



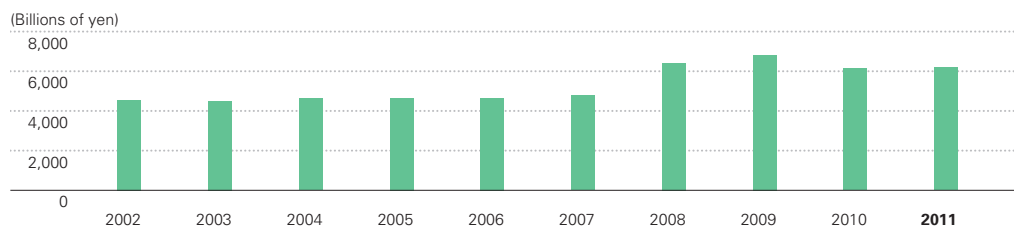
Fact Sheets

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Pharmaceutical Business	138
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Number of Employees	140

Note: Financial data disclosed herein are basically rounded down.

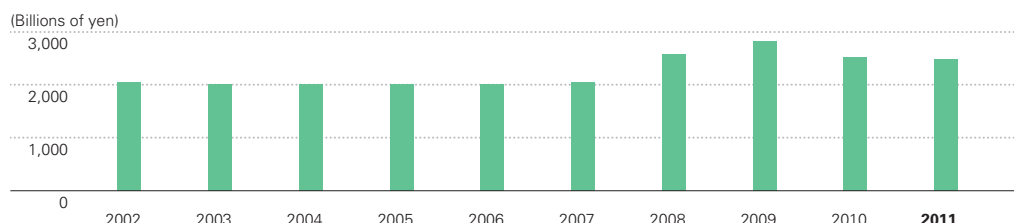
Financial Data

Net Sales Including Excise Taxes



(Years ended March 31)	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Total	4,544.1	4,492.2	4,625.1	4,664.5	4,637.6	4,769.3	6,409.7	6,832.3	6,134.6	6,194.5
Tobacco Business	4,178.0	4,134.4	4,236.9							
Japanese Domestic				3,491.4	3,405.2	3,416.2	3,362.3	3,200.4	3,042.8	3,103.3
International				792.7	881.1	999.6	2,639.9	3,118.3	2,633.6	2,649.9
Pharmaceutical Business	61.8	53.9	51.2	57.6	49.2	45.4	49.0	56.7	44.0	46.9
Food Business	221.1	232.4	250.1	265.3	278.3	286.5	336.4	435.9	394.6	375.0
Other Business	83.0	71.4	86.8	57.2	23.5	21.4	21.8	20.7	19.5	19.2

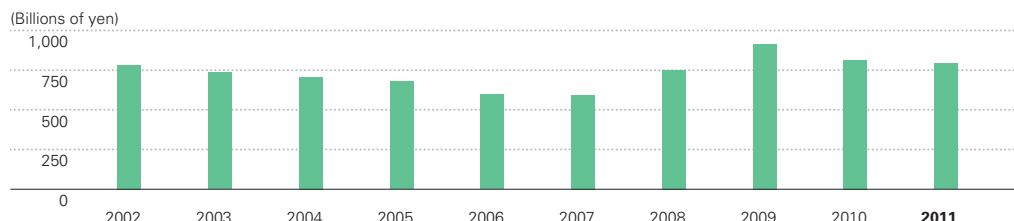
Net Sales Excluding Excise Taxes



(Years ended March 31)	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Total	2,041.9	2,007.5	2,019.8	2,013.9	2,008.7	2,051.0	2,587.3	2,827.1	2,514.1	2,486.1
Tobacco Business	1,675.8	1,649.7	1,631.5							
Japanese Domestic				1,203.8	1,173.2	1,147.2	1,122.2	1,070.3	1,016.7	1,027.8
International				429.7	484.3	550.3	1,057.7	1,243.3	1,039.1	1,017.0
Pharmaceutical Business	61.8	53.9	51.2	57.6	49.2	45.4	49.0	56.7	44.0	46.9
Food Business	221.1	232.4	250.1	265.3	278.3	286.5	336.4	435.9	394.6	375.0
Other Business	83.0	71.4	86.8	57.2	23.5	21.4	21.8	20.7	19.5	19.2
Adjusted Net Sales Excluding Excise Taxes ^(*)										
Total								2,243.1	1,980.9	1,956.6
Tobacco Business										
Japanese Domestic								648.8	615.9	617.9
International								1,080.8	906.7	897.4

* Excluding the imported tobacco, domestic duty free, the China Division and other miscellaneous items in the Japanese domestic tobacco business, in addition to the distribution, contract manufacturing and other peripheral businesses in the international tobacco business

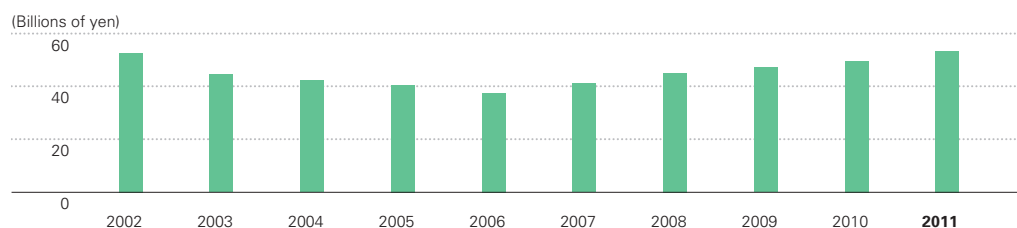
SG&A Expenses



(Years ended March 31)	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
SG&A	781.5	733.9	707.1	677.4	596.6	592.6	750.2	914.1	815.5	791.7
Personnel ^(*)	222.7	209.7	205.3	183.9	150.8	158.5	206.0	231.5	216.0	217.3
Advertising and General Publicity	40.2	35.7	35.4	27.4	23.9	23.4	22.9	25.6	21.9	20.8
Sales Promotion	155.2	142.0	141.7	140.1	142.1	128.0	163.6	162.3	143.7	140.7
R&D	52.6	44.5	42.1	40.4	37.5	41.2	45.1	47.2	49.6	53.3
Depreciation	59.5	56.7	56.7	54.2	53.4	57.4	80.3	113.0	72.5	60.8

* Personnel expense is the sum of compensation, salaries, allowances, provision for retirement benefits, statutory benefits, employee bonuses and accrual of employee bonuses

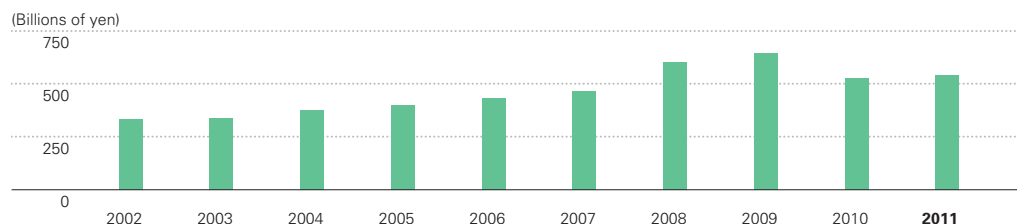
R&D Expenses



(Years ended March 31)	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
■ R&D	52.7	44.5	42.2	40.5	37.5	41.2	45.1	47.2	49.6	53.3
Tobacco Business	14.5	14.8	16.6							
Japanese Domestic				16.1	15.1	15.1	15.8	17.7	18.9	19.4
International				2.1	0.9	1.3	3.3	3.8	6.1	5.2
Pharmaceutical Business	35.4	27.1	23.7	20.5	19.9	23.4	24.4	23.8	23.1	27.1
Food Business	0.7	1.2	1.0	1.0	0.8	0.7	0.7	1.1	0.7	0.7
Other Business	0.7	0.6	0.1	0.0	—	—	—	—	—	—

Note: R&D expense in FY2002–2005 includes expenses posted as manufacturing cost

EBITDA



(Years ended March 31)	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
■ EBITDA	334.1	337.2	373.4	400.1	433.3	464.6	602.0	646.2	526.7	541.1
Tobacco Business	320.9	321.4	343.1							
Japanese Domestic				296.0	305.7	326.4	306.7	272.2	251.2	257.6
International				65.4	94.0	112.6	270.7	337.9	277.6	288.1
Pharmaceutical Business	(8.5)	(5.1)	(4.4)	5.4	(1.8)	(8.1)	(6.2)	4.8	(9.6)	(13.2)
Food Business	2.2	0.5	3.3	7.9	11.8	12.0	8.3	17.0	14.4	17.2
Other Business	19.6	19.6	30.6	26.8	22.1	21.5	22.0	13.1	13.3	12.9

Note: EBITDA = operating income + depreciation and amortization

From FY2011 accounting standard for segment information disclosures was implemented and the data of FY2010 was revised.

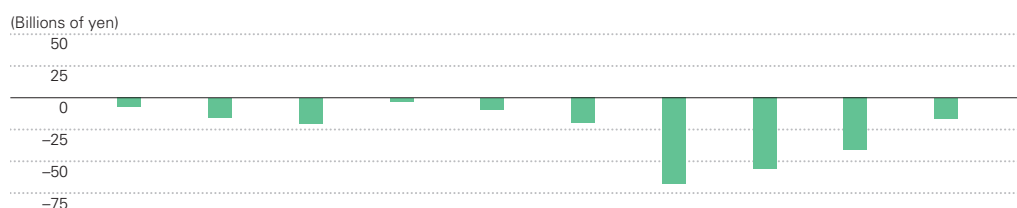
Operating Income



(Years ended March 31)	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
■ Operating Income	163.8	188.9	234.0	273.3	306.9	331.9	430.5	363.8	296.5	328.6
Tobacco Business	192.1	213.3	238.4							
Japanese Domestic				215.8	220.0	245.3	222.3	188.2	198.7	212.9
International				44.4	71.0	81.0	205.3	174.7	136.9	156.1
Pharmaceutical Business	(18.9)	(13.8)	(12.8)	1.8	(5.0)	(11.2)	(9.6)	1.0	(13.5)	(17.4)
Food Business	(11.8)	(13.1)	(4.8)	1.9	6.3	6.7	0.6	(11.4)	(13.6)	(9.4)
Other Business	1.7	0.9	11.9	10.4	8.6	9.3	10.4	9.6	10.5	9.9

Note: From FY2011 accounting standard for segment information disclosures was implemented and the data of FY2010 was revised.

Non-Operating Income and Expenses

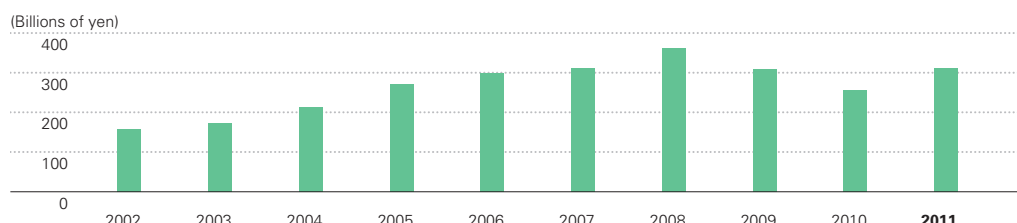


(Years ended March 31)	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
■ Non-Operating Income and Expenses	(7.1)	(15.7)	(20.4)	(3.1)	(9.1)	(19.9)	(67.8)	(56.2)	(41.1)	(16.1)
Non-Operating Income	11.2	9.3	10.3	15.9	12.6	16.0	21.5	30.3	15.6	12.0
Financial Income ^(*1)	4.7	3.7	3.2	3.3	5.9	12.1	13.4	12.2	6.9	3.0
Non-Operating Expenses	18.3	25.0	30.7	19.0	21.7	35.9	89.4	86.5	56.7	28.2
Financial Expense ^(*2)	10.2	8.7	8.1	5.1	5.7	6.9	42.0	51.3	26.3	17.2

*1 Financial income is the sum of interest income, interest on marketable securities, interest on investment securities, dividend income, profit on redemption of securities, etc.

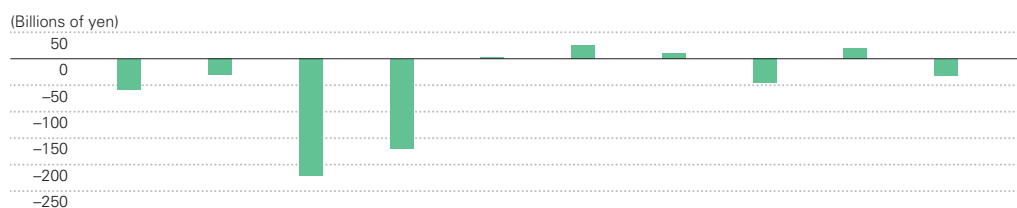
*2 Financial expense is the sum of interest expense, bond interest paid, loss of redemption of securities, etc.

Recurring Profit



(Years ended March 31)	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
■ Recurring Profit	156.6	173.2	213.5	270.2	297.8	312.0	362.6	307.5	255.3	312.4

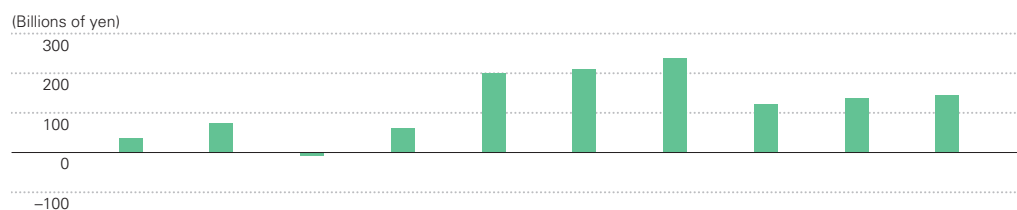
Extraordinary Profit and Loss



(Years ended March 31)	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
■ Extraordinary Profit and Loss	(58.4)	(30.7)	(221.2)	(168.9)	3.1	25.1	9.9	(45.4)	20.6	(31.9)
Extraordinary Profit	30.0	18.3	29.3	79.2	65.4	50.8	68.9	48.3	58.5	20.6
Gain on Sale of Property, Plant and Equipment	28.2	15.4	17.2	73.3	60.0	47.5	66.7	46.4	32.3	12.1
Extraordinary Loss	88.5	49.0	250.5	248.2	62.3	25.7	59.0	93.8	37.8	52.5
Loss on Sale of Property, Plant and Equipment	2.2	2.6	4.8	2.2	24.8	3.1	3.2	2.1	4.2	0.8
Loss on Disposal of Property, Plant and Equipment	9.3	9.8	10.8	13.6	12.2	10.4	6.3	11.5	6.3	7.2
Business Restructuring Costs	13.4	11.4	40.8	224.8	8.0	—	6.4	24.3	9.9	4.3
Impairment Loss	—	—	—	0.1	11.4	2.7	3.8	16.3	6.0	5.2
Introduction Costs for Vending Machines with Adult Identification Functions	—	—	—	—	0.1	5.7	12.8	13.4	—	—
Regulatory fine in Canada	—	—	—	—	—	—	—	—	—	12.8
Write-down of Investment Securities	—	—	—	—	—	—	11.1	7.0	1.4	0.9
Damages related to the Great East Japan Earthquake	—	—	—	—	—	—	—	—	—	10.9

Note: Extraordinary loss in FY2004 includes ¥185 billion of one-time loss on recognition of obligations under the Public Official Mutual Assistance Association Law

Net Income (Loss)

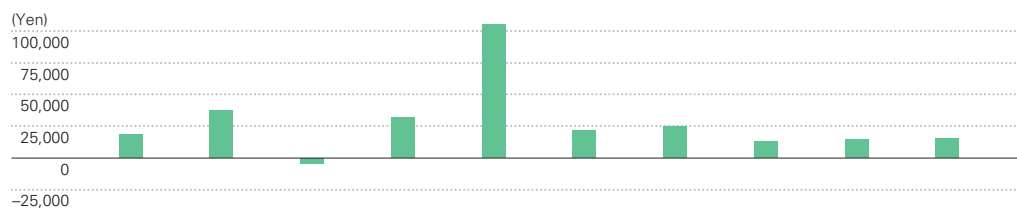


(Years ended March 31)

■ Net Income (Loss)

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Net Income (Loss)	36.8	75.3	(7.6)	62.5	201.5	210.7	238.7	123.4	138.4	144.9

Earnings per Share (EPS)



(Years ended March 31)

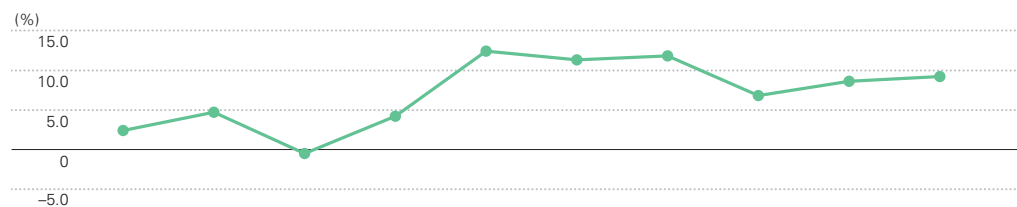
■ EPS

Diluted EPS

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
EPS	18,425	37,527	(3,966)	32,089	105,084	22,001	24,916	12,880	14,451	15,141
Diluted EPS								12,879	14,448	15,136

Note: A 5 for 1 stock split went into effect on April 1, 2006

Return on Equity (ROE)

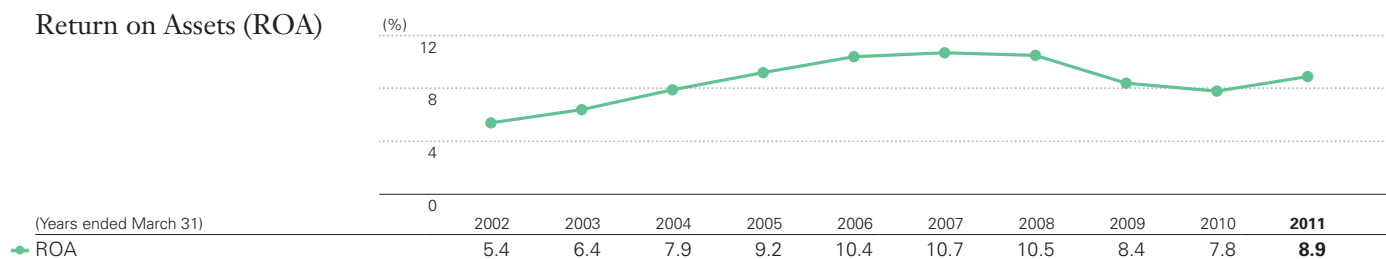


(Years ended March 31)

◆ ROE

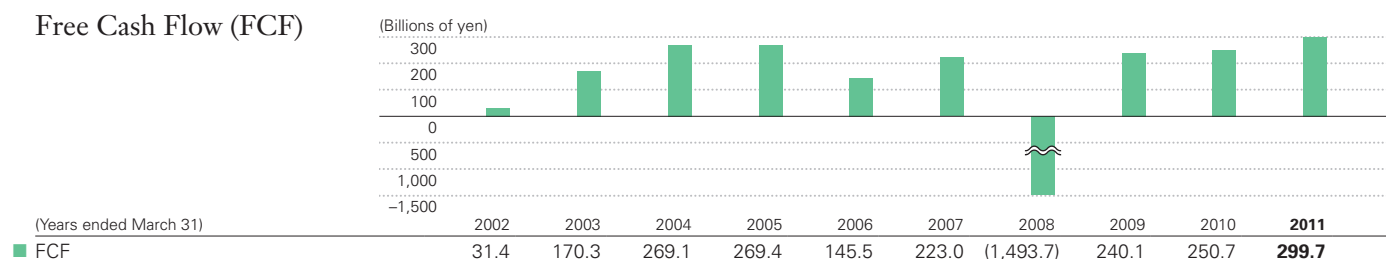
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
ROE	2.4	4.7	(0.5)	4.2	12.4	11.3	11.8	6.8	8.6	9.2

Return on Assets (ROA)



Note: ROA = (Operating Income + Financial Income) / Total Assets [average of beginning and ending figure for the period]

Free Cash Flow (FCF)



Note: FCF = (cash flow from operating activities + cash flow from investing activities) excluding the following items:

From "cash flow from operating activities": Dividends received / interest received and its tax effect / interest paid and its tax effect

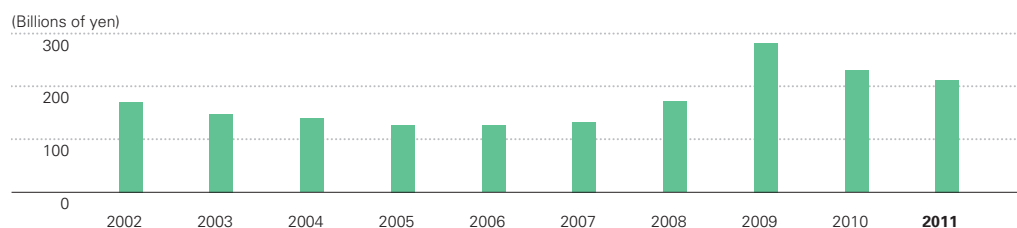
From "cash flow from investing activities": Cash outflow from purchase of marketable securities / proceeds from sales of marketable securities / cash outflow from purchases of investment securities / proceeds from sales of investment securities / others (but not business-related investment securities, which are included in the investment securities item)

Capital Expenditure (CAPEX)



Note: CAPEX = Tangible Assets + Intangible Assets + Long-Term Prepaid Expenses

Depreciation & Amortization



(Years ended March 31)

(Years ended March 31)	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
■ Depreciation & Amortization	170.3	148.3	139.4	126.7	126.4	132.6	171.5	282.4	230.1	212.4
Tobacco Business	128.8	108.0	104.7							
Japanese Domestic				80.1	85.6	81.0	84.3	84.0	52.4	44.6
International				21.0	23.0	31.5	65.3	163.1	140.7	132.0
Pharmaceutical Business	10.4	8.7	8.4	3.6	3.2	3.0	3.3	3.8	3.9	4.1
Food Business	14.1	13.7	8.1	5.9	5.5	5.3	7.6	28.4	28.1	26.6
Other Business	17.8	18.7	18.6	16.3	13.4	12.2	11.6	3.4	2.7	2.9

Note: Depreciation & Amortization = Depreciation of Tangible Fixed Assets + Amortization of Intangible Fixed Assets + Amortization of Long-Term Prepaid Expenses + Amortization of Goodwill

Total Assets

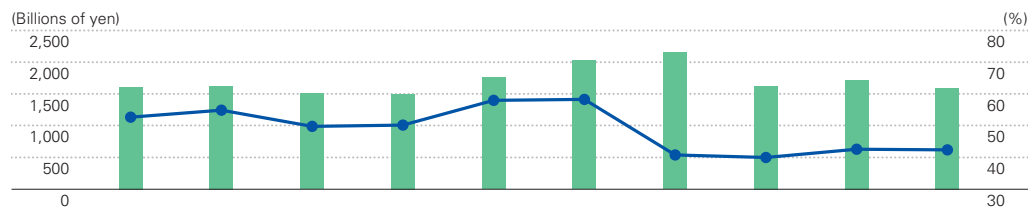


(As of March 31)

(As of March 31)	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
■ Total Assets	3,063.0	2,957.6	3,029.0	2,982.0	3,037.3	3,364.6	5,087.2	3,879.8	3,872.5	3,571.9
Tobacco Business	2,309.5	2,153.0	2,122.2							
Japanese Domestic				1,298.2	1,131.7	1,180.3	847.1	788.6	782.2	732.3
International				838.5	994.8	1,275.0	3,804.4	2,700.0	2,765.9	2,362.9
Pharmaceutical Business	125.2	114.7	114.3	117.8	117.9	106.1	111.4	111.5	114.0	104.9
Food Business	133.2	135.3	141.4	141.6	141.4	158.8	353.2	332.6	311.1	273.0
Other Business	190.1	236.5	250.2	197.0	194.4	249.6	90.0	87.4	85.0	85.4

Note: From FY2011 accounting standard for segment information disclosures was implemented.

Total Equity and Equity Ratio

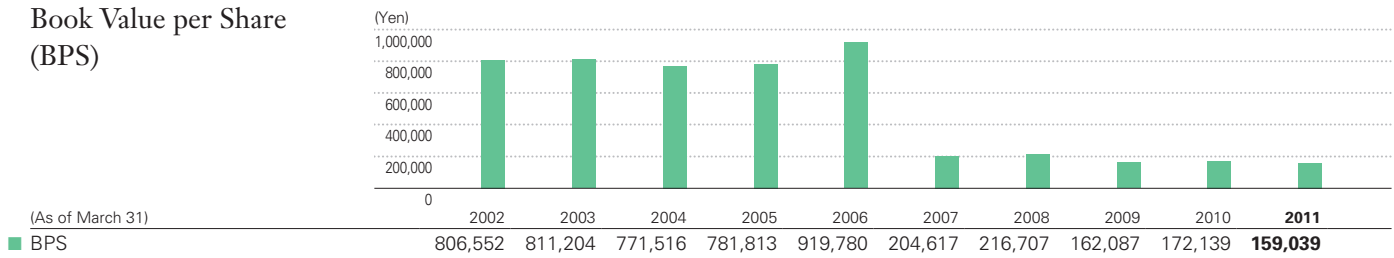


(As of March 31)

(As of March 31)	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
■ Total Equity	1,613.1	1,622.6	1,507.9	1,498.2	1,762.5	2,024.6	2,154.6	1,624.2	1,723.2	1,591.2
◆ Equity Ratio	52.7	54.9	49.8	50.2	58.0	58.3	40.8	40.0	42.6	42.4

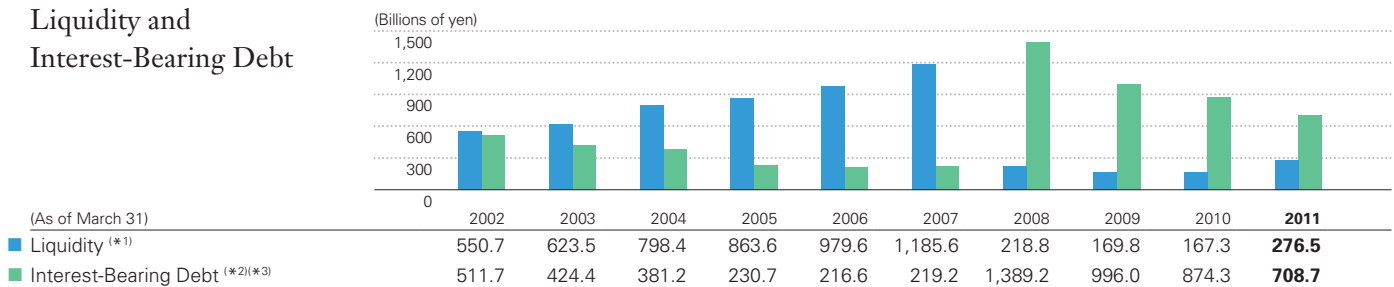
Note: Total Equity in FY2002-2006 excludes Minority Interests

Book Value per Share (BPS)



Notes: 1. Total Equity in FY2002–2006 excludes Minority Interests
2. A 5 for 1 stock split went into effect on April 1, 2006

Liquidity and Interest-Bearing Debt

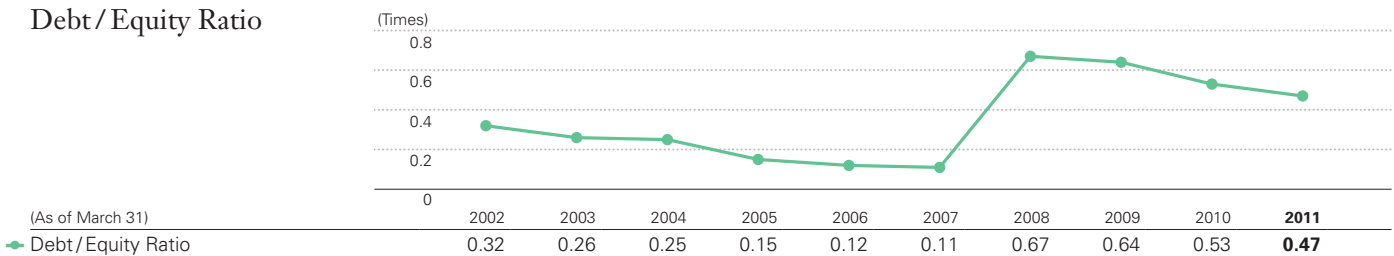


*1 Liquidity = Cash and deposits + Marketable securities + Commercial Paper received under repurchase agreement

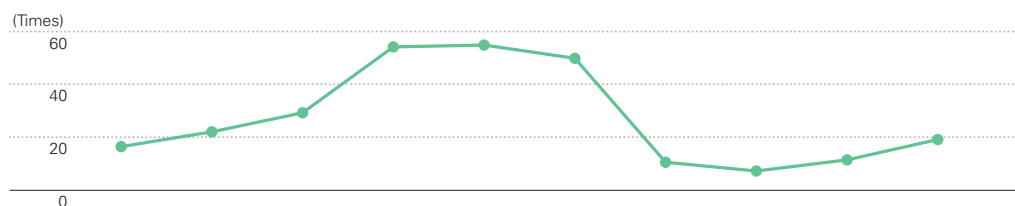
*2 Interest-Bearing Debt = Short-term Debt (includes current portion of Bonds and current portion of Long-term Debt) + Bonds + Long-term Debt

*3 Interest-Bearing Debt includes lease obligation from FY2009

Debt/Equity Ratio



Interest Coverage Ratio



(Years ended March 31)

Interest Coverage Ratio	16.5	22.1	29.3	54.2	54.9	49.9	10.6	7.3	11.5	19.2
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Note: Interest Coverage Ratio = (Operating Income + Financial Income) / Financial Expense

Annual Dividends per Share

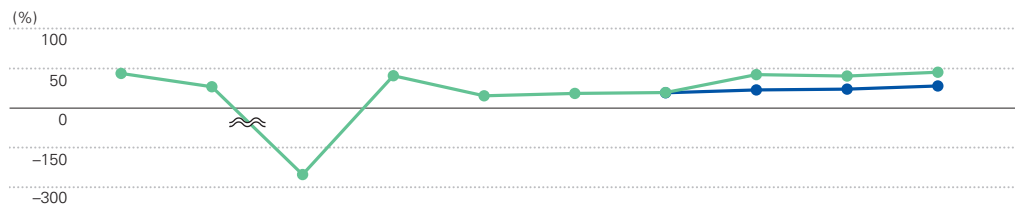


(Years ended March 31)

Annual Dividends per Share	8,000	10,000	10,000	13,000	16,000	4,000	4,800	5,400	5,800	6,800
(Retroactively Adjusted)	1,600	2,000	2,000	2,600	3,200					

Note: A 5 for 1 stock split went into effect on April 1, 2006

Dividend Payout Ratio on a Consolidated Basis



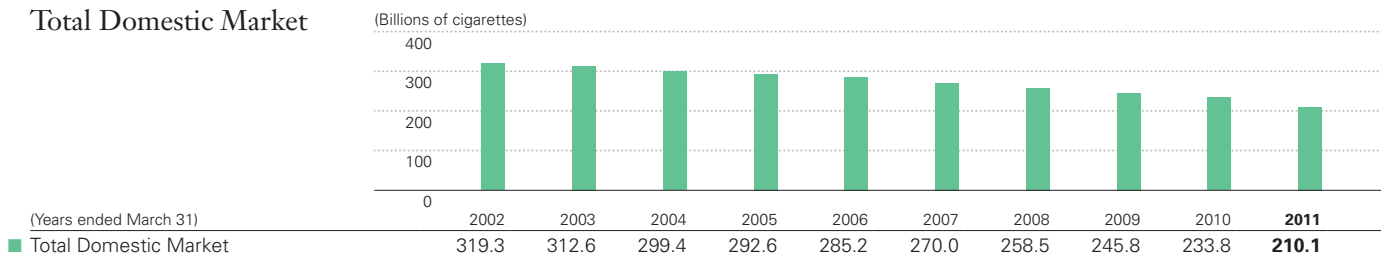
(Years ended March 31)

Dividend Payout Ratio	43.4	26.6	(252.1)	40.5	15.2	18.2	19.3	41.9	40.1	44.9
Goodwill amortization adjusted						18.0	19.0	22.6	23.6	27.6

Note: Payout Ratio before goodwill amortization

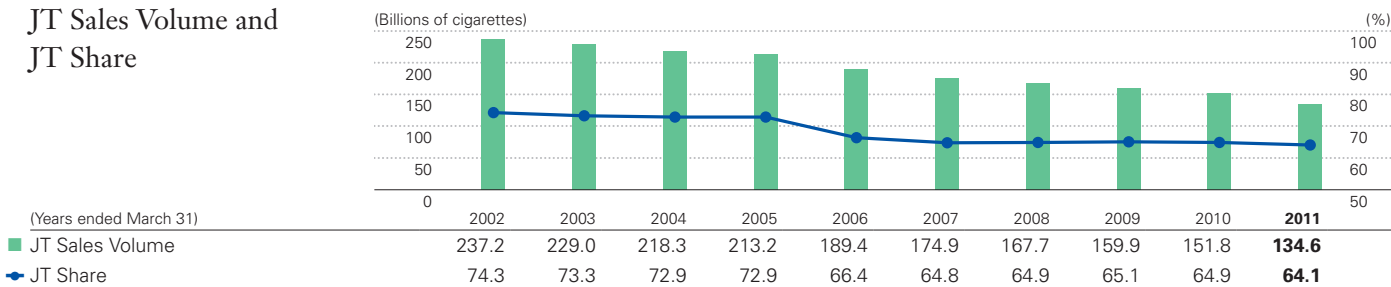
Japanese Domestic Tobacco Business

Total Domestic Market

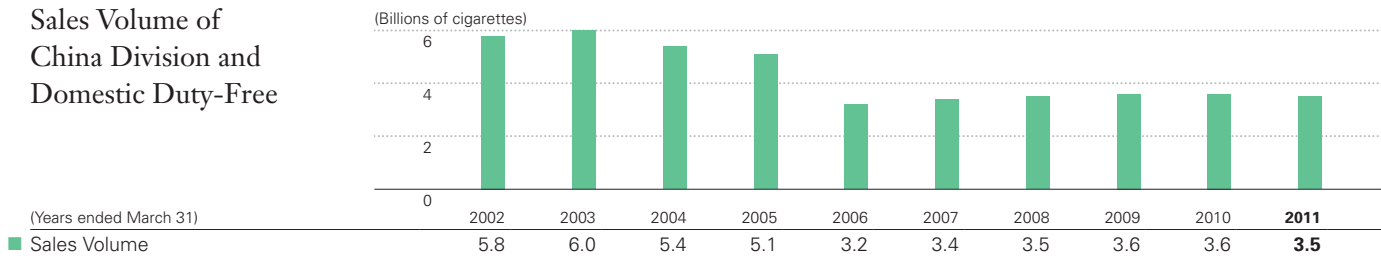


Source: Tobacco Institute of Japan

JT Sales Volume and JT Share

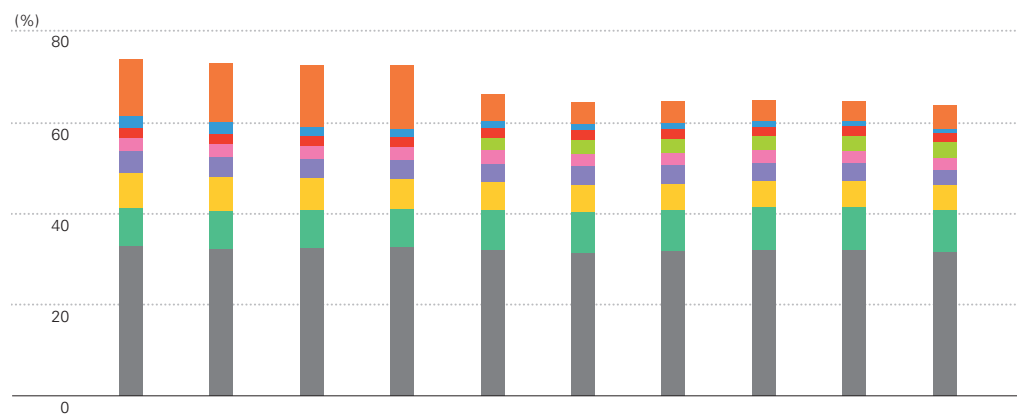


Sales Volume of China Division and Domestic Duty-Free



Note: China Division covers China, Hong Kong, and Macau markets

Market Share by JT Brand Family



(Years ended March 31)	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
■ Mild Seven	33.2	32.5	32.6	32.9	32.2	31.6	32.0	32.3	32.1	31.8
■ Seven Stars	8.2	8.3	8.4	8.3	8.7	9.0	8.9	9.3	9.6	9.2
■ Caster	7.8	7.5	7.1	6.6	6.3	6.0	5.9	5.9	5.7	5.4
■ Cabin	4.7	4.4	4.1	4.2	4.0	4.0	4.0	3.8	3.9	3.5
■ Peace	3.0	3.0	3.0	2.9	2.9	2.8	2.8	2.8	2.7	2.5
■ Pianissimo (*)	—	—	—	—	2.8	3.1	3.2	3.3	3.4	3.6
■ Hope	2.1	2.0	2.0	2.1	2.1	2.0	2.0	2.0	2.0	1.9
■ Frontier	2.8	2.6	2.2	1.9	1.7	1.5	1.4	1.2	1.1	1.0
■ Other Brands	12.5	13.0	13.5	14.0	5.7	4.8	4.7	4.5	4.4	5.2

Retrospective of market share figures for "icene" and "Lucia," which were integrated into Pianissimo family on January 2010

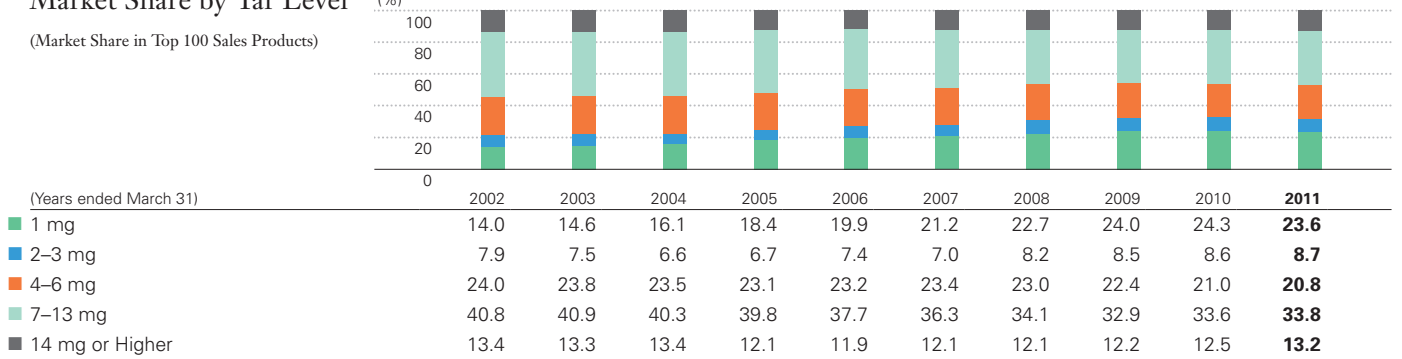
Top 20 Selling Products in Japan by Market Share (FY ended March 31, 2011)

Product	Brand Owner	Share (%)
1 SEVEN STARS	JT	4.8
2 MILD SEVEN SUPER LIGHTS	JT	4.3
3 MILD SEVEN LIGHTS	JT	3.4
4 MILD SEVEN ONE 100's BOX	JT	3.4
5 MILD SEVEN	JT	2.9
6 MILD SEVEN EXTRA LIGHTS	JT	2.7
7 MARLBORO LIGHTS MENTHOL BOX	PMJ	2.6
8 CASTER MILD	JT	2.1
9 SEVEN STARS BOX	JT	1.9
10 MILD SEVEN ONE	JT	1.6
11 CABIN MILD BOX	JT	1.5
12 CASTER ONE 100's BOX	JT	1.5
13 KENT 1 100's BOX	BATJ	1.5
14 MILD SEVEN SUPER LIGHTS 100's BOX	JT	1.5
15 MILD SEVEN EXTRA LIGHTS BOX	JT	1.4
16 MARLBORO KS BOX	PMJ	1.4
17 PIANISSIMO ONE	JT	1.3
18 MILD SEVEN ONE BOX	JT	1.3
19 ECHO	JT	1.3
20 MARLBORO GOLD ORIGINAL BOX	PMJ	1.2

Source: Tobacco Institute of Japan

Market Share by Tar Level

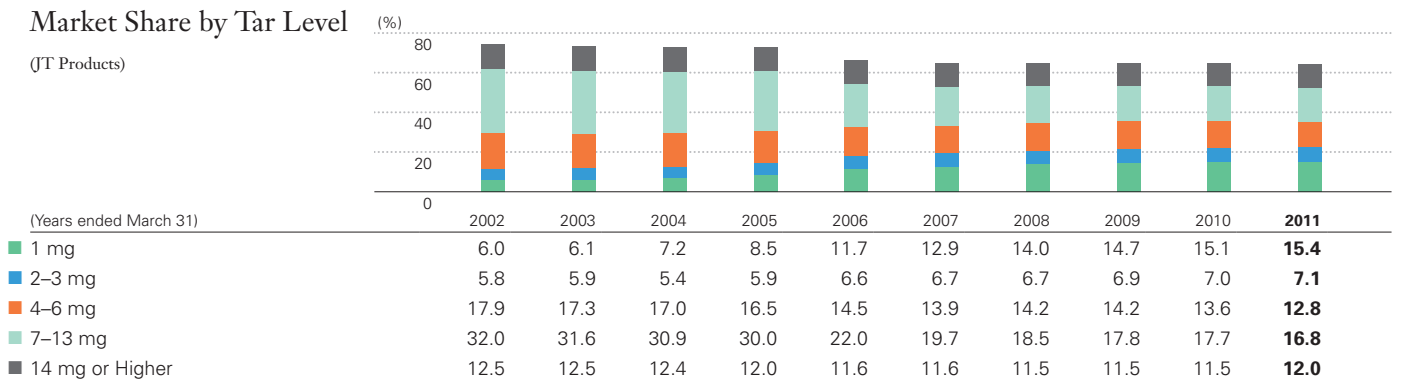
(Market Share in Top 100 Sales Products)



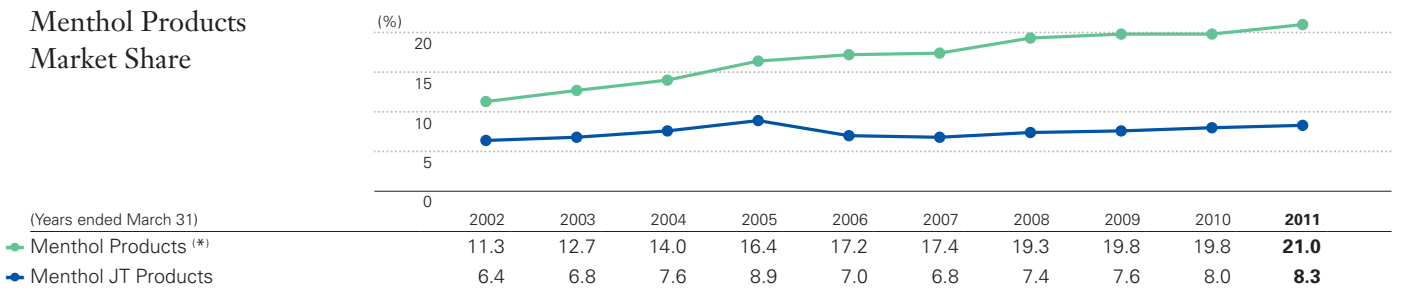
Source: Tobacco Institute of Japan

Market Share by Tar Level

(JT Products)

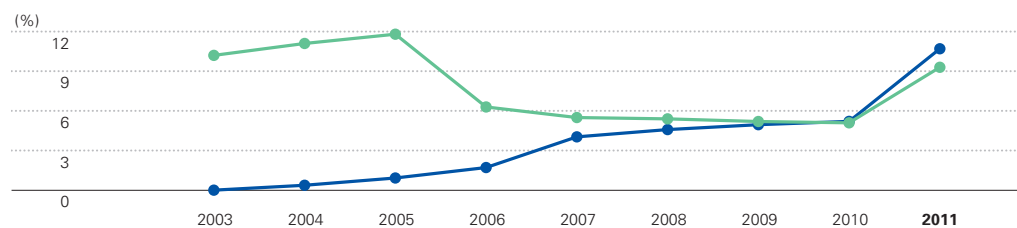


Menthol Products Market Share



* Market Share in top 100 sales products
Source: Tobacco Institute of Japan

Products Priced at ¥440 or more per pack and D-spec Products Market Share



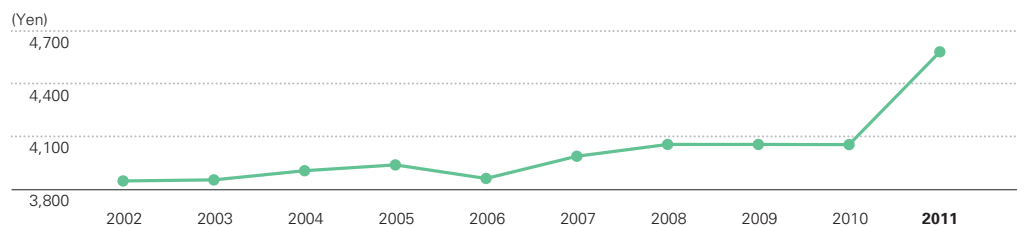
— JT Products Priced at ¥440 or more per pack (*1)

— D-spec Products (*2)

*1 ~ Jun. 03: ¥280 or more, Jul. 03 ~ Jun. 06: ¥300 or more, Jul. 06 ~ Sep. 10: ¥320 or more

*2 D-spec products, reduced odor segment products (known as "Less Smoke Smell" products abroad), incorporate the company's odorreducing technology in response to customer demands for a reduction in the unpleasant smell of smoke

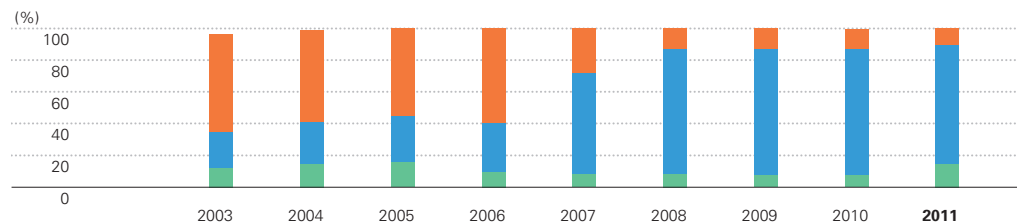
JT Net Sales Excluding Excise Taxes per Thousand Cigarettes



— JT Net Sales Excluding Excise Taxes Per Thousand Cigarettes

Note: JT Net sales excluding excise taxes thousand cigarettes = (retail price sales – retailer margins – consumption tax – national tobacco excise tax – local tobacco excise tax – national tobacco special excise tax) / sales volume X 1,000

Composition of JT Products by Price Range



■ Products Priced at ¥440 or more per pack *1

■ Products Priced at ¥410 per pack *2

■ Products Priced at ¥400 or less per pack *2

*1 ~ Nov. 98: ¥240 or more, Dec. 98 ~ Jun. 03: ¥260 or more, Jul. 03 ~ Jun. 06: ¥280 or more, Jul. 06 ~ Sep. 10: ¥320 or more

*2 ~ Nov. 98: ¥230 or less, Dec. 98 ~ Jun. 03: ¥250 or less, Jul. 03 ~ Jun. 06: ¥270 or less, Jul. 06 ~ Sep. 10: ¥290 or less

New Product Launches and Sales Area Expansion

Year ended March 31, 2011 (8 products)

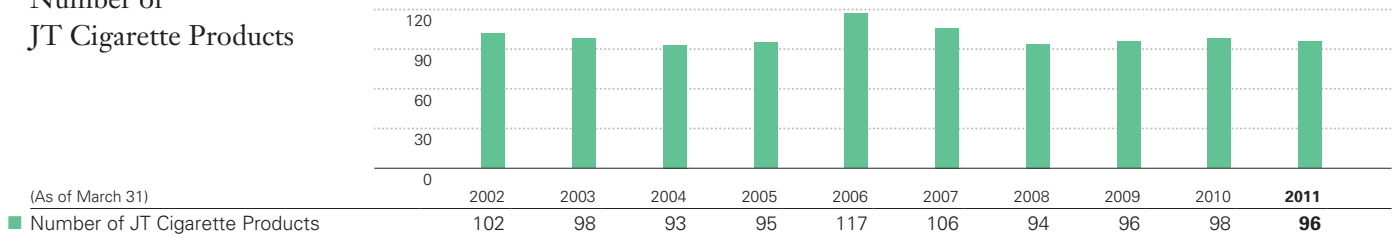
(D-spec: two product, Menthol: two products, Tar 1mg: three products, Products at ¥440 or more per pack: two products)

Date	Product	D-spec	Menthol	Tar (mg)	Nicotine (mg)	Price	Sales Region
Apr-10	Seven Stars Black Impact Box			10	0.8	440	Nationwide
May-10	Zerostyle Mint					410	Tokyo
Jun-10	Winston Lights 6 Box			6	0.5	400	Nationwide
Jun-10	Winston Extra 3 Box			3	0.3	400	Nationwide
Jun-10	Winston Ultra One 100's Box.			1	0.1	400	Nationwide
Jul-10	Mild Seven Aqua Squash Menthol 7 Box		○	7	0.6	410	Nationwide
Nov-10	Pianissimo Super Slims Menthol One	○	○	1	0.1	440	Nationwide
Jan-11	Mild Seven D-SPEC One 100's Box	○		1	0.1	410	Nationwide

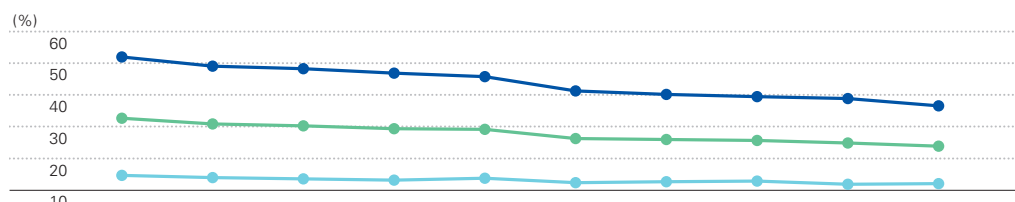
Number of New Products Launches



Number of JT Cigarette Products



Smoking Rate (by gender)



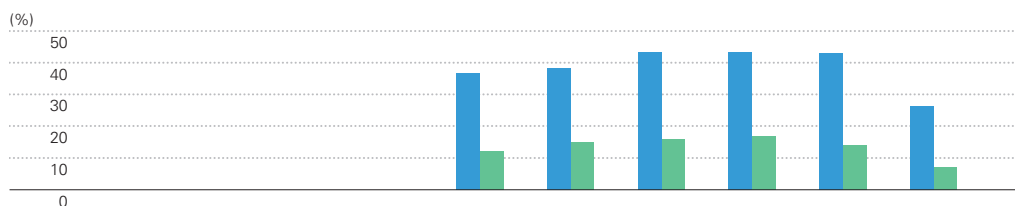
(At the time of survey)

(At the time of survey)	2001	2002	2003	2004	2005	2006*	2007	2008	2009	2010
All Adults	32.7	30.9	30.3	29.4	29.2	26.3	26.0	25.7	24.9	23.9
Male	52.0	49.1	48.3	46.9	45.8	41.3	40.2	39.5	38.9	36.6
Female	14.7	14.0	13.6	13.2	13.8	12.4	12.7	12.9	11.9	12.1

Source: JT "Japan Smoking Rate Survey"

* The survey method, along with the sample number, was modified from 2006, resulting in a lack of comparability with results prior to 2006

Smoking Rate (by age)



(Survey in 2010)

(Survey in 2010)	Total	20s	30s	40s	50s	over-60s
Male	36.6	38.3	43.4	43.3	42.9	26.2
Female	12.1	15.1	16.0	16.8	14.0	7.0

Source: JT "Japan Smoking Rate Survey"

Taxation

All tobacco products sold in Japan are subject to the national tobacco excise tax, the national tobacco special excise tax, and local tobacco excise tax. The national tobacco excise tax is set at ¥5,302 per thousand cigarettes, the national tobacco special excise tax at ¥820 per thousand cigarettes, and the local tobacco excise tax is set at ¥6,122 per thousand cigarettes. In addition, under the Consumption Tax Law,

a 5% consumption tax is imposed as with other goods and services. All tobacco excise taxes and consumption tax are imposed not only for tobacco products manufactured in Japan but also for imported tobacco products. From April 1987, no customs duties apply to imported tobacco products.

Changes of Tobacco Excise Taxes

Item	Tobacco Consumption Tax				Tobacco Excise Tax						
	Apr-1985		May-1986		Apr-1989	Apr-1997	Dec-1998	May-1999	Jul-2003	Jul-2006	Oct-2010
	Ad valorem (%)	Specific (¥/1,000 units)	Ad valorem(*) (%)	Specific (¥/1,000 units)	Specific (¥/1,000 units)	Specific (¥/1,000 units)	Specific (¥/1,000 units)	Specific (¥/1,000 units)	Specific (¥/1,000 units)	Specific (¥/1,000 units)	Specific (¥/1,000 units)
National Tobacco Excise Tax	23.0	582	23.0	1,032	3,126	3,126	3,126	2,716	3,126	3,552	5,302
National Tobacco Special Excise Tax	—	—	—	—	—	—	820	820	820	820	820
Local Tobacco Excise Tax	22.4	550	22.4	1,000	3,126	3,126	3,126	3,536	3,946	4,372	6,122
Total Excise Tax	45.4	1,132	45.4	2,032	6,252	6,252	7,072	7,072	7,892	8,744	12,244
Consumption Tax	—	—	—	—	3.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Tobacco Regulation Changes	• Tobacco Consumption Tax was introduced		*¥1,000 was deducted from tax base for Ad valorem • Tobacco Consumption Tax was increased		• Consumption Tax was introduced • Tobacco Consumption Tax was renamed Tobacco Excise Tax	• Consumption Tax was increased	• National Tobacco Special Excise Tax was introduced	• Review of budget allocations in line with a revision of laws	• Tobacco Excise Tax was increased	• Tobacco Excise Tax was increased	• Tobacco Excise Tax was increased

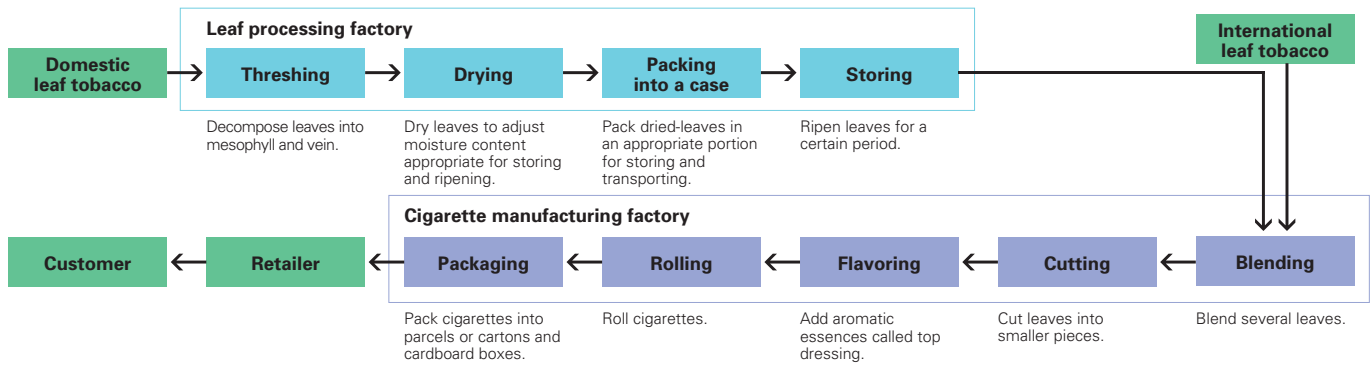
(Reference)

Retail Price of Mild Seven per pack	¥200	¥220	¥220	¥230	¥250	¥250	¥270	¥300	¥410
Tax Incidence of Mild Seven per pack (incl. Consumption Tax)	56.7%	59.7%	59.7%	59.1%	61.3%	61.3%	63.2%	63.1%	64.5%

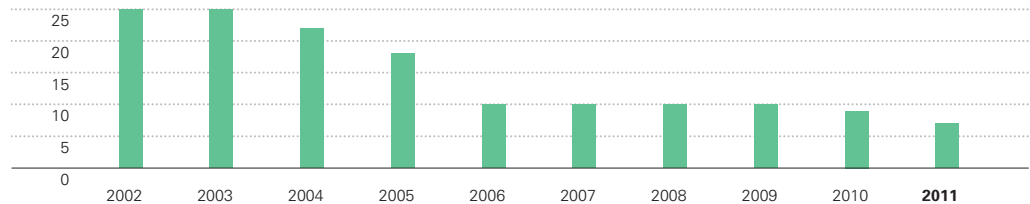
Breakdown of Price Levels per Cigarettes Package

	List price ¥400 per pack		List price ¥410 per pack		List price ¥440 per pack		
	¥	%	¥	%	¥	%	
Consumption Tax	¥ 19.0	4.76%	¥ 19.5	4.76%	¥ 21.0	4.76%	Retail price sales Net sales including excise taxes Net sales excluding excise taxes
Retailer's Margin	¥ 40.0	10.00%	¥ 41.0	10.00%	¥ 44.0	10.00%	
Total Tobacco Excise Tax	¥244.9	61.22%	¥244.9	59.73%	¥244.9	55.65%	
National Tobacco Excise Tax	¥106.0	26.51%	¥106.0	25.86%	¥106.0	24.10%	
Local Tobacco Excise Tax	¥122.4	30.61%	¥122.4	29.86%	¥122.4	27.83%	
National Tobacco Special Excise Tax	¥ 16.4	4.10%	¥ 16.4	4.00%	¥ 16.4	3.73%	
JT's Proceeds	¥ 96.1	24.02%	¥104.6	25.51%	¥130.2	29.58%	

Tobacco Manufacturing System



Number of Domestic Cigarette Manufacturing Factories

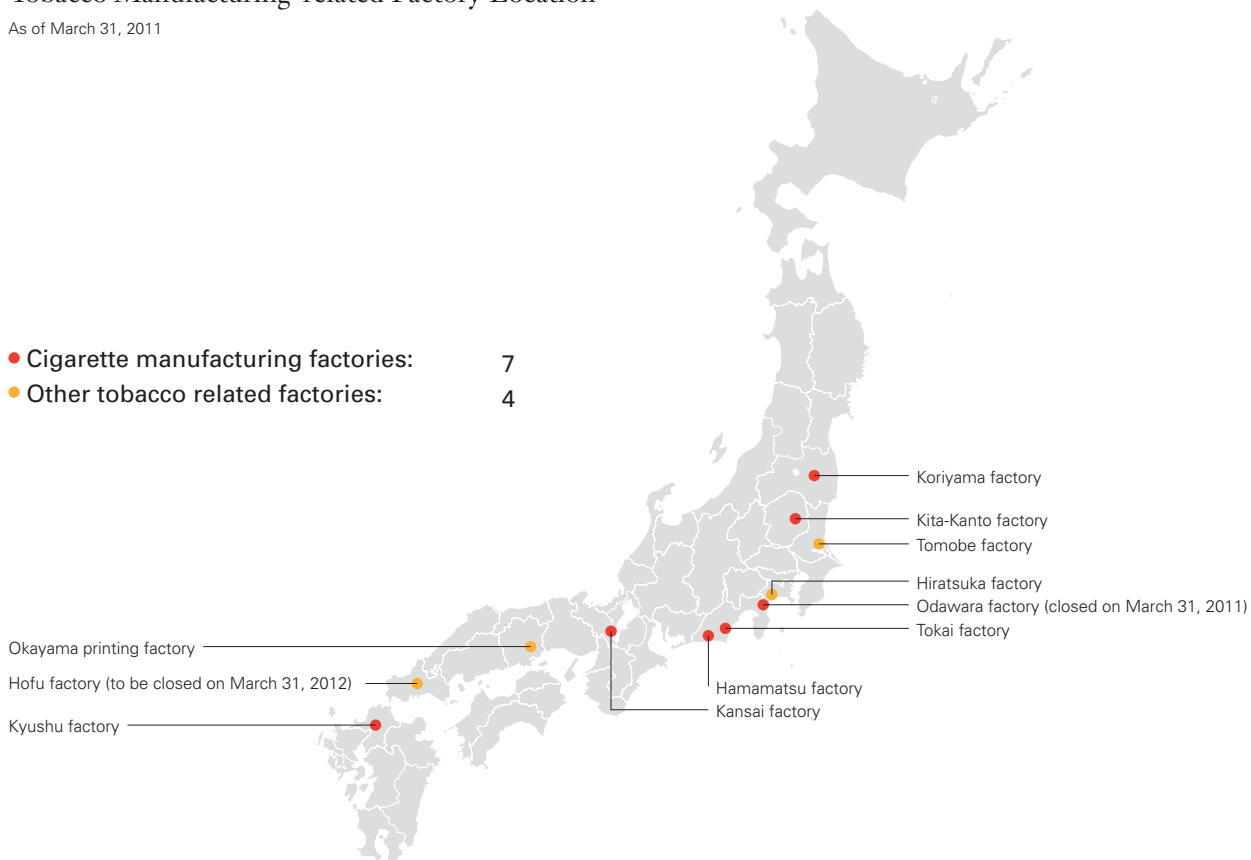


(As of March 31)

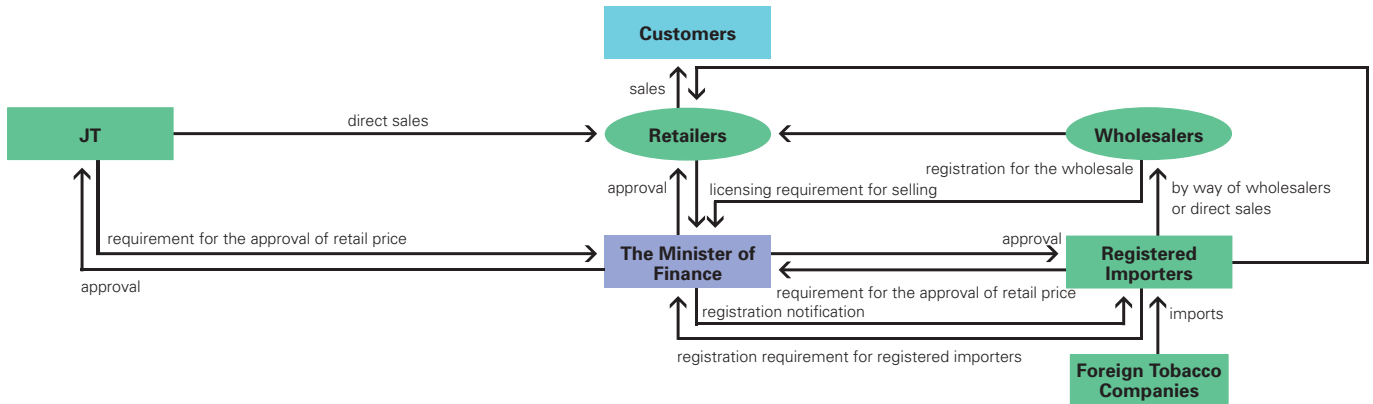
■ Domestic Cigarette Manufacturing Factories

Tobacco Manufacturing-related Factory Location

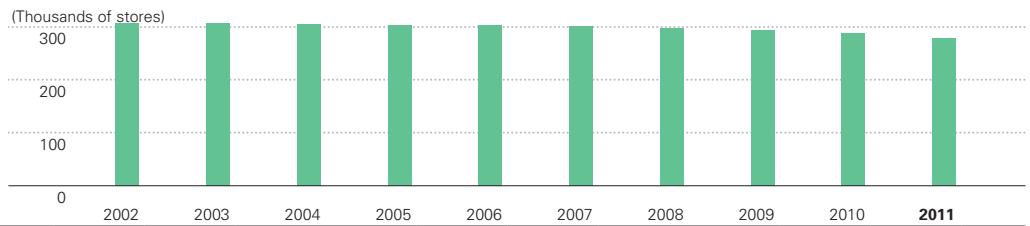
As of March 31, 2011



Tobacco Sales System



Number of Tobacco Retailers

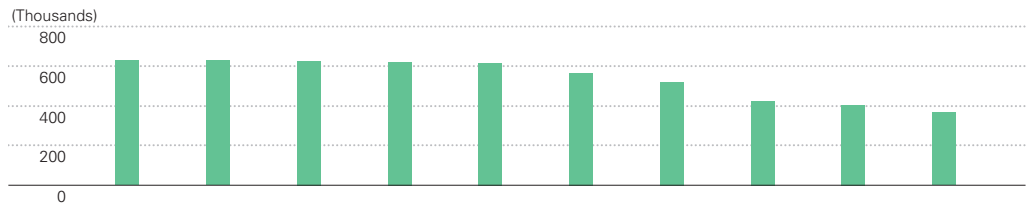


(As of March 31)

■ Tobacco Retailers

Source: Ministry of Finance

Number of Tobacco Vending Machines



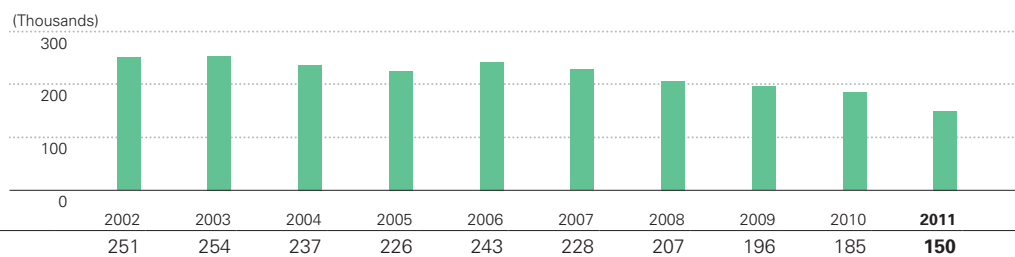
(As of December 31)

■ Total Tobacco Vending Machines

Source: Japan Vending Machine Manufacturers Association

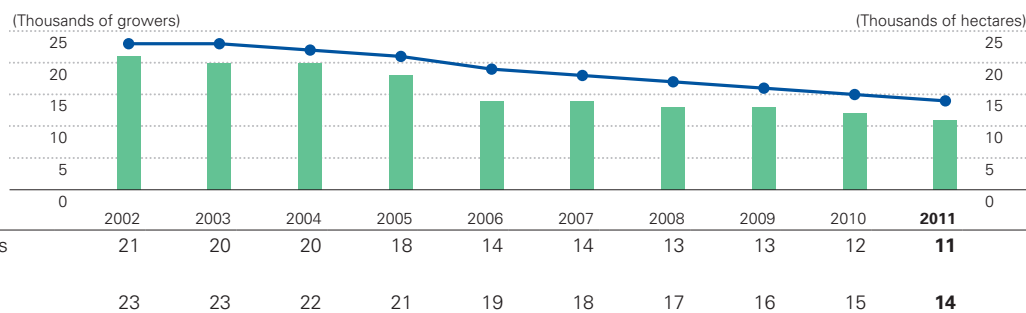
Number of Tobacco Vending Machines

(JT Tobacco Vending Machines)



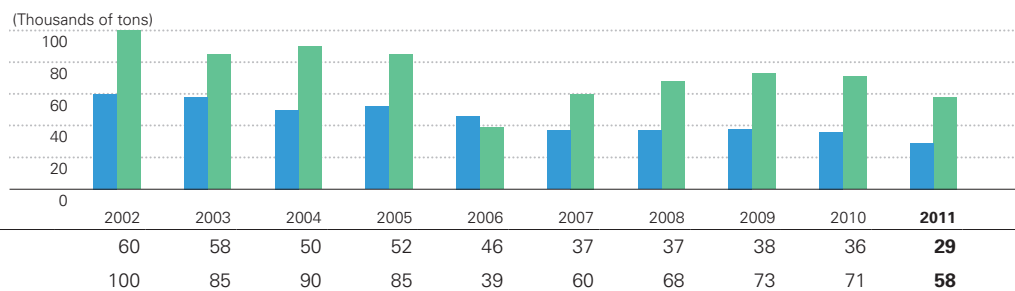
Number of Domestic Tobacco Growers and Area under Domestic Leaf Tobacco Cultivation

(Years ended March 31)

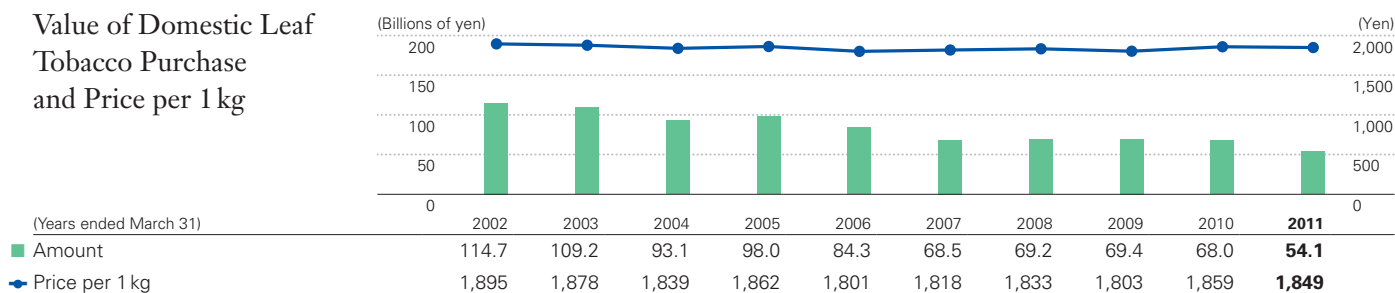


Volume of Domestic and International Leaf Tobacco Purchase

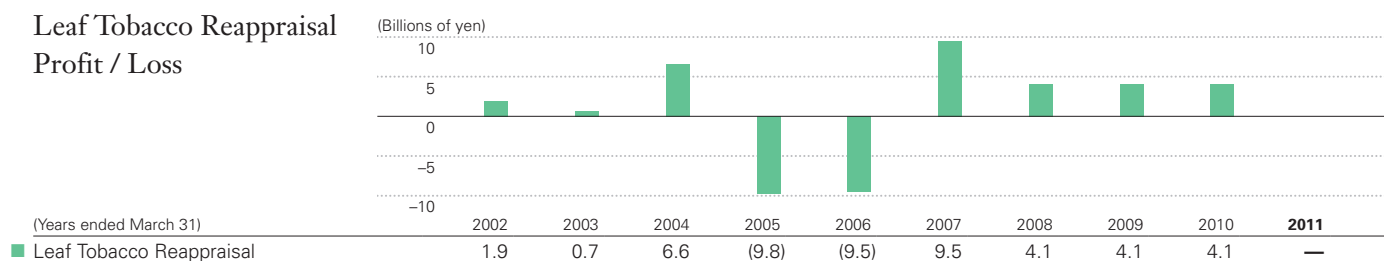
(Years ended March 31)



Value of Domestic Leaf Tobacco Purchase and Price per 1 kg



Leaf Tobacco Reappraisal Profit / Loss



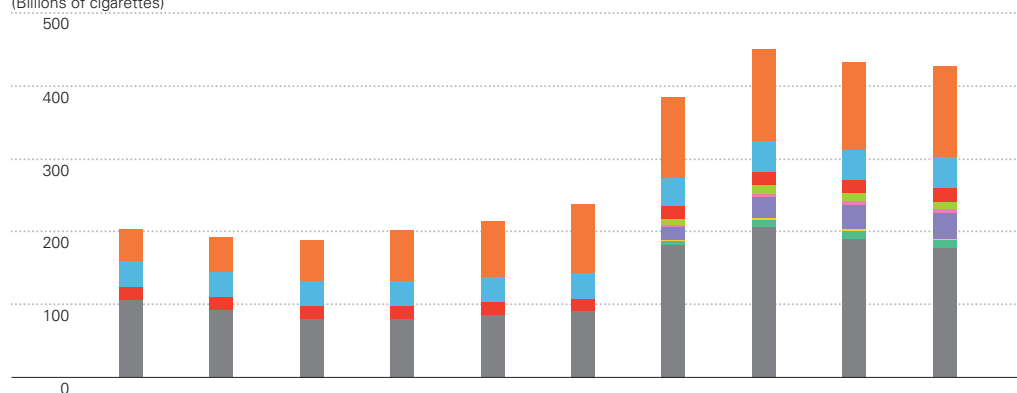
Note: () indicates reappraisal loss

International Tobacco Business

Tobacco Shipment Volume

(by Brand)

(Billions of cigarettes)



(Years ended December 31)

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Total	215.1	203.3	198.8	212.4	220.3	240.1	385.6	452.3	434.9	428.4
GFB Total	107.8	109.8	117.5	131.4	133.8	149.1	203.2	245.5	243.4	249.8
Winston	43.0	48.0	55.9	70.1	76.4	93.9	111.0	126.4	121.2	125.0
Camel	36.0	34.0	34.8	35.1	35.2	35.4	38.6	42.3	41.6	42.2
Mild Seven	18.0	17.0	17.2	17.2	17.5	17.5	16.8	18.8	18.2	19.3
Benson & Hedges							8.3	11.2	10.7	10.7
Silk Cut							3.9	5.2	4.8	4.4
LD							17.5	29.0	34.3	36.4
Sobranie							1.2	2.3	1.4	1.3
Glamour							5.9	10.3	11.1	10.7
Other Brands	107.3	93.5	81.3	81.0	86.5	91.0	182.4	206.8	191.5	178.6

Notes: 1. Shipment volume in the China Division (China, Hong Kong, and Macau) was included in 2000 and 2001, but excluded after 2001

2. GFB in FY2000–2006: Winston, Camel, Mild Seven, Salem

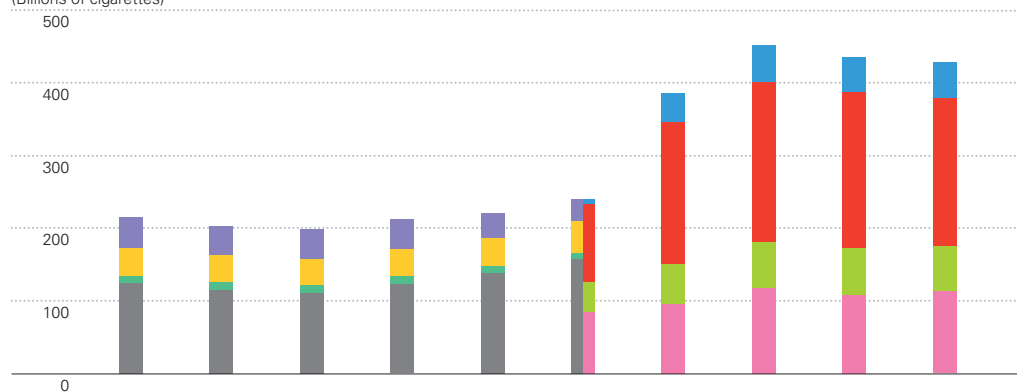
GFB after FY2006: Winston, Camel, Mild Seven, Benson & Hedges, Silk Cut, LD, Sobranie, Glamour

3. FY2009–: Total shipment volume includes cigars, pipe tobacco and snus, but does not include contract manufactured products

Tobacco Shipment Volume

(by Region)

(Billions of cigarettes)



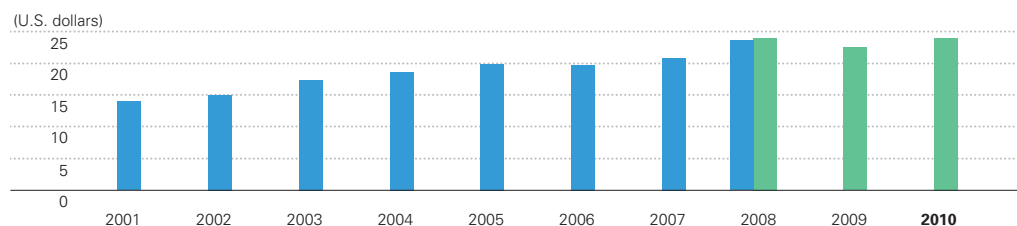
(Years ended December 31)

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Total	215.1	203.3	198.8	212.4	220.3	240.1	385.6	452.3	434.9	428.4
Asia	42.0	39.0	40.4	40.6	33.5	29.1				
Europe	38.0	38.0	36.9	38.1	39.2	44.1				
Americas	11.0	10.0	9.9	9.9	9.3	8.8				
CIS & Others	124.0	116.0	111.6	123.8	138.3	158.0				
Total						240.1	385.6	452.3	434.9	428.4
North & Central Europe						5.7	39.3	50.8	47.5	49.0
CIS+						108.6	195.1	219.7	214.6	203.6
South & West Europe						40.1	55.2	64.0	64.5	63.2
Rest-of-the-World						85.7	95.9	117.7	108.4	112.7

Notes: 1. Shipment volume in the China Division (China, Hong Kong and Macau) were included in 2001, but excluded after 2001

2. FY2009–: Total shipment volume includes cigars, pipe tobacco and snus, but does not include contract manufactured products

Net Sales Excluding Taxes per Thousand Cigarettes



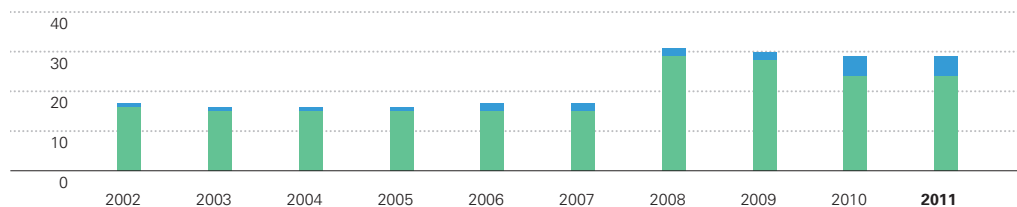
(Years ended December 31)

■ Net Sales Excluding Excise Taxes per Thousand Cigarettes	14.0	15.0	17.4	18.6	19.9	19.7	20.8	23.6		
■ Core Net Sales Excluding Excise Taxes per Thousand Cigarettes								24.0	22.5	24.0

Notes: 1. Net sales in the China Division (China, Hong Kong, and Macau) were included in 2001, but excluded after 2001

2. Core net sales excluding excise taxes per thousand cigarettes are based on total volume, including cigars, pipe tobacco and snus, but excluding contract manufactured products, and joint ventures. (the revenues of which are not included for these purposes)

Number of International Factories

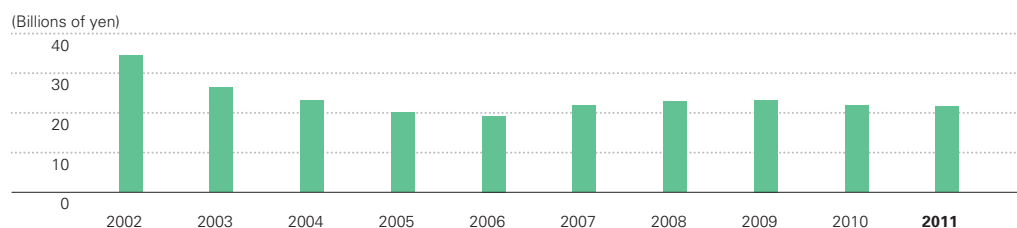


(As of March 31)

■ International Cigarette/OTP Manufacturing Factories	16	15	15	15	15	15	29	28	24	24
■ Other Tobacco Related Factories	1	1	1	1	2	2	2	2	5	5

Pharmaceutical Business

R&D Expense on a Non-consolidated Basis



(Years ended March 31)

R&D Expense on a Non-consolidated Basis	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
	34.5	26.4	23.1	20.1	19.3	21.9	22.9	23.2	21.9	21.6

Clinical Development

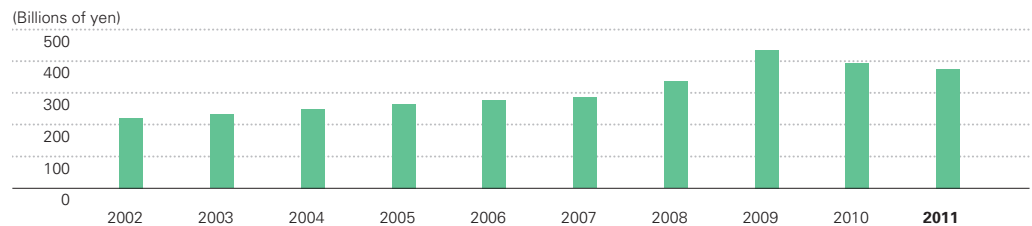
(As of May 12, 2011)

Code	Stage	Key Indication	Mechanism	Characteristics	Rights
JTT-705 (oral)	Phase 2 (Japan)	Dyslipidemia	CETP modulator	Decreases LDL and increases HDL by modulation of CETP activity –CETP: Cholesteryl Ester Transfer Protein, facilitates transfer of cholesteryl ester from HDL to LDL –HDL: High-density lipoprotein (“good cholesterol”) –LDL: Low-density lipoprotein (“bad cholesterol”)	Roche (Switzerland) obtained the rights to develop and commercialize the compound worldwide, with the exception of Japan. (Development stage by Roche: Phase 3)
JTT-130 (oral)	Phase 2 (Japan) Phase 2 (Overseas)	Dyslipidemia	MTP inhibitor	Treatment of dyslipidemia by reducing absorption of cholesterol and triglycerides via inhibition of MTP –MTP: Microsomal Triglyceride Transfer Protein	
JTK-303 (oral)	Phase 1 (Japan)	HIV infection	Integrase inhibitor	Integrase inhibitor which works by blocking integrase, an enzyme that is involved in the replication of HIV –HIV: Human Immunodeficiency Virus	Gilead Sciences (US) obtained the rights to develop and commercialize this compound worldwide, with the exception of Japan. (Development stage by Gilead Sciences: Phase 3)
JTT-302 (oral)	Phase 2 (Overseas)	Dyslipidemia	CETP inhibitor	Decreases LDL and increases HDL by inhibition of CETP –CETP: Cholesteryl Ester Transfer Protein, facilitates transfer of cholesteryl ester from HDL to LDL –HDL: High-density lipoprotein (“good cholesterol”) –LDL: Low-density lipoprotein (“bad cholesterol”)	
JTT-305 (oral)	Phase 2 (Japan)	Osteoporosis	CaSR antagonist	Increases BMD and decreases new vertebral fractures by accelerating endogenous PTH secretion via antagonism of circulating Ca on CaSR in parathyroid cells –BMD: Bone Mineral Density –PTH: Parathyroid Hormone –CaSR: Calcium-Sensing Receptor	Merck (US) obtained the rights to develop and commercialize this compound worldwide, with the exception of Japan.
JTS-653 (oral)	Phase 2 (Japan)	Pain Overactive bladder	TRPV1 antagonist	Improves pain and overactive bladder via antagonism of TRPV1 on sensory neurons –TRPV1: Transient Receptor Potential Vanilloid subtype 1	
JTK-656 (oral)	Phase 1 (Overseas)	HIV infection	Integrase inhibitor	Integrase inhibitor which works by blocking integrase, an enzyme that is involved in the replication of HIV –HIV: Human Immunodeficiency Virus	
JTT-751 (oral)	Phase 3 (Japan)	Hyperphosphatemia	Phosphate binder	Decreases serum phosphorous level by binding phosphate derived from dietary in the gastrointestinal tract	JT obtained the rights to develop and commercialize this compound in Japan from Keryx Biopharmaceuticals (US). (Developed jointly with Torii)
JTK-853 (oral)	Phase 1 (Overseas)	Hepatitis C	HCV RNA polymerase inhibitor	Treatment of Hepatitis C by inhibiting HCV RNA- polymerase which relates to viral proliferation	
JTT-851 (oral)	Phase 1 (Japan)	Type 2 diabetes mellitus	G protein-coupled receptor 40 agonist	Decreases blood glucose by stimulation of glucose-dependent insulin secretion	

*Based on the first dose

Food Business

Net Sales

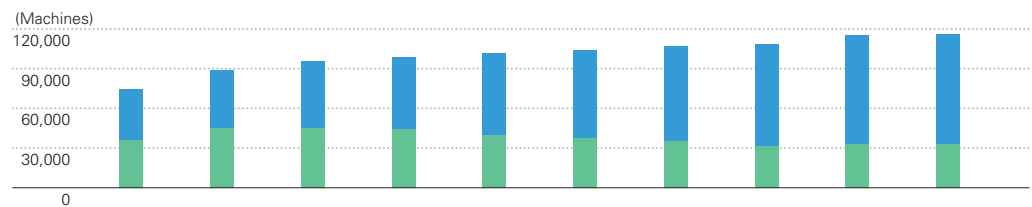


(Years ended March 31)

(Years ended March 31)	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
■ Food Business	221.1	232.4	250.1	265.3	278.3	286.5	336.4	435.9	394.6	375.0
Processed Foods (*)	48.0	60.0	73.6	87.8	93.0	95.7	141.4	248.6	208.5	182.6
Beverages	173.1	172.3	176.5	177.4	185.3	190.7	194.9	187.3	186.1	192.4

* From FY2003, JTDS and HANS were included in Processed Foods, and the data for was adjusted 2002. In addition, JT had decided to commence proceedings to dissolve Australian chilled processed foods subsidiaries such as HANS and others on November 28, 2008. The financial results of those subsidiaries were excluded from the consolidated results since December, 2008. Therefore FY 3/2009 includes 8 months of net sales.

Number of Marking / Combined Vending Machines



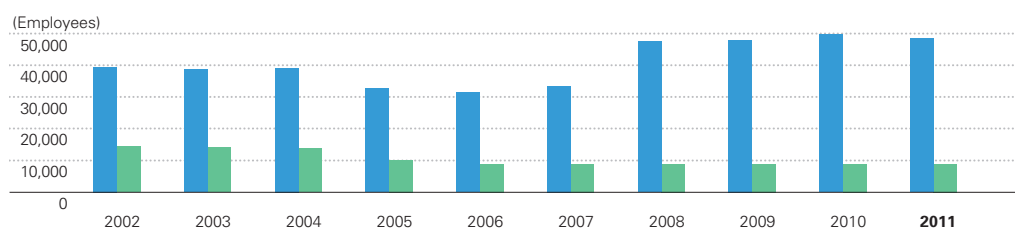
(Years ended March 31)

(Years ended March 31)	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Vending Machines	190,000	201,000	211,000	226,000	237,000	250,500	257,000	254,000	257,000	265,000
■ JT-Owned	36,500	45,500	45,000	44,500	40,500	38,000	35,500	32,000	33,000	33,000
■ Combined	38,500	43,500	50,500	54,000	61,500	66,000	71,500	76,500	82,000	83,000

Note: Number of vending machines includes machines operated by JT's affiliates and cup vending machines. Combined vending machines focus on JT brand beverages but also sell non-JT brand beverages

Number of Employees

Number of Employees



(As of March 31)

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Total	39,387	38,628	39,243	32,640	31,476	33,428	47,459	47,977	49,665	48,472
Tobacco Business	29,860	28,946	28,504	24,350						
Japanese Domestic					11,795	11,534	11,548	11,281	11,282	11,191
International					11,943	12,401	22,324	23,227	24,751	23,902
Pharmaceutical Business	1,580	1,530	1,551	1,566	1,532	1,554	1,569	1,616	1,634	1,664
Food Business	4,097	4,581	5,409	5,357	5,232	7,084	11,169	10,975	11,143	10,864
Other Business	2,707	2,437	2,608	706	604	461	441	429	352	—
Corporate	1,143	1,134	1,171	661	370	394	408	449	503	851

Note: Number of employees is counted at working basis, unless otherwise indicated

(As of March 31)

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Number of Employees (parent company)	14,462	14,172	13,769	10,124	8,855	8,930	8,999	8,908	8,961	8,928
Number of Employees Based on Enrollment (parent company)	17,815	17,272	16,690	11,300	9,931	9,984	10,010	9,973	9,883	9,842

(As of December 31)

	2001	2002	2003	2004
JT International (Thousands of Employees) ^(*)	11.7	11.6	11.9	12.0

* From FY2006, the data is disclosed as those of international tobacco business