

Our Mission

In April 2002, we published the JT Brand-ing Declaration as our corporate mission. Through various corporate activities, we promise to deliver “irreplaceable delight” to all of our stakeholders, the surprise and delight beyond expectation that only JT can offer through the creation of added value. We call this commitment “Brand-ing,” a commitment which we will strive to fulfill in order to become an integral part of society.

JT Brand - ing Declaration

- We will become a “Global Brand-ing Company”, developing unique brands that are trusted and respected by our customers.
- We believe that our most significant assets are these unique products and brands, and the unified corporate brand “JT”, which pursues the development of these brands.
- We commit our management resources to continually build and refresh our brands.
- We are committed to developing and building the value of the “JT” brand and our products and brands with pride.



Yoji Wakui (left)
Chairman of the Board

Hiroshi Kimura (right)
President and CEO and
Representative Director

4 S Model

Through the expansion and application of funds generated by the company's high-quality business activities, JT is committed to fulfill — to the best of its ability and in a fair and balanced manner — its responsibilities to its shareholders, customers, employees and society, and to ensure their satisfaction with JT's performance.

“Brand - ing” promises and delivers “Irreplaceable Delight” to all stakeholders, from the 4 S's (Customer Satisfaction, Social Satisfaction, Employee Satisfaction, and Cash Flow) to the 4 D's (Customer Delight, Social Delight, Employee Delight, and Cash Flow)



- CS JT seeks to understand its customers' needs in depth, and to meet these needs by continuing to offer appealing products and services.
- ES JT offers excellent opportunities to talented people who have ability, drive and a sense of responsibility.
- SS Through business activities based on high ethical standards, JT intends to become a good corporate citizen welcomed by both the global and local societies.
- CF Economic achievement constitutes the basic common language of the organization. Business structure is continually reviewed and reformed to raise corporate adaptability to the ever-changing environment.