

**Respecting the diversity of society,  
we continue to create,  
develop and nurture JT's unique brands  
to win consumer trust.**



**Hiroshi Kimura**

President  
and Chief Executive Officer, JT

## Top Message

### The JT Group's CSR boils down to implementing the JT Group Mission

With the new medium-term management plan "JT-11" announced in April 2009, the JT Group revised the JT Group Mission. Specifically, while the principle of the JT Group Mission (JT Brand-ing Declaration) remains unchanged, it is now expressed in plain words designed to gain the confidence of a variety of stakeholders. The JT Group Mission is to "create, develop and nurture its unique brands to win consumer trust, while understanding and respecting the environment, and the diversity of societies and individuals."

The JT Group's CSR boils down to implementing this JT Group Mission. This world, in which the JT Group operates, consists of diversified nature, society and people. Respecting this diversification and recognizing its value, the JT Group is committed to creating, developing and improving a brand that is welcomed in our diversified world.

### Doing what it ought to do as a matter of course

Since its foundation in 1985, the JT Group has been diversifying and globalizing its operations. During the medium-term management plan "JT 2008," for example, Gallaher Group PLC, Katokichi Co., Ltd. and Fuji Foods Corporation joined the group. Aiming to grow further, the JT Group established the new medium-term management plan "JT-11" for the next three years. The new plan can be achieved only by mobilizing the JT Group's diversified resources, a means to keeping up with the ever-changing business environment.

While the business environment keeps changing, the JT Group is committed to doing what a manufacturing company ought to do as a matter of course. In particular, in addition to striving for product quality, behaving responsibly and complying with standards, building up such down-to-earth efforts is essential in gaining the confidence of stakeholders.

### The JT Group's CSR activities are making headway

The JT Group places a premium on gaining the confidence of stakeholders by "doing what it ought to do as a matter of course."

Accordingly, conserving the global environment is one of the highest priorities of its management policy. The JT Group shares the concept of the JT Group Environment Charter in an effort to harmonize business activities with the environment.

Social contributions have been underway both at home and abroad to act as a "good corporate citizen" in harmony with society. In Japan, for example, a variety of programs, such as subsidies to NPOs and a citizen participation cleanup activity dubbed the "Pick Up, and You will Love Your City" campaign, are in place to become a responsible member of society. On the international front, the JT Group plays a part in improving social welfare and supports cultural and artistic activities in all countries and areas in which it operates. In addition, reforestation and forest conservation activities are ongoing in eight areas at home and two areas abroad.

The JT Group is also promoting CSR initiatives through its businesses. The tobacco business, for example, is working on two themes to fulfill the responsibility of a tobacco manufacturer: creation of an environment where smokers and non-smokers live in harmony, and prevention of youth smoking.

With a strong awareness of the nature of its business, which has a direct impact on human life, the pharmaceutical business strictly abides by medical regulations and standards.

The food business has been emphasizing the safety of its products to retain consumers' trust, while further strengthening its safety control system in the wake of the frozen foods products contamination.

As society is paying increased attention to corporate social responsibility, including preventing global warming and contributing to local communities, the JT Group continues to fulfill its responsibilities in meeting societal expectations.