
Corporate Social Responsibility



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Corporate Governance

JT recognizes that timely and accurate decision-making and execution of business tasks are crucial to our ability to increase our corporate value and respond appropriately to changes in our business and social environments. Based on this recognition, JT takes a proactive approach to corporate governance, as it believes that strong corporate governance is one of the major tasks of management.

State of Implementation of Measures Concerning Corporate Governance

Corporate Governance System

i. Organization in the Company

The Board of Directors meets once a month as a rule and at other times as needed to decide on issues as determined by law and other important items, to supervise the conduct of the company's affairs, and to receive reports from the directors on the status of the company's business.

Aiming at continuous improvement in the quality of its business as a whole, JT has an Executive Officer System, where executive officers appointed by the Board of Directors pursue their responsibilities pursuant to the company-wide business strategy under the transferred authorities in each area. In addition, since June 2006, the Chairman of the Board has been positioned as a Non-Executive Director, concentrating on his role of management oversight.

For further enhancement of corporate governance, JT has established the Advisory Committee with five external advisors, to hear proposals concerning such important matters as the medium-to long-term management and relevant issues from a broader range of perspectives.

The Executive Committee, comprising the company's president and other members appointed by the president, discusses important management issues, particularly management policy and basic plans regarding overall business operations, in addition to items brought to the attention of the Board of Directors.

JT has an Audit Board under which corporate auditors working as an independent organization with a mandate from the shareholders scrutinize the company's directors and executive officers in the execution of their duties in an attempt to maintain and improve the company's sound management and social credibility.

ii. Internal Control System and Risk Management System

So far, JT has been operating a system for assuring the propriety of its business by working on the enhancement of compliance, internal auditing, and risk management, etc. In addition, as a company with an Audit Board, JT is committed to ensuring the effectiveness of auditors' inspections by, for example, appropriately reporting to auditors.

JT will proceed with these efforts while continuously reevaluating the present system and, in order to ensure the appropriate execution of its business operations, it will also make a sustained effort to maintain and improve the company's system, as follows.

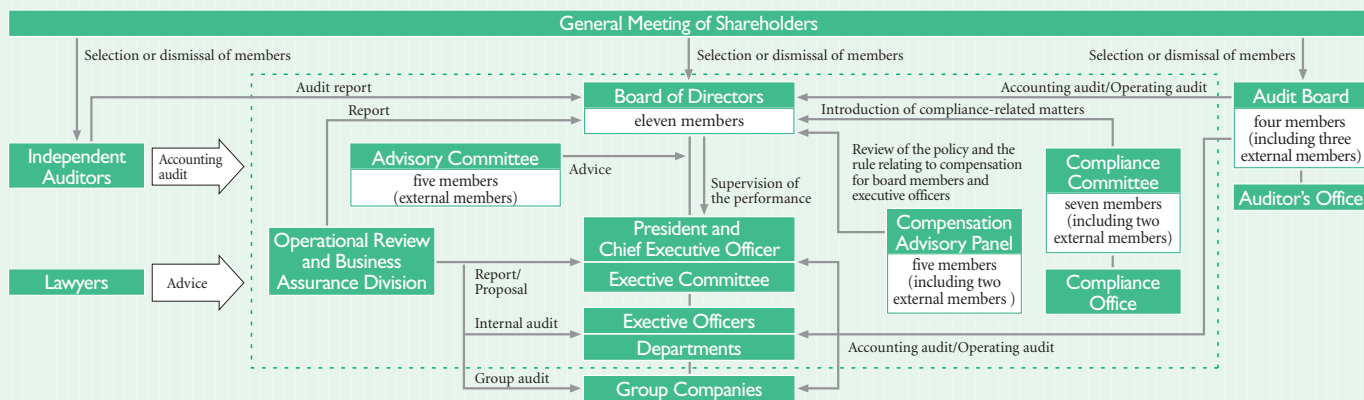
1. System to ensure that directors and employees perform their duties in accordance with the law and the company's articles of incorporation

With regard to the compliance system, JT has made an action guide for directors, executive officers and employees to help ensure that they act in accordance with the law, the company's articles of incorporation, the social code, etc. For thorough adherence to the action guide, JT has established the Compliance Committee with external specialists, which is directly linked to the Board of Directors. JT has also committed to making its compliance more effective through efforts to equip and improve the company-wide system, represented by the establishment of the Compliance Office, and through implementation of education activities, such as training targeted at executives and regular employees.

As for the internal report system, JT has an inquiry counter within the company. The Compliance Office investigates the received reports, discusses them with related departments and takes preventative measures as a whole company. Furthermore, when important issues are reported through the system, they are brought to the Compliance Committee for discussion.

The internal auditing system is controlled by the Operational Review and Business Assurance Division with 19 members (as of the end of FY3/2007), which studies and evaluates the execution conditions of the management and operation system, and of the company's business

Our Corporate Governance System



from the standpoints of legality and rationality, with the aim of preserving the company's assets and improving management efficiency.

2. System to store and manage information on the directors' execution of their duties

The minutes of the Annual General Meeting of Shareholders, meetings of the Board of Directors, and meetings of the Executive Committee are appropriately stored and managed in line with in-house regulations.

JT appropriately stores and manages information on other important business execution and decision-making, such as the signing of contracts, by clarifying which department is responsible for its storage and management and establishing rules about the decision-making process, procurement and accounting process.

3. Regulations concerning loss risk management and other systems

With respect to monetary and financial risks, JT has internal regulations and makes reports to the Executive Committee on a quarterly basis.

In order for the company to grasp and report on other risks based on individual departmental responsibility and authority, as determined under the Responsibility and Authority Regulation, each department takes appropriate management action, compiles a report, and depending on the degree of importance, brings the matter in question to the attention of the Executive Committee.

JT has assigned a sufficient staff to the Operational Review and Business Assurance Division, which functions as the company's internal auditing organization. This division examines and evaluates the internal management systems of JT and the other JT Group companies with a view to assessing matters of importance and risk from an objective standpoint independent of the company's other business execution organizations, and reports its findings and proposals to the president, as well as reports to the Board of Directors.

As a preparatory measure for emergencies, JT has produced a response manual concerning emergency management and disaster countermeasures. In the event of an emergency or a disaster, JT is prepared to establish an emergency

project system with the Corporate Strategy Division as the executive office, and then deal promptly and appropriately with the situation under the leadership of senior management and in close cooperation with related divisions.

4. System to ensure that directors perform their duties efficiently

Board of Directors meetings are held once a month as a rule and at other times as required to decide on issues as defined by law as well as other important items and to supervise the execution of business. The Executive Committee, comprising the company's president and other members appointed by the president, meets to discuss important management issues, particularly issues of management policy and basic plans regarding overall business operations, in addition to items brought to the attention of the Board of Directors.

With the Executive Office System, the executive officers appointed by the Board of Directors are pursuing their responsibility pursuant to the company-wide business strategy under the transferred authorities in each area.

Moreover, in order to ensure that the company's various operations contribute to the efficiency and flexibility of the company's overall business, basic items are determined in accordance with organization and office-related internal regulations and by clearly specifying the roles of each division. Also the divisions responsible for the execution of each business operation are clearly identified in the Responsibility and Authority Regulations.

5. System to ensure the appropriateness of business within the JT Group

The JT Group promises to deliver "irreplaceable delight" to all stakeholders, and it has adopted the JT Group Mission "the JT Branding Declaration" as a shared aim within the group. In conducting group management, JT defines the functions, regulations, etc., that are common to all companies within the group based on a group management policy, through which it intends to realize optimization throughout the entire JT Group.

Furthermore, all the companies in the JT Group have cooperated in developing the compliance system (including the report system), the internal auditing system, and the financial management system.

6. System for assisting auditors with their duties and reporting to auditors, and other systems to ensure that audits are performed effectively

JT has installed an Auditor's Office with a sufficient staff as an organization to support the auditors in their work. In addition, the company has decided to reexamine its staff placement situation when needed after discussions with the Audit Board. Concerning the determination of the Auditor's Office personnel, it has been decided to ensure its independence from the Board of Directors by entrusting the Audit Board with the task.

Directors and executive officers make reports concerning relevant facts in cases where they consider such facts have the potential to significantly harm the company. Moreover, it has been decided that directors, executive officers and employees must make reports to the Audit Board when they find evidence of malfeasance in financial documents or serious breaches of the law or the company's articles of incorporation and other important items concerning the management of other companies.

It has been decided that auditors may attend meetings of the Board of Directors and other important meetings. Almost all of the meetings of Executive Committee are attended. When the directors, executive officers or employees are asked by auditors to let them see important documents, take part in on-the-spot surveys, or make reports, they respond promptly and appropriately.

In addition, the directors cooperate with audits undertaken by auditors, and the miscellaneous expenses for such audits are provided appropriately in order to guarantee the effectiveness of the audit. The Operational Review and Business Assurance Division and the Compliance office provide cooperation by exchanging information with the auditors.

Also, in regard to the internal control system for financial reporting, we are building a system to ensure the integrity of financial reporting through various projects.

iii. Corporate Auditors' Audit and Independent Auditors' Audit Status

<Corporate Auditors' Audit and Independent Auditors' Audit>

JT has an internal auditing system under which corporate auditors working as an independent organization with a mandate from the shareholders monitor the company's directors and executive officers in executing their duties, to maintain and improve the company's sound management and social credibility.

JT has engaged Deloitte Touche Tohmatsu (DTT) to audit its financial statements for FY 3/2007, as required by the Company Law, and the Securities and Exchange Law, and the audit was carried out by the following audit partners.

<Certified Public Accountants engaged in independent auditors' audit>

Tatsuro Igarashi (two years), Eiji Yoshida (three years),
Shuichi Momoki (two years)

*Figures in parentheses represent the number of years each audit partner has served on the audit engagement as a partner.

<Assistants for independent auditors' audit>

Certified public accountants: 8 people,
other public accountants: 5 people, others: 8 people

While audits by corporate auditors, internal audits, and independent auditors are conducted in an independent and appropriate manner, efforts to strengthen their mutual cooperation are made by sharing information on the audit results among them.

iv. Remuneration for Directors and Corporate Auditors, and Audit Fees, etc.

Remuneration for directors and corporate auditors, and fees paid to DTT for audit assurance, etc. for FY3/2006 were as follows.

<Remuneration for Directors and Corporate Auditors >

Remuneration to directors and corporate auditors

Directors	10 people	¥493 million
Corporate auditors	4 people	¥ 98 million

*Remuneration to Directors and Corporate Auditors in office at the end of the FY 3/2007. Figures include retirement benefits (change in the allowance at the end of FY3/2007 for retirement benefits to directors) and bonuses. In addition, the retirement benefits system for directors will be abolished as of the end of the 22nd General Meeting of Shareholders.

<Fees for Audit Assurance, etc.>

The amounts of remuneration paid in respect of auditing certification are based on the corporate law of Japan (the "Corporate Law") and the Securities and Exchange Law and are as specified in the auditing contracts with DTT entered into by JT and its consolidated subsidiaries.

(Items based on the contract entered into by JT)

Fees for audit assurance based on the Article 2-1 of the Certified Public Accountant Law	¥111 million
Fees for other services	¥ 10 million
Total	¥121 million

(Items based on the contract entered into by JT and its consolidated subsidiaries)

Fees for audit assurance based on the Article 2-1 of the Certified Public Accountant Law	¥195 million
Fees for other services	¥ 10 million
Total	¥206 million

Overview of Outside Corporate Auditor' Stakes in JT

JT has three outside corporate auditors. One of them, Mr. Hiroyoshi Murayama, is a director of Mitsubishi Electric Corporation, which has minor dealings with JT. However, the outside auditor himself has no direct interest in these dealings.

There is no corresponding information concerning the other two outside corporate auditors.

Number of Directors

The Board of Directors of the JT Group shall comprise of 15 members or less.

Selection of Directors

Members of the Board of Directors of the JT Group shall be selected in the following manner. Selection by a majority of shareholder votes cast, where shareholders representing at least one third of total eligible votes are present.

Activities Contributing to the Environment and Society

The JT Group aims to contribute to society through its corporate activities. We are continuously engaging in activities from the standpoint of balancing our business environment with the natural environment, and operating among society as a good corporate citizen.

Our Approach to Environmental Protection

JT has made the global environment one of its most important management issues and is conducting conservation activities on a company-wide basis. Currently, we are expanding the scope of our environmental management activities to include other companies in the JT Group* and we established the JT Group Environmental Charter.

In a further effort to promote environmental conservation activities, efforts are underway to achieve the medium-term targets laid out in the JT Group Environmental Action Plan (2005-2008). The “CSR Report 2007” summarizing our activities in FY 3/2007 is published.

*Number of companies in the scope of JT’s environmental management efforts: 20 companies in Japan (including the JT parent company) plus JTI in overseas.

JT Group Environmental Charter

(developed May 29, 1995; revised March 29, 2004)

Basic Principle

We at JT believe that corporate social responsibility represents to provide “Irreplaceable Delight” to the customers, shareholders, employees and society through our operations, and serve as a good corporate citizen acclaimed by society on a continual basis. And also, we recognize that active involvement in environmental issues being primal theme in terms of corporate social responsibility. Based on the basic policy, we continue to act as a good neighbor with local communities in all countries and regions where we operate, and try to bring about harmony between our corporate activities and the environment, with hoping to leave the healthy and productive environment to future generations.

JT Group Environmental Policy

1. Management System

We will continually improve our environmental management system to enhance our environmental performance.

2. Compliance

We will comply with every environmental laws in all countries and regions where we operate.

3. Products and Services

We will continually strive to reduce environmental impact in the process of product development and services.

4. Process and Supply Chain

We will reduce the environmental impact and optimize the use of natural resources at all stages of our activities, from procurement of raw materials and manufacturing, through to sales and distribution.

5. Environmental Education

We will develop a culture of environmental awareness through education and training; encouraging employees to take personal responsibility for their actions for creating a better environment, and suppliers to understand our Charter.

6. Environmental Communication

We will make an appropriate of our environmental performance and keep good relationships with our stakeholders through active communication.

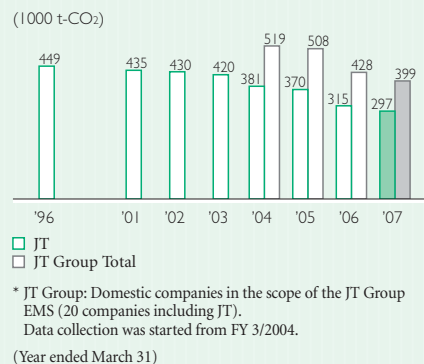
Environmental Management System

JT Group Environmental Management System is based on the international standards ISO14001. We have introduced the Environmental Management System at our places of business, reflecting the environmental impact of our business activities, products and services, and the size and function of each business location.

Improving System to Promote Environmental Management



Trends in CO₂ Emission



In this context, all of JT’s factories had obtained ISO14001 certification by FY 3/2004, while our office-type business locations such as the Head Office, branch offices and laboratories had developed ISO14001-compatible systems by FY 3/2005.

Furthermore, the factories of JT Group companies are sequentially obtaining ISO14001 certification, and non-manufacturing companies within the Group are proceeding with the development of ISO14001-compatible environmental management systems or simple environmental management systems that include the development and execution of environmental action plans.

Since FY 3/2005, we have been operating the JT Group’s environmental information system, “ECO-NET” for the purpose of integrating and sharing environmental information, and we have utilized this information for analyzing and improving our performance.

Approaches to Address Global Warming

JT has been striving to reduce greenhouse gas emissions and to address global warming by saving energy, switching to alternative fuels, promoting nighttime electricity use and using low emission vehicles. As a result of these efforts, in FY 3/2007, we were able to reduce our CO₂ emissions by about 152 thousand t-CO₂ (down 34%) in comparison with FY 3/1996 levels. In addition, the CO₂ emissions of the JT Group as a whole declined in FY 3/2007 by about 120 thousand t-CO₂ (down 23%) in comparison with FY 3/2004. We will continue our efforts to achieve further reductions.

Approaches to Reducing and Recycling Waste

JT is promoting the construction of a recycling-based system that recognizes the value of limited resources. In this context, we are

placing an emphasis on reduction, reuse and recycling in all our activities, from the supply of raw materials to production and sales activities extending even to waste by our customers after use. JT’s recycling ratio has improved drastically in recent years to the point where we now recycle approximately 98% of all materials. The recycling ratio of the entire JT Group is also now approximately 98%.

Reducing Water Usage

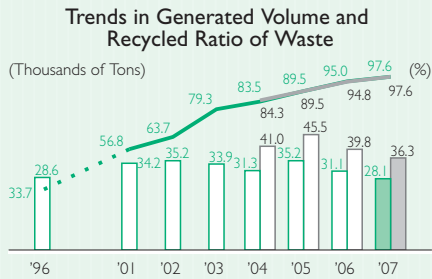
JT continues its efforts to reduce water usage and promote water recycling. In FY 03/2007, total water usage by JT was 247 million m³ and 515 million m³ in the JT Group as a whole. Furthermore, JT maintains water quality by controlling the concentrations of contaminants in discharge water.

Approaches to Reducing Environmental Impact

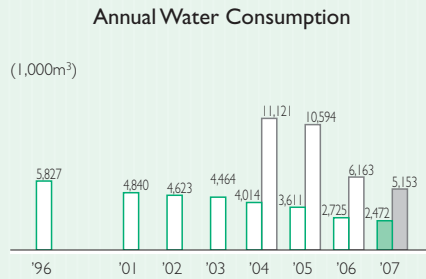
JT is making consistent efforts to reduce or prevent emissions of all sorts of pollutants to minimize the impact of our business activities on our employees and associates, people who live in the vicinity of our business locations, and the global environment.

As for chemical substances, the number of PRTR (Pollutant Release and Transfer Register) Law-designated chemicals JT used and reported was 6 in FY 3/2007. We will continue to strengthen our management practices according to various guidelines (Guidelines for Complying with the PRTR Law, Guidelines for Chemical Substance Management, and Management Regulations for PCB Waste) to prevent chemical pollution.

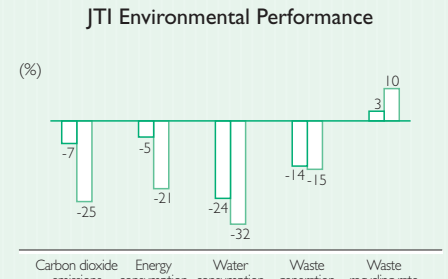
Furthermore, we have conducting voluntary surveys to assess soil pollution, and we will achieve appropriate compliance based on the Soil Contamination Countermeasures Law.



□ Generated volume in JT
 □ Generated volume in JT Group total
 — Recycled ratio in JT
 — Recycled ratio in JT Group total
 * JT Group: Domestic companies in the scope of the JT Group EMS (20 companies including JT). Data collection was started from FY 3/2004. (Year ended March 31)



□ JT
 □ JT Group Total
 * JT Group: Domestic companies in the scope of the JT Group EMS (20 companies including JT). Data collection was started from FY 3/2004. (Year ended March 31)



□ 04-06 target
 □ 04-06 actual
 Carbon dioxide emissions (tonnes-CO₂/million cigarettes)
 Energy consumption (megajoules/million cigarettes)
 Water consumption (cubic meters/million cigarettes)
 Waste generation (tonnes/million cigarettes)
 Waste recycling rate (percent of production waste recycled)

International Approach to Environmental Management

JTI is promoting efforts toward addressing environmental issues by obtaining ISO14001 certification, and by FY 2006 had achieved certification at 16 factories worldwide. JTI manages its performance by setting numerical targets for five environmental parameters, namely CO₂ emissions, energy consumption, water usage, waste generation, and recycling ratio. During the period from FY 2004 to FY 2006, JTI's performance exceeded its targets.

Afforestation and Forest Conservation Projects

JT's tobacco business and foods business use raw materials of natural origin such as leaf tobacco, vegetables, and tealeaves. Therefore, we are engaged in afforestation and forest conservation activities in an effort to contribute to the preservation of the natural world that supports these businesses, and as a reflection of our corporate social responsibility.

Currently, we are conducting these activities in Wakayama, Yamanashi, and Kochi Prefectures in Japan.

Firstly, "JT Forest Nakahechi" in Nakahechi Town, Tanabe City, Wakayama Prefecture, is an afforestation and undergrowth cutting project on approximately 50 hectares of land, a project in the vicinity of Kumano Kodo, a World Heritage Site. Secondly, "JT Forest Kosuge" is a project in Kosuge Village, Kitatsuru District, Yamanashi Prefecture, close to the headwaters of the Tama River, where we are creating extensive mixed woodland of coniferous and deciduous trees on approximately 13-hectare plot of land. And thirdly, "JT Forest Nahari - A Forest to Protect Coral" is a project in Nahari Town, Aki District, Kochi Prefecture, where we manage approximately 160 hectares of woodland with a focus on tree thinning in an effort to maintain the local ecosystem and contribute to the continued existence of a type of coral that grows in the estuary of the Nahari River.

tence of a type of coral that grows in the estuary of the Nahari River.

In conducting these activities, we intend to provide our employees with the opportunity to reaffirm the importance of conserving the natural environment by actually experiencing these activities. We also value the exchanges between our employees and the local residents who cooperate with these activities. More than 1,100 people in total have participated in JT's forest conservation activities, which have been highly evaluated from the viewpoints of both afforestation and coexistence with the local community.

In addition, we initiated the Reforestation/forest conservation project in cooperation with JTI in the United Republic of Tanzania and the Republic of Malawi of Africa. We develop this program in a four-year period from January 2007 to 2010 and the target number of planting trees is 800 million trees in each country. We plan to provide treadle pumps for irrigation and improve wells through our programs.

In the future, JT will continue to engage in afforestation and forest conservation activities from a medium and long-term viewpoint as a part of our efforts to preserve the natural environment.

URL: http://www.jti.co.jp/JTI_E/environ/Welcome.html

Improving Smoking Manners and the Smoking Environment

(This section describes only activities in Japan.)

At JT, we use the term "SMOKERS' STYLE" to express our wish that our valued customers will enjoy smoking to the fullest while exercising maturity in their smoking habits and showing consideration to those who do not smoke so that both smokers and non-smokers can co-exist in harmony. As part of this concept we are



JT Forest Kosuge



SMOKERS' STYLE AKIHABARA
(Public Smoking Area in Tokyo's Chiyoda-ku)

making efforts in many areas to fulfill our corporate responsibility to society as a company operating in the tobacco business.

Some Examples of Our Efforts

Setting Up Smoking Areas

We work closely with local governments to set up smoking areas in public facilities such as train stations, airports and other locations so that all people, both smokers and nonsmokers, can co-exist in harmony.

Consultation for Creating Separate Smoking Areas

We provide consultation to assist the creation of separate smoking and nonsmoking areas within public facilities, commercial facilities, and business offices in response to the characteristics of the facilities and the needs of their users. Our activities include sharing knowledge and making proposals on a free-of-charge basis with regard to smoking separation methods that satisfy smokers while taking the rights of non-smokers into consideration.

Smoking Manner Advertisements

Because JT considers the improvement of each individual's smoking manners to be essential to overall improvement of smoking manners, we are continuing to develop our smoking manner campaign under the slogan "If you take notice, you can change your manners." These advertisements illustrate actual everyday situations for smokers, with the objective of prompting them to take notice, think, and exercise appropriate behavior when smoking.

Community Cleanup Activities

Since May 2004, in order to help increase awareness with regard to appropriate smoking manners, JT has been conducting "Pick up,

and you will love your city" activities as a community-based cleanup effort at festivals and other events across Japan. These activities are carried out in cooperation with various groups such as local authorities, schools, volunteers, and the executive committees and participating organizations of the background events. As of May 31, 2007, some 366,200 people have participated in the activities.

To learn more about JT's efforts to improve smoking manners, please refer to our website.

URL: <http://www.jti.co.jp/sstyle>

The JT Group's Social Contribution Activities

The JT Group's Social Contribution Activities

The JT Group has long been dedicated to contributing to society in all the countries and regions in which we operate. We do this with the aim of coexisting with society as a good corporate citizen. Recently, with the aim of even further enhancing the activities of the Group as a whole, we have established the JT Group's Social Contribution Policy, which defines social welfare, culture and arts, environmental activities, and aid for disaster stricken areas as four priority areas in JT's social contribution activities.

JT Group's Social Contribution Policy

As a good corporate citizen and a member of society, the JT Group will carry out its corporate social responsibility by contributing to the local communities it serves in a sustainable manner.

As a good neighbor, the JT Group will support the regeneration and revitalization of the local communities, focusing on:

- "Social Welfare"



Smoking Area at Tokyo Midtown



Clean up Activities "Pick up, and you will love your city"



NPO Support Activities (Children's Sports Classroom)

- "Culture and Arts"
- "Environmental Activities"
- "Aid for disaster-stricken areas"

The JT Group will select from these four areas those programs which best address the challenges of each local community, and in this way will contribute to the development of the communities we serve.

Based on this policy, the JT Group implements a wide variety of social contribution activities in markets around the world. In doing so, the company actively encourages the participation of its employees, many of whom today volunteer their time and energy to this cause.

Domestic Efforts

Social Welfare

In Japan, JT carries out various social welfare programs in keeping with our desire to contribute to the revitalization and activation of local communities as a good neighbor. Also, business offices nationwide are working on various local contribution activities rooted in each region.

• NPO Support Projects for Youth Development

We consider human resource development, and above all the nurturing of young people who will contribute to society in the future, as an essential task in order to create a better society. Thus, we support NPOs in conjunction with local communities in activities that promote the nurturing of young people, particularly in the areas of environmental protection and beautification.

• Scholarships for Students from Asia

Since FY1998, JT has been providing scholarships for privately financed students from other Asian countries to study in Japan. We support these students in their studies at universities and in research activities in Japan in order to promote international

exchange and contribute to human resource development.

• JT Citizenship Events

We hold charity events, including events to which we invite people in various fields who have contributed to society, to enhance interest, understanding and concern among citizens toward their local communities.

• JT Shogi Japan Series Tournament for Kids

Under the theme of nurturing the mind through the game of Shogi (a Japanese form of Chess), we simultaneously hold a professional Shogi tournament series, the JT Shogi Japan Series, together with Shogi tournaments for children.

• JT Honobono (Heartwarming) Concerts

We introduce children's songs and school songs that incorporate beautiful archetypal images of Japan so that these images are handed down to future generations.

• Volleyball Classes

JT Thunders and JT Marvelous, which play in the Volleyball Premier League, teach volleyball to elementary and junior high school children, as well as to moms' teams.

• Participation and Cooperation in Local Activities

JT's business offices nationwide participate actively in various kinds of activities rooted in each local community such as cooperating with local festivals and sports events, and offering the use of company-owned facilities such as playing fields for local residents.

Environmental Activities

Thankful for the natural environment that supports business and aware of the importance of the global environment, the JT Group conducts conservation and beautification activities such as forest conservation and clean up activities of areas surrounding business offices.



JT Art Hall Chamber Music Series



JT Delight Forum



Home Visit with a Senior Citizen (Italy • Milan)

Culture and Arts

The JT Group is involved in activities to contribute to the development and improvement of music and other types of art and culture.

• Support for Nurturing Musicians

We provide opportunities to perform to a broad spectrum of musicians who support the Japanese classical music world, centered on our Tokyo performance venue JT Art Hall Affinis. The concerts staged here include the JT Art Hall Chamber Music Series, performed by emerging Japanese musicians, and the Ensemble Series Groomed by JT, performed by young musicians who show promise of future success. Furthermore, in order to provide music students with a venue to present their work, and to allow people who live and work in the vicinity of the JT Building to enjoy classical music casually, we sponsor an independent project entitled “Afternoon Concert with the Promising Music Majors” featuring free admission lunch time concerts to develop and support the musicians.

• The Affinis Arts Foundation

The Affinis Arts Foundation was founded in 1988 for the purpose of supporting professional orchestras in Japan. Its activities include providing musicians with facilities for staging musical performances, financial support for such performances and for studying overseas. The Foundation also holds events such as the annual Affinis Summer Music Festival, which features seminars from top class professors from around the globe as well as other activities.

• Tobacco & Salt Museum

The Tobacco & Salt Museum was opened in 1978 to collect materials and conduct studies and research on tobacco, as an item with a history of popularity, and salt, as the food of life. Housing some 30,000 items, including smoking utensils and posters, the museum presents the history and culture of tobacco and salt through exhibi-

tions and other events about the two products.

• JT Biohistory Research Hall

The JT Biohistory Research Hall was opened in 1993 for the purpose of studying Biohistory, through which we can understand the historical existence of life. The hall was also opened to provide a place for all people to enjoy themselves by studying Biohistory, just as they would study music or art. The facility provides visitors with the opportunity to enjoy thinking about the very important topic of life through laboratory tours, summer school seminars, various exhibits, and also through the quarterly journal “Biohistory.”

• JT Delight Forum

The Delight Forum is a cultural event jointly held by JT and sponsoring newspaper companies to nurture the development of high quality culture at the regional level and to contribute to the local culture. Each year, the Delight Forum includes lectures at sites around Japan delivered by people who display their activities in a host of fields.

Aid for Disaster-Stricken Areas

Following the Noto Peninsula Earthquake on March 25, 2007, which was centered on Ishikawa Prefecture on the Sea of Japan, the JT Group provided relief supplies including beverages, and also donated funds to the victims of the disaster. In addition, JT employees from business offices near the disaster-stricken region participated in volunteer activities supporting the region.

International Efforts

JTI's Social Contributions

For JTI, an international subsidiary of JT headquartered in Geneva (Switzerland), Corporate Philanthropy is an integral component



Korea Day Out with the Elderly (South Korea • Seoul)



Japanese Tea Ceremony (Switzerland • Zurich)

of its commitment to the communities in which it operates.

JTI Corporate Philanthropy policy and guidelines are aligned with the JT Group Social Contribution policy, and have been shared with employees throughout the company. The policy provides the foundation through which JTI puts into practice its belief in “Being a Good Corporate Citizen.”

Corporate Philanthropy programs are underway in all markets where JTI currently operates, and include charitable donations, cultural and artistic sponsorships and disaster relief. Over 60 JTI Corporate Philanthropy projects were implemented worldwide during 2006.

Social Welfare (Charitable Donations)

Social contribution and cultural programs sponsored by JTI market organizations are generally organized and implemented in collaboration with qualified beneficiary organizations. In addition to local market initiatives, JTI has identified two global causes as priorities for the corporation, Care for the Elderly and Adult Literacy.

In Seoul (Korea), JTI sponsored a “Senior City Center” in which socially disadvantaged seniors are provided support for their daily activities. JTI Korea employees also take part in the Center’s activities several times a year. In Milan, Italy, JTI provides senior citizens with transportation, shopping assistance, physiotherapy or with assistance in completing forms and other paperwork.

Programs in Romania, and in Taichung and Lukang in Taiwan provide underprivileged senior citizens with a ‘meals on wheels’ service and other practical support through local beneficiary organizations. The JTI Seniors Program began in Romania in 1998, with the objective of supporting 45 senior citizens with daily meals as well as special Easter and Christmas packages.

In Vietnam, JTI provides housing for poor people, and in Kazakhstan has provided funding for the repair of a regional rehabilitation center for the disabled.

Cultural and Arts

Sponsorship of culture and the arts has traditionally played an important role in JTI’s Corporate Philanthropy activities. The past year has been no exception, with support provided to numerous cultural projects, ranging from the construction of the new Mariinsky Concert Hall in St. Petersburg (Russia), the Izmir Jazz Festival (Turkey), as well as assistance to various cultural and art exhibitions in many countries.

Projects related to Japanese cultural heritage are particularly popular. In the renowned Museum Rietberg in Zurich (Switzerland), for example, JTI has sponsored the construction of a Japanese tea room in which authentic tea ceremonies are conducted.

Aid for Disaster-Stricken Areas / JTI Foundation

In addition to the large number of social contribution and cultural projects worldwide, JTI established the JTI Foundation in 2001 with the aim of helping underprivileged people throughout the world. In particular, the JTI Foundation supports victims of natural disasters such as earthquakes and floods, and focuses on providing immediate assistance to victims in collaboration with recognized major relief agencies (NGOs, Red Cross or government organizations) to achieve this goal. Last year, the Foundation provided assistance when floods struck in the Balkans (Romania and Serbia), and after a major earthquake in Yogyakarta (Indonesia).