of our CSR activities. It will continue to be improved and enhanced as a vital instrument of communication with stakeholders.

Meanwhile, in July 2005 we established the CSR Division and appointed Executive Deputy President as Chief CSR Officer. Both the division and Executive Deputy President are tasked with setting the direction in which we should be heading. In line with this, we launched a program in July 2006 to improve the existing CSR promotional system with the aim of developing and implementing more effective approaches.

We always welcome full and frank exchange of views about the JT Social and Environmental Report and our approaches to CSR. I look forward to your feedback.

Involvement in Social and Environmental Issues

1985	JT established.
1988	Launched beverages business.
1993	Central Pharmaceutical Research Institute established.
1994	Corporate Culture Division*1 established.
1995	Environmental Management Division established. JT Global Environment Charter developed.
1996	4S Model formulated.
1998	Processed Food Products Division established. Acquired majority share in Unimat Corporation*2 Acquired majority share in Torii Pharmaceutical Co., Ltd. Began publishing the JT Environmental Report (JT Environmental Report 1997).
1999	Acquired all non-US tobacco business of RJR Nabisco Inc. Acquired food products business of Asahi Kasei Corporation.
2000	JT Compliance System started.
2002	JT Brand-ing Declaration announced.
2004	JT Group Environment Charter updated.
2005	Launched Afforestation and Forest Conservation Project in Wakayama Prefecture. CSR Division established. JT Social and Environmental Report 2005 published.
2006	Launched a Afforestation and forest conservation Project in Yamanashi Prefecture Reorganized the CSR Division (combining approaches to global environmental conservation and social contribution activities) Established the CSR Promotion Committee

*1 Present Corporate Citizenship Department

*2 Present Japan Beverage Inc.