

Disclosed: February 13, 2025 Update: March 10, 2025

2024 Earnings Report

On March 6, 2025, the Ontario Superior Court of Justice took a decision to approve a comprehensive settlement plan covering all pending tobacco-related claims, including all smoking and health lawsuits in Canada brought against our local subsidiary, JTI-Macdonald Corp. and its competitors and co-defendants, Imperial Tobacco Canada and Rothmans, Benson & Hedges. As a result, the JT Group recorded a provision for litigation losses of JPY 375.6 billion as an operating expense in the fourth quarter of the fiscal year ending December 2024, leading to revisions of our full year 2024 earnings disclosed on February 13, 2025.

FY2024 Highlights (vs. FY2023)

- Revenue increased by 10.9% to JPY 3,149.8 billion
- Core revenue at constant FX increased by 8.4% to JPY 2,958.4 billion
- Adjusted operating profit at constant FX increased by 7.5% to JPY 782.7 billion
- · On a reported basis, adjusted operating profit increased by 3.3% to JPY 751.9 billion
- Operating profit decreased by 51.9% to JPY 323.5 billion^{*1}
- Profit decreased by 62.8% to JPY 179.2 billion^{*1}
- Free cash flow decreased by JPY 273.2 billion to JPY 170.5 billion*1
- The Company plans to pay an annual dividend per share of JPY 194 (excluding a provision for litigation losses, a dividend payout ratio of 74.3%)

FY2025 Forecasts (vs. FY2024)

- · Revenue is forecast to increase by 3.9% to JPY 3,273.0 billion
- · Core revenue at constant FX is forecast to increase by 6.6% to JPY 3,232.0 billion
- Adjusted operating profit at constant FX is forecast to increase by 8.4% to JPY 815.0 billion
- · On a reported basis, adjusted operating profit is forecast to decrease by 2.2% to JPY 735.0 billion
- Operating profit is forecast to increase by 107.4% to JPY 671.0 billion*2
- Profit is forecast to increase by 151.1% to JPY 450.0 billion^{*2}
- · Free cash flow is forecast to increase by JPY 177.5 billion to JPY 348.0 billion
- The Company plans to offer an annual dividend per share of JPY 194 (a dividend payout ratio of 76.5%)

Please refer to 'Data Sheets' on page 16 for more financial figures.

Excluding a provision for litigation losses recorded in 2024, operating profit increased by 3.7% to JPY 697.2 billion and profit decreased by 3.9% to JPY 463.4 billion. There is no impact to free cash flow.

Excluding a provision for litigation losses recorded in 2024, operating profit is forecast to decrease by 3.8% and profit is forecast to decrease by 2.9%.

Comments from Masamichi Terabatake, President and CEO of the JT Group:

"I am pleased to report that the 2024 JT Group performance reached record highs in revenue and adjusted operating profit, despite the challenges across our operating environment. Adjusted operating profit at constant FX, our main indicator, increased by 7.5%.

In the Tobacco business, the JT Group's profit growth engine, performance was driven by solid pricing in combustibles. In addition, we are making steady progress towards our 2028 ambitions for the RRP business. The geographic expansion of HTS, our priority investment, reached 24 markets at the end of 2024. We have grown HTS segment share in each market, and in Japan, the largest HTS market, our share reached 12.6% in the last quarter. The overall solid results were also supported by the successful acquisition of Vector Group Ltd. in October 2024.

Taking into consideration our shareholders return policy, we plan to pay an annual dividend of 194 yen per share for FY2024.

In our Business Plan 2025, covering 2025 to 2027, we aim to continue to improve the return on investment (ROI) in combustibles by growing revenue through pricing and market share gains, while strengthening profitability. In RRP, we expect to see a favorable contribution to earnings during the current business plan period, despite intensified investment in the HTS category.

Over the next three-year period, we expect adjusted operating profit at constant FX to increase by an average compound annual growth rate in the high single digits. And we intend to continue providing incremental value to our 4S model* stakeholders over the mid- to long-term. We plan to steadily grow the dividend in line with our shareholders return policy, which targets a dividend payout ratio of 75%.

Amid increasing uncertainty and complexity in the operating environment, the JT Group will continue to work as one team in accordance with the 4S model, our management principle, to achieve our business plan. We will also make continuous efforts to bring to life the JT Group Purpose** and the Purpose of each business."

Investors' Meeting

An investors' meeting with members of the investor community will be held on February 14, 2025 at 5:00pm Tokyo time. An on-demand audio recording of this conference will be available on our website (https://www.jt.com/investors/results/presentation financial). For detailed information on the consolidated financial results, please visit the Company's website (https://www.jt.com/investors/).

Note on Hyperinflationary Adjustments

The results for fiscal year 2023 and fiscal year 2024 as well as the forecasts for fiscal year 2025 on a reported basis have been adjusted to include the impact of hyperinflationary accounting, which has been applied since Q3 2020, in accordance with the requirements stipulated in IAS 29. The results on a constant FX basis have been calculated to exclude amounts of revenue and profit that have increased due to hyperinflation in certain markets.

As of Q4 2024, the impacts of the hyperinflationary accounting and hyperinflation include those in Ethiopia, Iran, Sudan and Turkey.

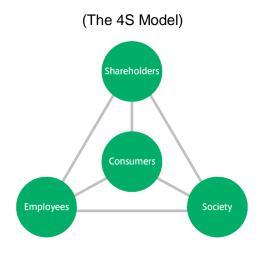
^{*} Under the 4S model, we strive to fulfil our responsibilities to our valued consumers, shareholders, employees, and the wider society, carefully considering the respective interests of these four key stakeholder groups and exceeding their expectations wherever we can. For more details, please visit https://www.jt.com/about/management principles/index.html

^{**} The JT Group Purpose "Fulfilling Moments, Enriching Life" is designed to clarify the direction to being a sustainable entity in a situation where discontinuous changes are occurring on various scales in nature, society, and individuals, as well as the uncertainty and complexity in the operating environment is increasing. The area of "human enrichment" undergoes changes in various ways with the times and the people, and the JT Group strives to evolve constantly so that we can continue to be entrusted within this area by society and make valuable contributions in the future.

Business Plan 2025

• Our Management Principle: To pursue the 4S model

Under the 4S model, we strive to fulfill our responsibilities to our valued consumers, shareholders, employees and the wider society, carefully considering the respective interests of these four key stakeholder groups, and exceeding their expectations wherever we can. The 4S model has allowed us to achieve sustainable profit growth in the past years and this model will continue to increase our value in the mid-to long-term.



• JT Group Purpose

Fulfilling Moments, Enriching Life

We at JT Group have always been a part of moments that foster a more enriching life.

Regardless of the changing times, from advances in science and technology to diversifying values, we will continue to cherish a life that finds fulfillment in the moment.

The times we accept our true selves. The times we share the joy with loved ones, and the times we lift each other up.

These strings of moments add to the beautiful days that make up a wonderful life.

And we hope that these make a better society, a better world, and even a better future.

These were the times we shared over the years.

JT Group will take these fulfilling moments to the next level.

We will continue enriching lives through our businesses and endeavors with our growing customers and partners.

JT Group will do everything it can to make the world say that today is another good day.

Mid- to Long-Term Target

· Achieve mid to high single digit compounded annual growth rate of consolidated adjusted operating profit at constant FX.

Resource Allocation Policy

> The 4S model guides our resource allocation

- · Prioritize business investments¹ for sustainable profit growth in the mid-to long-term.
- · Strike a balance between profit growth through business investments and shareholder returns.

> Shareholder Return Policy

- Aim to enhance shareholder returns by realizing the Company's mid- to long-term profit growth, while maintaining a strong financial base².
- · Target a dividend payout ratio of about 75%³, a competitive level⁴ in the capital markets.
- Consider implementing a share buy-back program, mainly taking into account the Company's financial outlook of the respective year and mid-term capital needs.

Notes:

- 1 Investment towards the growth of the tobacco business is of our highest priority. Pursue growth of Adjusted Operating Profit at constant FX through quality top-line growth through the continuous provision of new value and satisfaction to our customers and society.
- 2 JT Group will maintain a strong financial base that secures stability in case of changes in business environment such as economic crises and flexibility enabling expeditious responses to business investment opportunities.
- 3 To be in the range of approximately ±5%.
- 4 Monitor the shareholder return trends of Fast-Moving Consumer Goods companies which have a stakeholder model similar to our 4S model and have realized strong business growth.

FY2024 Financial Results

Consolidated Results

(billions of JPY)	Q4 2024	Q4 2023	Variance	FY2024	FY2023	Variance
Revenue	756.5	684.1	+10.6%	3,149.8	2,841.1	+10.9%
Adjusted operating profit	79.4	63.6	+24.7%	751.9	728.0	+3.3%
Operating profit	-313.2	40.6	-	323.5	672.4	-51.9%
Profit	-263.2	40.3	-	179.2	482.3	-62.8%
Free cash flow	-	-	-	170.5	443.7	-273.2 Bn yen
Core revenue at constant FX	744.4	655.0	+13.6%	2,958.4	2,728.8	+8.4%
Adjusted operating profit at constant FX	101.1	63.6	+58.8%	782.7	728.0	+7.5%

Q4 2024

Revenue

Revenue increased by 10.6%, driven by an increase across all businesses, especially in the tobacco business, including the Vector Group acquisition. Core revenue at constant FX increased by 13.6%.

Adjusted operating profit

Adjusted operating profit increased by 24.7%, driven by an increase in the tobacco business, including the Vector Group acquisition. Adjusted operating profit at constant FX increased by 58.8%.

Operating profit

Operating profit decreased by JPY 353.7 billion, due to a provision of JPY 375.6 billion for litigation losses related to the Canadian settlement, recorded as an adjustment item, which offset the increase in adjusted operating profit. Excluding the impact of this provision for litigation losses, operating profit increased by 49.3% to JPY 60.6 billion.

Profit

Profit decreased by JPY 303.5 billion, due to the decrease in operating profit and higher financial costs. Excluding the impact of a provision for litigation losses, profit decreased by 48.0% to JPY 21.0 billion.

FY2024

Revenue

Revenue increased by 10.9%, driven by an increase in the tobacco and processed food businesses. At constant FX, core revenue increased by 8.4%.

Adjusted operating profit

Adjusted operating profit increased by 3.3%, driven by an increase in the tobacco and processed food businesses. At constant FX, adjusted operating profit increased by 7.5%.

Operating profit

Operating profit decreased by 51.9 %, due to a provision for litigation losses related to the Canadian settlement, recorded as an adjustment item in the fourth quarter, which offset the increase in adjusted operating profit. Excluding the impact of this provision for litigation losses, operating profit increased by 3.7% to JPY 697.2 billion.

Profit

Profit decreased by 62.8 %, due to the decrease in operating profit and higher financial costs. Excluding the impact of a provision for litigation losses, profit decreased by 3.9% to JPY 463.4 billion.

Free cash flow

Free cash flow decreased by JPY 273.2 billion to JPY 170.5 billion, due to payments related to the Vector Group acquisition.

Results by Business Segment

Tobacco Business

(billions of JPY)	Q4 2024	Q4 2023	Variance	FY2024	FY2023	Variance
Core revenue	656.3	587.3	+11.7% (+14.5%)*	2,778.6	2,478.6	+12.1% (+9.1%)*
Adjusted operating profit	92.2	72.9	+26.4% (+56.1%)*	791.8	749.8	+5.6% (+9.7%)*
Reference (billions of units, billions of JPY)						
Total volume	133.4	129.5	+3.0%	552.9	540.1	+2.4%
Combustibles volume	130.4	127.1	+2.5%	541.9	531.3	+2.0%
RRP volume	3.0	2.4	+27.7%	10.9	8.8	+24.2%
RRP-related revenue	23.2	19.5	+19.1%	98.9	81.6	+21.1%

*At constant FX

• The tobacco business delivered a remarkable performance in 2024. Ongoing market share momentum in combustibles and continued RRP expansion resulted in total volume growth. In addition, solid pricing contributed to core revenue and adjusted operating profit growth, enabling incremental investments towards Ploom and mitigating inflation-driven cost increases. The successful acquisition of Vector Group also provided a step-change in the large US market profit pool.

Q4 2024

Core revenue and adjusted operating profit

Core revenue increased by 11.7%, and by 14.5% at constant FX, driven by a strong price/mix variance of JPY 55.8 billion from the Western Europe and EMA clusters, and by a positive volume contribution of JPY 29.5 billion from the EMA cluster, which more than offset unfavorable currency movements. RRP-related revenue grew by 19.1%, driven by the double-digit RRP volume increase fueled by Ploom.

Adjusted operating profit increased by 26.4%, and by 56.1% at constant FX, driven by the solid core revenue increase and the contribution from the Vector Group acquisition, which more than offset the investments related to the geo-expansion of Ploom and the impact of inflation-driven cost increases.

Volume and market share

Total volume increased by 3.0%, or 1.7% when excluding inventory movements, driven by continued market share gains and a double-digit increase in RRP volume. Volume growth in the Asia cluster and in the EMA cluster, including the Vector Group acquisition, offset impacts from lower industry volume in Western Europe. Volume in the combustibles category grew by 2.5%, mainly fueled by Global Flagship Brands, with Winston and Camel up by 3.7% and 6.3%, respectively. In the RRP category, volume grew by 27.7%, mainly driven by Ploom's continued growth in Japan (approx.+34%) and its incremental growth in markets outside Japan where volume almost tripled.

Total market share increased in the key markets of Italy, the Philippines, Taiwan and Turkey.

FY2024

Core revenue and adjusted operating profit

Core revenue increased by 12.1%, and by 9.1% at constant FX, driven by a robust price/mix variance of JPY 197.5 billion from all clusters, and a positive volume contribution of JPY 29.0 billion from the

EMA cluster, as well as by favorable movement from the Japanese yen. RRP-related revenue grew by 21.1%, fueled by the RRP volume increase.

Adjusted operating profit increased by 5.6%, and by 9.7% at constant FX, driven by a solid price/mix variance and the contribution from the Vector Group acquisition, which more than offset increased investments in the geo-expansion of Ploom and the impact of inflation-driven cost increases.

Volume and market share

Total volume increased by 2.4%, or 2.0% excluding inventory adjustments, led by continued market share gains in almost two-thirds of our footprint and the double-digit RRP contribution. Solid volume growth in the EMA cluster throughout the year was partially offset by a decline in Western Europe, due to lower industry volumes, while volume in the Asia cluster was stable. Combustibles volume increased by 2.0%, with GFB volume up by 3.8%, notably Winston (+4.4%) and Camel (+7.9%). RRP volume grew by 24.2%, driven by Ploom volume increasing by approx. 40% overall, including a 33.0% increase in Japan.

Total market share gains continued in the key markets of Italy, the Philippines, Taiwan and Turkey.

Tobacco Business Performance Review by Cluster

Asia

FY2024	FY2023	Variance
802.3	796.9	+0.7% (-1.2%)*
219.6	245.8	-10.7% (-7.8%)*
127.3	127.8	-0.4%
	802.3 219.6	802.3 796.9 219.6 245.8

*At constant FX

• Core revenue and adjusted operating profit

Core revenue increased by 0.7%, driven by favorable currency movements. Excluding these, core revenue decreased by 1.2%, as the favorable price/mix contribution, mainly in the Philippines and Taiwan, could not offset the negative volume variance, mainly in Japan and the Philippines. Adjusted operating profit decreased by 10.7%, and by 7.8% at constant FX, due to the negative volume variance, on-going investments in Ploom, inflation-driven cost increases and unfavorable currency movements, partially offset by the favorable price/mix.

Volume and market share

Volume growth in Bangladesh, Indonesia, Myanmar and Thailand offset the impacts from lower combustibles industry volume in Japan, the Philippines and Taiwan, resulting in total volume being almost flat at -0.4%. GFB volume grew by 2.4%, mainly driven by Camel and LD. Total market share increased in Bangladesh, Cambodia, Indonesia, Malaysia, the Philippines, Singapore, South Korea and Taiwan.

By market

In Japan, share of segment increased in both combustibles and RRP, while total volume decreased by 2.2%, due to the declining combustibles industry volume. The ongoing expansion of the RRP

category (+14.3%) fueled total industry volume which increased by 1.5%. Total market share was 41.2%.

In combustibles, continued growth from Camel drove share gains (+0.7ppt to 61.7%), partially offsetting the category volume contraction, estimated at 6.4%, and resulting in combustibles volume declining by 5.3%.

In RRP, a category estimated at 42.8% (shipment basis) of the total industry size, volume grew by 21.3% and category share increased by 0.8ppt to reach 13.9%. Within the HTS segment, Ploom grew volume by 33.0% and continued to gain share, reaching an HTS segment share of 11.7%, up by 1.6ppt.

Core revenue decreased due to unfavorable volume and price/mix variances.

In the Philippines, total volume declined by 5.3%, due to an industry volume contraction, partially offset by continued market share gains. GFB volume increased by a robust 11.7%, fueled by Camel and LD. Total market share grew by 1.2ppt to 49.7%, also driven by Camel and LD.

Core revenue at constant FX increased, driven by a favorable price/mix contribution, which more than offset the industry-led negative volume variance.

In Taiwan, total and GFB volumes decreased by 2.0% and 2.1%, respectively, as ongoing market share gains could not offset the industry volume contraction. Total market share increased 0.7ppt to 51.0%, driven by MEVIUS and LD.

Core revenue at constant FX increased, driven by a solid price/mix contribution, which more than offset the industry-led negative volume variance.

Western Europe

(billions of JPY)	FY2024	FY2023	Variance
Core revenue	688.9	603.3	+14.2% (+4.6%)*
Adjusted operating profit	257.1	231.4	+11.1% (+1.9%)*
Reference (billions of units)			
Total volume	101.0	103.8	-2.7%
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*At constant FX

Core revenue and adjusted operating profit

Core revenue increased by 14.2%, driven by a positive price/mix contribution, mainly in the BeNeLux markets, France, Germany, Spain and the UK, as well as favorable currency movements. These drivers more than offset the negative volume variance, seen primarily in France and the UK. At constant FX, core revenue increased by 4.6%.

Adjusted operating profit increased by 11.1%, as the revenue growth and favorable currency movements more than offset inflation-led cost increases and investments related to Ploom's geo-expansions. At constant FX, adjusted operating profit grew by 1.9%.

Volume and market share

Volume growth in Italy, Luxembourg and Portugal partially offset the impacts of industry volume contraction across the cluster, resulting in total and GFB volumes decreasing by 2.7% and 0.7%, respectively. Total market share increased in Belgium, France, Ireland, Italy, Lithuania, Luxembourg, the Netherlands, Portugal and Switzerland.

By market

In Italy, total volume increased by 5.5%, or by 3.2% when excluding inventory movements, driven by market share gains and volume contributions from Ploom. GFB volume grew by 1.6%, fueled by Winston and Camel. Total market share increased by 0.3ppt to 23.5%.

Core revenue at constant FX increased, driven by favorable volume and price/mix contributions.

In Spain, total volume increased by 2.1%, mainly driven by inventory adjustments. Excluding these, total volume declined by 0.9%, due to a slightly lower total market share. GFB volume increased by 4.5%, fueled by Winston and Camel. Total market share reached 27.4%.

Core revenue at constant FX increased, driven by favorable volume and price/mix variances.

In the UK, RRP volume grew driven by Ploom and Nordic Spirit, while total volume declined by 17.4%, due to the large combustibles industry volume contraction resulting from excise tax-led price increases. Total market share declined to 43.1%, despite gains from Benson & Hedges and Mayfair.

A strong price/mix contribution could not offset the unfavorable volume variance, resulting in a core revenue at constant FX decrease.

EMA

(billions of JPY)	FY2024	FY2023	Variance
Core revenue	1,287.4	1,078.5	+19.4% (+19.3%)*
Adjusted operating profit	315.0	272.5	+15.6% (+32.2%)*
Reference (billions of units)			
Total volume	324.6	308.5	+5.2%
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*At constant FX

Core revenue and adjusted operating profit

Core revenue, including the Vector Group acquisition, increased by 19.4%, and by 19.3% at constant FX, driven by a positive volume variance, mainly in Egypt, Global Travel Retail, Iran, Russia, Turkey and the US, combined with a robust price/mix contribution, including in Egypt, Global Travel Retail, Iran, Kazakhstan, Romania, Russia and Turkey.

Adjusted operating profit, including the Vector Group acquisition, grew by 15.6%, as the revenue growth more than offset inflation-led cost increases, investments towards RRP and unfavorable currency movements. At constant FX, adjusted operating profit increased by 32.2%.

Volume and market share

Total and GFB volumes increased by 5.2% and 5.7%, respectively, driven by growth in more than 45 markets, including Global Travel Retail, and the inclusion of the Vector Group. Total market share increased in Azerbaijan, Brazil, Bulgaria, Canada, the Czech Republic, Iran, Jordan, Mexico, Poland, Serbia, Slovak Republic, Slovenia, South Africa, Turkey and the US.

By market

In Romania, total and GFB volumes increased by 1.3% and 9.6%, respectively, driven by industry volume growth. Total market share declined by 0.9ppt to 26.0%, despite share gains by Camel. Core revenue at constant FX increased, driven by the positive volume and price/mix contributions.

In Russia, total volume grew by 4.6%, or by 3.2% when excluding inventory movements, driven by cigarette market share gains in an industry volume estimated to increase by 2.4%. GFB volume grew by 7.0%, fueled by Winston and Camel. Cigarette market share grew by 0.3ppt to 41.6%. Core revenue at constant FX increased, driven by favorable volume and price/mix contributions.

In Turkey, total volume grew by 9.5%, supported by a higher industry volume resulting from improved consumption. GFB volume increased by 7.2%, fueled by Winston and LD. Total market share increased by 0.2ppt to 27.6%, driven by Winston.

Core revenue at constant FX grew, driven by positive volume and price/mix contributions.

Source: figures for total tobacco market share and industry volume variances are based on JT Group estimates on a year-to-date average. Year-to-date share of market growth for 2024 is calculated against year-to-date shares of market at the end of the respective period in 2023, except for Switzerland which is on a year-to-date period at the end of November 2024. Year-to-date industry volume variance for 2024 is calculated against year-to-date industry volume at the end of the respective period in 2023.

Pharmaceutical Business

(billions of JPY)	Q4 2024	Q4 2023	Variance	FY2024	FY2023	Variance
Revenue	27.4	25.1	+2.3	94.5	94.9	-0.4
Adjusted operating profit	4.1	4.3	-0.2	9.2	17.4	-8.2

Q4 2024

Revenue and adjusted operating profit

Revenue increased, primarily driven by sales growth in the area of skin diseases and allergens at our consolidated subsidiary, Torii Pharmaceutical.

Adjusted operating profit decreased mainly due to an increase in R&D expenditures, offsetting the increase in revenue.

FY2024

Revenue and adjusted operating profit

Revenue slightly decreased due to the absence of one-time compensation gains from licensed compounds received in 2023, as well as due to lower overseas royalty income, partially offset by top-line growth at our consolidated subsidiary, Torii Pharmaceutical.

Adjusted operating profit decreased due to lower revenue and an increase in R&D expenditures.

Processed Food Business

(billions of JPY)	Q4 2024	Q4 2023	Variance	FY2024	FY2023	Variance
Revenue	43.7	42.4	+1.3	157.2	153.9	+3.3
Adjusted operating profit	1.7	2.2	-0.5	8.1	6.8	+1.2

Q4 2024

Revenue and adjusted operating profit

Revenue increased, driven by a positive contribution from price revisions, as well as a sales increase mainly in the seasonings business.

Adjusted operating profit decreased, primarily due to increased raw material costs, offsetting the increase in revenue.

FY2024

Revenue and adjusted operating profit

Revenue increased for the same reasons highlighted in the fourth quarter.

Adjusted operating profit increased due to the higher revenue, offsetting increased raw materials and other costs.

FY2025 Forecasts

Consolidated Forecasts

(billions of JPY)	2025 Forecasts	2024 Results	Variance
Revenue	3,273.0	3,149.8	+3.9%
Adjusted operating profit	735.0	751.9	-2.2%
Operating profit	671.0	323.5	+107.4%
Profit	450.0	179.2	+151.1%
Free cash flow	348.0	170.5	+177.5 Bn yen
Core revenue at constant FX	3,232.0	3,031.8	+6.6%
Adjusted operating profit at constant FX	815.0	751.9	+8.4%
Basic EPS* (JPY)	253.44	100.95	+151.1%

*Based on profit

Revenue

Revenue is expected to increase by 3.9%, driven by an increase across all businesses. Core revenue at constant FX is expected to increase by 6.6%.

Adjusted operating profit

Adjusted operating profit is expected to decrease by 2.2%, due to negative currency movements. Adjusted operating profit at constant FX is expected to increase by 8.4%, mainly driven by an increase in the tobacco business, which would offset a decrease in the pharmaceutical business.

Operating profit

Operating profit is expected to increase by 107.4%, driven by the absence of a provision for litigation losses related to the settlement in the Canadian settlement recorded in the previous year. This increase would offset the decrease in adjusted operating profit and the higher amortization of trademarks related to the Vector Group acquisition in adjustment items. Excluding the impact of a provision for litigation losses of JPY 375.6 billion, operating profit is expected to decrease by 3.8%.

Profit

Profit is expected to increase by 151.1%, driven by the increase in operating profit and the decrease in financial costs, which would offset a higher corporate income tax. Excluding the impact of a provision for litigation losses, profit and basic EPS are expected to decrease by 2.9%.

Free cash flow

Free cash flow is expected to increase by JPY 177.5 billion to JPY 348.0 billion, driven by the absence of payments related to the Vector Group acquisition.

Forecasts by Business Segment

Tobacco Business

(billions of JPY)	2025 Forecasts	2024 Results	Variance
Core revenue	2,925.0	2,778.6	+5.3% (+6.9%)*
Adjusted operating profit	776.0	791.8	-2.0% (+8.1%)*

*at constant FX

Core revenue and adjusted operating profit

Core revenue is expected to increase by 5.3%, and by 6.9% at constant FX, driven by another solid combustibles price/mix variance, the full year inclusion of Vector Group and continued RRP-related revenue growth, partially offset by a negative volume contribution.

Adjusted operating profit is expected to increase by 8.1% at constant FX, driven by revenue growth, partially offset by higher investments to support the deployment of Ploom and inflation-driven cost increases within the supply chain. On a reported basis, due to unfavorable currency movements, adjusted operating profit is expected to decline by 2.0%.

Volume

Continued market share gains in combustibles and sustained RRP volume growth are expected to be offset by the combustibles industry volume contraction in several key markets, resulting in the total volume forecast declining between 1.0% and 2.0%.

Pharmaceutical Business

(billions of JPY)	2025 Forecasts	2024 Results	Variance
Revenue	97.0	94.5	+2.5
Adjusted operating profit	4.0	9.2	-5.2

Revenue and adjusted operating profit

Revenue is expected to increase by JPY 2.5 billion, driven by sales growth in the area of skin diseases and allergens at our consolidated subsidiary, Torii Pharmaceutical, despite lower overseas royalty income.

Adjusted operating profit is expected to decrease by JPY 5.2 billion, mainly due to the increase in R&D expenditures, offsetting the increase in revenue.

Processed Food Business

(billions of JPY)	2025 Forecasts	2024 Results	Variance
Revenue	163.0	157.2	+5.8
Adjusted operating profit	8.5	8.1	+0.4

Revenue and adjusted operating profit

Revenue is expected to increase by JPY 5.8 billon, driven by a positive contribution from price revisions, as well as a sales increase in the seasonings business.

Adjusted operating profit is expected to grow by JPY 0.4 billion, driven by the increase in revenue, offsetting the increase in raw material costs.

Data Sheets

1. Summary of consolidated results

(JPY BN)

	YTD	YTD	Variance (abs)	Variance (%)
	2024	2023	` ,	. ,
Revenue	3,149.8	2,841.1	+308.7	+10.9%
Operating profit	323.5	672.4	-348.9	-51.9%
Adjusted operating profit	751.9	728.0	+23.9	+3.3%
Profit before income taxes	233.8	621.6	-387.8	-62.4%
Profit	179.2	482.3	-303.0	-62.8%
DPS (JPY)	194	194	-	-
Basic EPS*(JPY)	100.95	271.69	-170.74	-62.8%
ROE*	11.8%**	13.1%	-1.3ppt	

(JPY BN) [Reference]

	YTD 2024	YTD 2023	Variance (abs)	Variance (%)
Core revenue at constant FX	2,958.4	2,728.8	+229.6	+8.4%
Adjusted operating profit at constant FX	782.7	728.0	+54.7	+7.5%

2. Results by business segment

Results by business segment				(JET DIV)
	YTD 2024	YTD 2023	Variance (abs)	Variance (%)
Consolidated revenue	3,149.8	2,841.1	+308.7	+10.9%
Tobacco	2,896.6	2,590.9	+305.6	+11.8%
Core revenue	2,778.6	2,478.6	+300.0	+12.1%
Pharmaceutical	94.5	94.9	-0.4	-0.4%
Processed food	157.2	153.9	+3.3	+2.2%
Others	1.6	1.4	+0.1	+8.1%
Consolidated operating profit	323.5	672.4	-348.9	-51.9%
Tobacco	354.6	677.1	-322.5	-47.6%
Pharmaceutical	9.2	17.4	-8.2	-47.0%
Processed food	8.0	7.7	+0.3	+4.1%
Others/Elimination	-48.4	-29.8	-18.6	-
Adjustments, total	-428.4	-55.6	-372.8	
Tobacco	-437.2	-72.7	-364.5	
Pharmaceutical	-	-	-	
Processed food	-0.1	0.8	-0.9	
Others/Elimination	8.8	16.2	-7.4	
Consolidated adjusted operating profit	751.9	728.0	+23.9	+3.3%
Tobacco	791.8	749.8	+42.0	+5.6%
Pharmaceutical	9.2	17.4	-8.2	-47.0%
Processed food	8.1	6.8	+1.2	+17.8%
Others/Elimination	-57.2	-46.0	-11.2	-

^{*}Based on profit

**Excluding provision for litigation losses related to the Canadian settlement

3. Adjusted operating profit (and total adjustments) by business segment

(JPY BN)

	YTD	YTD	Variance (abs)	\/arianaa (0/)
	2024	2023	Variance (abs)	Variance (%)
Consolidated: operating profit	323.5	672.4	-348.9	-51.9%
Adjustments, total	-428.4	-55.6	-372.8	
Amortization of acquired intangibles	-55.7	-58.8	+3.2	
Adjustments (income)	15.6	18.7	-3.0	
Adjustments (costs)	-388.3	-15.4	-372.9	
Consolidated: adjusted operating profit	751.9	728.0	+23.9	+3.3%
Tobacco: operating profit	354.6	677.1	-322.5	-47.6%
Adjustments, total	-437.2	-72.7	-364.5	
Amortization of acquired intangibles	-55.7	-58.8	+3.2	
Adjustments (income)	5.6	0.4	+5.1	
Adjustments (costs)	-387.1	-14.3	-372.8	
Tobacco: adjusted operating profit	791.8	749.8	+42.0	+5.6%
Pharmaceutical: operating profit	9.2	17.4	-8.2	-47.0%
Adjustments, total	-	-	-	
Amortization of acquired intangibles	-	-	-	
Adjustments (income)	-	-	-	
Adjustments (costs)	-	-	-	
Pharmaceutical: adjusted operating profit	9.2	17.4	-8.2	-47.0%
Processed food: operating profit	8.0	7.7	+0.3	+4.1%
Adjustments, total	-0.1	0.8	-0.9	
Amortization of acquired intangibles	-	-	-	
Adjustments (income)	0.4	0.9	-0.4	
Adjustments (costs)	-0.5	-0.0	-0.5	
Processed food: adjusted operating profit	8.1	6.8	+1.2	+17.8%
Others / Elimination: operating profit	-48.4	-29.8	-18.6	-
Adjustments, total	8.8	16.2	-7.4	
Amortization of acquired intangibles	-	-	-	
Adjustments (income)	9.6	17.3	-7.7	
Adjustments (costs)	-0.8	-1.1	+0.4	
Others / Elimination: adjusted operating profit	-57.2	-46.0	-11.2	-

4. Depreciation and amortization*

(JPY BN)

		YTD 2024	YTD 2023	Variance (abs)
Cor	nsolidated depreciation and amortization	152.8	153.3	-0.5
	Tobacco	139.3	142.1	-2.7
	Pharmaceutical	4.4	3.9	+0.5
	Processed food	6.8	6.5	+0.3
	Others/Elimination	2.3	0.8	+1.5

^{*}Excluding depreciation from lease transactions

5. Consolidated financial position

Consolidated financial position (JPY				
	2024 Dec. end	2023 Dec. end	Variance (abs)	
Total assets	8,370.7	7,282.1	+1,088.6	
Total equity	3,848.7	3,912.5	-63.8	
Equity attributable to owners of the parent company	3,766.6	3,830.2	-63.5	
BPS (attributable to owners of the parent company) (JPY)	2,121.33	2,157.46	-36.13	

6. Liquidity and interest-bearing debt

q			(** * = * *)
	2024 Dec. end	2023 Dec. end	Variance (abs)
Liquidity	1,184.5	1,080.9	+103.5
Interest-bearing debt	1.726.8	1,142.3	+584.5

7. Consolidated cash flow

(JPY BN)

			(** : = : :)	
	YTD	YTD	Variance (abs)	
	2024 2023		<u> </u>	
Cash flows from operating activities	630.0	566.3	+63.7	
Cash flows from investing activities	-439.8	-125.4	-314.3	
Cash flows from financing activities	-94.9	-270.5	+175.6	
Cash and cash equivalents, beginning of the period	1,040.2	866.9	+173.3	
Foreign currency translation adj. on cash & cash equivalents	-51.0	2.9	-53.9	
Cash and cash equivalents, end of the period	1,084.6	1,040.2	+44.4	
FCF	170.5	443.7	-273.2	

8. Capital expenditures

(JPY BN)

		YTD 2024	YTD 2023	Variance (abs)
Cor	nsolidated capital expenditures	150.7	120.7	+30.0
	Tobacco	135.0	101.6	+33.4
	Pharmaceutical	7.0	6.6	+0.4
	Processed food	6.1	5.8	+0.3
	Others/Elimination	2.6	6.8	-4.1

9. Tobacco business FX rate

	YTD 2024	YTD 2023	Variance (abs)	Variance (%)
100JPY/USD	0.66	0.71	-0.05	+7.7%
100JPY/RUB	61.14	60.44	+0.69	-1.1%
100JPY/GBP	0.52	0.57	-0.06	+11.0%
100JPY/EUR	0.61	0.66	-0.05	+8.0%
100JPY/CHF	0.58	0.64	-0.06	+10.2%
100JPY/TWD	21.21	22.18	-0.98	+4.6%
100JPY/PHP	37.84	39.63	-1.79	+4.7%

10. Pharmaceutical business

	YTD 2024	YTD 2023	Variance (abs)	Variance (%)
R&D expenses	33.9	32.2	+1.7	+5.2%

11. Consolidated statement of income

				(01 1 111)
	YTD 2024	YTD 2023	Variance (abs)	Variance (%)
Revenue	3,149.8	2,841.1	+308.7	+10.9%
Cost of sales	1,407.5	1,226.0	+181.5	+14.8%
Gross profit	1,742.3	1,615.1	+127.2	+7.9%
Other operating income	31.2	30.0	+1.2	+3.9%
Share of profit in investments accounted for using the equity method	12.9	8.3	+4.6	+54.7%
SG & A	1,462.9	981.1	+481.9	+49.1%
Advertising expenses	52.8	39.3	+13.5	+34.3%
Promotion expenses	167.5	140.9	+26.6	+18.9%
Commission	81.9	79.3	+2.6	+3.3%
Employee benefit expenses	408.3	365.4	+42.9	+11.7%
R&D expenses	78.6	75.1	+3.5	+4.7%
Depreciation and amortization	104.6	103.0	+1.6	+1.6%
Impairment losses other than financial assets	17.4	13.7	+3.7	+26.7%
Losses on sale and disposal of PP&E, intangible assets and investment properties	2.5	4.3	-1.8	-42.1%
Losses on litigation related to the Canadian settlement	375.6	-	+375.6	-
Other	173.7	160.0	+13.7	+8.5%
Operating profit	323.5	672.4	-348.9	-51.9%
Amortization of acquired intangibles	-55.7	-58.8	+3.2	
Adjustments (income)	15.6	18.7	-3.0	
Adjustments (costs)	-388.3	-15.4	-372.9	
Adjusted operating profit	751.9	728.0	+23.9	+3.3%
Financial income	69.5	44.4	+25.1	+56.5%
Dividend income	2.6	0.8	+1.8	+214.6%
Interest income	64.9	42.0	+23.0	+54.7%
Foreign exchange gain	-	-	-	-
Other	1.9	1.6	+0.3	+21.5%
Financial costs	159.2	95.2	+64.0	+67.2%
Interest expenses	42.5	28.5	+14.0	+49.1%
Employee benefit expenses	5.4	5.2	+0.2	+4.1%
Foreign exchange loss	100.2	58.4	+41.9	+71.7%
Other	11.1	3.2	+7.9	+250.1%
Profit before income taxes	233.8	621.6	-387.8	-62.4%
Income taxes	51.2	136.3	-85.1	-62.5%
Profit	182.6	485.3	-302.7	-62.4%
Attributable to owners of the parent	179.2	482.3	-303.0	-62.8%
Attributable to non-controlling interests	3.4	3.0	+0.3	+11.1%

12. Consolidated financial position

(JPY BN)

	2024Dec.end	2023Dec.end	Variance (abs)
Current assets	3,577.6	3,259.6	+318.0
Cash and cash equivalents	1,084.6	1,040.2	+44.4
Trade and other receivables	569.0	535.3	+33.7
Inventories	957.3	832.6	+124.7
Other financial assets *1	120.2	58.6	+61.6
Other current assets	826.8	789.9	+36.9
Non-current assets held-for-sale	19.8	2.9	+16.8
Non-current assets	4,793.2	4,022.5	+770.6
Property, plant & equipment	907.7	821.5	+86.2
Goodwill *2	2,914.3	2,616.4	+297.8
Intangible assets *3	486.5	200.8	+285.6
Investment property	3.7	9.3	-5.6
Retirement benefit assets	89.6	65.9	+23.7
Investments accounted for using the equity method	50.4	56.7	-6.3
Other financial assets *1	151.9	155.3	-3.3
Other non-current assets	5.5	7.2	-1.7
Deferred tax assets	183.6	89.4	+94.2
Total assets	8,370.7	7,282.1	+1,088.6

		(JPY BN)			
		2024Dec.end	2023Dec.end	Variance (abs)	
Cui	rent liabilities	2,148.6	1,927.3	+221.3	
	Trade and other payables	659.5	592.8	+66.7	
	Bonds and borrowings *4	178.7	233.3	-54.7	
	Income tax payables	24.6	29.6	-5.0	
	Other financial liabilities *4	60.0	44.5	+15.5	
	Provisions	195.9	18.6	+177.3	
	Other current liabilities *5	1,029.9	1,008.4	+21.5	
	Liabilities directly associated with non- current assets held-for-sale	-	-	-	
Non-current liabilities		2,373.4	1,442.3	+931.1	
	Bonds and borrowings *4	1,548.1	908.9	+639.2	
	Other financial liabilities *4	49.2	40.7	+8.5	
	Retirement benefit liabilities	277.2	279.4	-2.2	
	Provisions	253.9	45.5	+208.4	
	Other non-current liabilities *5	120.4	127.2	-6.7	
	Deferred tax liabilities	124.5	40.6	+83.9	
Tot	al liabilities	4,522.0	3,369.6	+1,152.4	
Equ	uity	3,848.7	3,912.5	-63.8	
	Share capital	100.0	100.0	-	
	Capital surplus	736.7	736.5	+0.2	
	Treasury shares	-488.6	-489.2	+0.6	
	Other components of equity	381.6	290.5	+91.0	
	Retained earnings	3,036.9	3,192.3	-155.4	
	Non-controlling interests	82.1	82.3	-0.2	
Tot	al liabilities and equity	8,370.7	7,282.1	+1,088.6	

*1: Other financial assets (current & non-current combined)

	<u> </u>			
Oth	er financial assets	272.2	213.9	+58.3
	Derivative assets	18.9	19.2	-0.3
	Equity securities	42.5	34.3	+8.2
	Debt securities	76.6	70.1	+6.5
	Time deposits	46.6	-	+46.6
	Other	94.4	96.8	-2.4
	Allowance for doubtful accounts	-6.8	-6.4	-0.3

*2: Goodwill ~ Cash-generating unit

Tobacco	2,888.9	2,591.1	+297.8
Processed food	25.4	25.4	-

*3: Intangible assets ~ Trademarks

Tobacco	137.6	131.8	+5.9

*4: Bonds and borrowings and other financial liabilities

(current & non-current combined)

Total financial liabilities	1,836.0	1,227.4	+608.6
Derivative liabilities	45.1	25.1	+20.0
Short-term borrowings	60.3	209.0	-148.7
Commercial paper	-	-	-
Current portion of long-term borrowings	2.9	24.4	-21.4
Current portion of bonds	115.4	-	+115.4
Long-term borrowings	735.4	123.0	+612.4
Bonds	812.7	785.9	+26.8
Other	64.1	60.1	+4.0

*5: Other liabilities (current & non-current combined)

Tota	l other liabilities	1,150.4	1,135.6	+14.8
	Tobacco excise tax payables	466.8	454.7	+12.1
	Tobacco special excise tax payables	8.0	8.5	-0.5
	Tobacco local excise tax payables	178.3	178.6	-0.3
	Consumption tax payables	172.2	168.1	+4.1
	Bonus to employees	97.1	83.3	+13.8
	Employee's unused paid vacations liabilities	22.5	21.0	+1.5
	Other	205.5	221.3	-15.8

FY2025 Forecasts

1. Summary of consolidated forecasts

(JPY BN)

	FY2025 Forecasts	FY2024 Results	Variance (abs)	Variance (%)
Revenue	3,273.0	3,149.8	+123.2	+3.9%
Operating profit	671.0	323.5	+347.5	+107.4%
Adjusted operating profit	735.0	751.9	-16.9	-2.2%
Profit	450.0	179.2	+270.8	+151.1%

(JPY BN) [Reference]

	FY2025 Forecasts	FY2024 Results	Variance (abs)	Variance (%)
Core revenue at constant FX	3,232.0	3,031.8	+200.2	+6.6%
Adjusted operating profit at constant FX	815.0	751.9	+63.1	+8.4%

2. EPS, DPS, ROE (JPY)

	FY2025 Forecasts	FY2024 Results	Variance (abs)	Variance (%)
Basic EPS*	253.44	100.95	+152.49	+151.1%
DPS	194	194	-	-
Dividend payout ratio*	76.5%	74.3%**		
ROE*	11.1%	11.8%**	-0.7ppt	

3. Forecasts by business segment

	FY2025 Forecasts	FY2024 Results	Variance (abs)	Variance (%)
Consolidated revenue	3,273.0	3,149.8	+123.2	+3.9%
Tobacco	3,011.0	2,896.6	+114.4	+4.0%
Core revenue	2,925.0	2,778.6	+146.4	+5.3%
Pharmaceutical	97.0	94.5	+2.5	+2.7%
Processed food	163.0	157.2	+5.8	+3.7%
Others	2.0	1.6	+0.4	+28.6%
Consolidated operating profit	671.0	323.5	+347.5	+107.4%
Tobacco	705.0	354.6	+350.4	+98.8%
Pharmaceutical	4.0	9.2	-5.2	-56.7%
Processed food	9.0	8.0	+1.0	+12.4%
Others/Elimination	-47.0	-48.4	+1.4	-
Consolidated adjusted operating profit	735.0	751.9	-16.9	-2.2%
Tobacco	776.0	791.8	-15.8	-2.0%
Pharmaceutical	4.0	9.2	-5.2	-56.7%
Processed food	8.5	8.1	+0.4	+5.3%
Others/Elimination	-53.5	-57.2	+3.7	-

^{*}Based on profit
**Excluding provision for litigation losses related to the Canadian settlement

FY2025 Forecasts

4. Free cash flow (JPY BN)

	FY2025 Forecasts	FY2024 Results	Variance (abs)
FCF	348.0	170.5	+177.5

Capital expenditures			(JPY BN)
	FY2025 Forecasts	FY2024 Results	Variance (abs)
onsolidated capital expenditures	176.0	150.7	+25.3
Tobacco	152.0	135.0	+17.0
Pharmaceutical	9.0	7.0	+2.0
Processed food	12.0	6.1	+5.9
Others/Elimination	3.0	2.6	+0.4

6. Assumptions of 2025 Forecasts

Tobacco business

• Total volume: a decrease of approx. 1.0%~2.0% \bullet GFB volume: a decrease of approx. 1.5%~2.5%

<Tobacco Business FX assumptions>

	FY2025 Forecasts	FY2024 Results	Variance (abs)	Variance (%)
100YEN / USD	0.65	0.66	-0.01	+1.6%
100YEN / RUB	64.50	61.14	+3.36	-5.2%
100YEN / GBP	0.51	0.52	-0.01	+1.3%
100YEN / EUR	0.63	0.61	+0.02	-3.1%
100YEN / CHF	0.59	0.58	+0.01	-1.5%
100YEN / TWD	21.30	21.21	+0.09	-0.4%
100YEN / PHP	37.30	37.84	-0.54	+1.4%

1. Summary

2024	Q1	Q2	Q3	Q4	YTD	
Total volume	132.9	142.0	144.7	133.4	552.9	BNU
(vs. PY)	+2.1%	+2.0%	+2.4%	+3.0%	+2.4%	
Combustibles volume	130.3	139.3	142.0	130.4	541.9	BNU
(vs.PY)	+1.7%	+1.6%	+2.1%	+2.5%	+2.0%	
GFB volume	96.8	103.5	107.0	97.4	404.7	BNU
(vs.PY)	+6.3%	+2.0%	+3.9%	+3.2%	+3.8%	
RRP volume	2.5	2.7	2.7	3.0	10.9	BNU
(vs.PY)	+25.2%	+25.7%	+18.1%	+27.7%	+24.2%	
Core revenue	653.3	738.5	730.5	656.3	2,778.6	 JPY BN
(vs. PY)	+12.8%	+15.7%	+8.4%	+11.7%	+12.1%	
	(+6.6%)*	(+7.6%)*	(+8.1%)*	(+14.5%)*	(+9.1%)*	
RRP-related revenue	23.9	26.9	24.9	23.2	98.9	 JPY BN
(vs.PY)	+17.7%	+40.1%	+9.8%	+19.1%	+21.1%	
Adjusted operating profit	231.9	240.2	227.5	92.2	791.8	 JPY BN
(vs. PY)	+3.0%	+6.7%	+0.4%	+26.4%	+5.6%	
	(+4.9%)*	(+5.6%)*	(+3.7%)*	(+56.1%)*	(+9.7%)*	

*at constant FX

2. Breakdown of core revenue

(JPY BN)

_	Q1	Q2	Q3	Q4	YTD
2023	579.1	638.1	674.1	587.3	2,478.6
Volume	-4.8	+2.4	+1.9	+29.5	+29.0
Price/Mix	+43.1	+46.0	+52.5	+55.8	+197.5
2024@PY	617.4	686.6	728.6	672.7	2,705.2
FX	+36.0	+52.0	+2.0	-16.4	+73.4
2024	653.3	738.5	730.5	656.3	2,778.6

3. Breakdown of adjusted operating profit

	Q1	Q2	Q3	Q4	YTD
2023	225.1	225.0	226.7	72.9	749.8
Volume	-9.0	-3.5	-4.1	+21.6	+4.9
Price/Mix	+40.7	+44.1	+52.7	+54.1	+191.6
Others	-20.6	-28.0	-40.3	-34.8	-123.7
2024@PY	236.2	237.7	235.0	113.9	822.7
FX	-4.3	+2.6	-7.5	-21.7	-30.9
2024	231.9	240.2	227.5	92.2	791.8

4. Contribution by cluster (vs. PY)

Sales Volume										(BNU)
Asia	Q1	1 2024	Q	2 2024	C	3 2024	Q	4 2024		YTD
Total volume	30.7	-4.5%	32.0	+2.1%	32.8	+0.5%	31.8	+0.4%	127.3	-0.4%
GFB volume	20.3	-0.2%	21.2	+3.4%	22.1	+3.2%	21.4	+3.1%	85.1	+2.4%
Western Europe	Q1	1 2024	Q	2 2024	C	3 2024	Q	4 2024		YTD
Total volume	26.1	+0.2%	25.9	-5.7%	26.3	-2.4%	22.7	-2.7%	101.0	-2.7%
GFB volume	19.1	+4.0%	18.6	-4.3%	18.9	-1.6%	16.3	-0.8%	72.8	-0.7%
EMA	Q1	1 2024	Q	2 2024	C	3 2024	Q	4 2024		YTD
Total volume	76.1	+5.7%	84.1	+4.6%	85.6	+4.7%	78.9	+5.9%	324.6	+5.2%
GFB volume	57.4	+9.6%	63.7	+3.5%	66.0	+5.9%	59.6	+4.5%	246.7	+5.7%
Financials										(JPY BN)
Asia	Q1	1 2024	Q	2 2024	C	3 2024	Q	4 2024		YTD
Core revenue	199.5	+1.7%	206.6	+5.2%	202.9	-1.7%	193.3	-2.3%	802.3	+0.7%
		(-1.7%)*		(+1.4%)*		(-2.2%)*		(-2.4%)*		(-1.2%)*
AOP	73.6	-3.0%	66.9	-3.5%	54.2	-19.9%	25.0	-24.3%	219.6	-10.7%
		(-1.8%)*		(-2.5%)*		(-16.5%)*		(-14.7%)*		(-7.8%)*
Western Europe	Q1	1 2024	Q	2 2024	C	3 2024	Q	4 2024		YTD
Core revenue	172.6	+22.9%	181.8	+11.9%	182.0	+10.6%	152.5	+12.4%	688.9	+14.2%
		(+7.1%)*		(-1.0%)*		(+4.8%)*		(+8.6%)*		(+4.6%)*
AOP	78.8	+21.8%	71.1	-2.8%	74.7	+3.6%	32.5	+51.4%	257.1	+11.1%
		(+6.9%)*		(-13.2%)*		(-0.4%)*		(+45.8%)*		(+1.9%)*
ЕМА	Q1	1 2024	Q	2 2024	C	3 2024	Q	4 2024		YTD
Core revenue	281.2	+16.0%	350.1	+25.4%	345.6	+14.1%	310.5	+22.3%	1,287.4	+19.4%
		(+13.0%)*		(+17.0%)*		(+16.9%)*		(+30.9%)*		(+19.3%)*
AOP	79.5	-6.0%	102.3	+23.9%	98.6	+13.5%	34.7	+88.1%	315.0	+15.6%
		(+9.4%)*		(+29.0%)*		(+22.8%)*		(+194.9%)*		(+32.2%)*
								•		

*at constant FX

5. Breakdown of core re-	venue by enue				
Asia	Q1	Q2	Q3	Q4	YTD
2023	196.2	196.4	206.5	197.9	796.9
Volume	-9.6	+0.3	-5.2	-4.7	-19.2
Price/Mix	+6.3	+2.4	+0.7	+0.0	+9.4
2024@PY	192.8	199.1	202.0	193.1	787.1
FX	+6.7	+7.5	+0.8	+0.2	+15.2
2024	199.5	206.6	202.9	193.3	802.3
Western Europe	Q1	Q2	Q3	Q4	YTD
2023	140.5	162.5	164.6	135.7	603.3
Volume	-4.4	-10.8	-7.3	-9.1	-31.6
Price/Mix	+14.4	+9.1	+15.1	+20.8	+59.5
2024@PY	150.5	160.8	172.5	147.3	631.2
FX	+22.1	+21.0	+9.5	+5.1	+57.8
2024	172.6	181.8	182.0	152.5	688.9
EMA	Q1	Q2	Q3	Q4	YTD
2023	242.4	279.2	303.0	253.8	1,078.5
Volume	+9.2	+12.8	+14.4	+43.4	+79.8
Price/Mix	+22.4	+34.6	+36.7	+35.0	+128.6
2024@PY	274.0	326.6	354.0	332.2	1,286.9
FX	+7.2	+23.5	-8.4	-21.7	+0.5
17	17.2	120.0	0.4	21.7	10.0
2024 6. Breakdown of adjuste	281.2 d operating p	350.1	345.6	310.5	1,287.4 (JPY BN)
6. Breakdown of adjuste	d operating p	rofit by cluster Q2	Q3	Q4	(JPY BN)
6. Breakdown of adjuste Asia 2023	d operating p Q1 75.8	CQ2 69.3	Q3 67.7	Q4 33.0	(JPY BN) YTD 245.8
6. Breakdown of adjuste Asia 2023 Volume	Q1 75.8 -8.2	Q2 69.3 +1.4	Q3 67.7 -5.6	Q4 33.0 -2.6	(JPY BN) YTD 245.8 -15.0
6. Breakdown of adjuste Asia 2023 Volume Price/Mix	Q1 75.8 -8.2 +7.2	Q2 69.3 +1.4 +1.6	Q3 67.7 -5.6 +1.1	Q4 33.0 -2.6 -1.0	(JPY BN) YTD 245.8 -15.0 +8.8
6. Breakdown of adjuste Asia 2023 Volume Price/Mix Others	Q1 75.8 -8.2 +7.2 -0.3	Q2 69.3 +1.4 +1.6 -4.8	Q3 67.7 -5.6 +1.1 -6.6	Q4 33.0 -2.6 -1.0 -1.2	(JPY BN) YTD 245.8 -15.0 +8.8 -12.9
6. Breakdown of adjuste Asia 2023 Volume Price/Mix Others 2024@PY	Q1 75.8 -8.2 +7.2 -0.3 74.5	Q2 69.3 +1.4 +1.6 -4.8 67.6	Q3 67.7 -5.6 +1.1 -6.6 56.5	Q4 33.0 -2.6 -1.0 -1.2 28.2	(JPY BN) YTD 245.8 -15.0 +8.8 -12.9 226.7
6. Breakdown of adjuste Asia 2023 Volume Price/Mix Others 2024@PY FX	Q1 75.8 -8.2 +7.2 -0.3 74.5	Q2 69.3 +1.4 +1.6 -4.8 67.6	Q3 67.7 -5.6 +1.1 -6.6 56.5 -2.3	Q4 33.0 -2.6 -1.0 -1.2 28.2 -3.2	(JPY BN) YTD 245.8 -15.0 +8.8 -12.9 226.7 -7.1
6. Breakdown of adjuste Asia 2023 Volume Price/Mix Others 2024@PY	Q1 75.8 -8.2 +7.2 -0.3 74.5	Q2 69.3 +1.4 +1.6 -4.8 67.6	Q3 67.7 -5.6 +1.1 -6.6 56.5	Q4 33.0 -2.6 -1.0 -1.2 28.2	(JPY BN) YTD 245.8 -15.0 +8.8 -12.9 226.7
6. Breakdown of adjuste Asia 2023 Volume Price/Mix Others 2024@PY FX 2024	Q1 75.8 -8.2 +7.2 -0.3 74.5 -0.9 73.6	C2 69.3 +1.4 +1.6 -4.8 67.6 -0.7 66.9	Q3 67.7 -5.6 +1.1 -6.6 56.5 -2.3 54.2	Q4 33.0 -2.6 -1.0 -1.2 28.2 -3.2 25.0	(JPY BN) YTD 245.8 -15.0 +8.8 -12.9 226.7 -7.1 219.6
6. Breakdown of adjuste Asia 2023 Volume Price/Mix Others 2024@PY FX 2024	Q1 75.8 -8.2 +7.2 -0.3 74.5 -0.9 73.6	C2 69.3 +1.4 +1.6 -4.8 67.6 -0.7 66.9	Q3 67.7 -5.6 +1.1 -6.6 56.5 -2.3 54.2	Q4 33.0 -2.6 -1.0 -1.2 28.2 -3.2 25.0	(JPY BN) YTD 245.8 -15.0 +8.8 -12.9 226.7 -7.1 219.6
Asia 2023 Volume Price/Mix Others 2024@PY FX 2024 Western Europe	Q1 75.8 -8.2 +7.2 -0.3 74.5 -0.9 73.6	C2 69.3 +1.4 +1.6 -4.8 67.6 -0.7 66.9	Q3 67.7 -5.6 +1.1 -6.6 56.5 -2.3 54.2	Q4 33.0 -2.6 -1.0 -1.2 28.2 -3.2 25.0	(JPY BN) YTD 245.8 -15.0 +8.8 -12.9 226.7 -7.1 219.6
Asia 2023 Volume Price/Mix Others 2024@PY FX 2024 Western Europe	Q1 75.8 -8.2 +7.2 -0.3 74.5 -0.9 73.6	Q2 69.3 +1.4 +1.6 -4.8 67.6 -0.7 66.9 Q2 73.1 -10.3 +9.1	Q3 67.7 -5.6 +1.1 -6.6 56.5 -2.3 54.2	Q4 33.0 -2.6 -1.0 -1.2 28.2 -3.2 25.0 Q4 21.5	(JPY BN) YTD 245.8 -15.0 +8.8 -12.9 226.7 -7.1 219.6 YTD 231.4
Asia 2023 Volume Price/Mix Others 2024@PY FX 2024 Western Europe 2023 Volume Price/Mix Others	Q1 75.8 -8.2 +7.2 -0.3 74.5 -0.9 73.6 Q1 64.7 -3.8	Q2 69.3 +1.4 +1.6 -4.8 67.6 -0.7 66.9 Q2 73.1 -10.3	Q3 67.7 -5.6 +1.1 -6.6 56.5 -2.3 54.2 Q3 72.1 -7.0	Q4 33.0 -2.6 -1.0 -1.2 28.2 -3.2 25.0 Q4 21.5 -6.9	(JPY BN) YTD 245.8 -15.0 +8.8 -12.9 226.7 -7.1 219.6 YTD 231.4 -28.0
6. Breakdown of adjuste Asia 2023 Volume Price/Mix Others 2024@PY FX 2024 Western Europe 2023 Volume Price/Mix	Q1 75.8 -8.2 +7.2 -0.3 74.5 -0.9 73.6 Q1 64.7 -3.8 +13.5	Q2 69.3 +1.4 +1.6 -4.8 67.6 -0.7 66.9 Q2 73.1 -10.3 +9.1	Q3 67.7 -5.6 +1.1 -6.6 56.5 -2.3 54.2 Q3 72.1 -7.0 +14.8	Q4 33.0 -2.6 -1.0 -1.2 28.2 -3.2 25.0 Q4 21.5 -6.9 +20.5	(JPY BN) YTD 245.8 -15.0 +8.8 -12.9 226.7 -7.1 219.6 YTD 231.4 -28.0 +57.8
Asia 2023 Volume Price/Mix Others 2024@PY FX 2024 Western Europe 2023 Volume Price/Mix Others	Q1 75.8 -8.2 +7.2 -0.3 74.5 -0.9 73.6 Q1 64.7 -3.8 +13.5 -5.2	Q2 69.3 +1.4 +1.6 -4.8 67.6 -0.7 66.9 Q2 73.1 -10.3 +9.1 -8.4	Q3 67.7 -5.6 +1.1 -6.6 56.5 -2.3 54.2 Q3 72.1 -7.0 +14.8 -8.1	Q4 33.0 -2.6 -1.0 -1.2 28.2 -3.2 25.0 Q4 21.5 -6.9 +20.5 -3.7	(JPY BN) YTD 245.8 -15.0 +8.8 -12.9 226.7 -7.1 219.6 YTD 231.4 -28.0 +57.8 -25.5
Asia 2023 Volume Price/Mix Others 2024 PY FX 2024 Western Europe 2023 Volume Price/Mix Others 2024 2024 Volume Price/Mix Others 2024 2024	Q1 75.8 -8.2 +7.2 -0.3 74.5 -0.9 73.6 Q1 64.7 -3.8 +13.5 -5.2 69.2	Q2 69.3 +1.4 +1.6 -4.8 67.6 -0.7 66.9 Q2 73.1 -10.3 +9.1 -8.4 63.5	Q3 67.7 -5.6 +1.1 -6.6 56.5 -2.3 54.2 Q3 72.1 -7.0 +14.8 -8.1 71.8	Q4 33.0 -2.6 -1.0 -1.2 28.2 -3.2 25.0 Q4 21.5 -6.9 +20.5 -3.7 31.3	(JPY BN) YTD 245.8 -15.0 +8.8 -12.9 226.7 -7.1 219.6 YTD 231.4 -28.0 +57.8 -25.5 235.8
6. Breakdown of adjuste Asia 2023 Volume Price/Mix Others 2024@PY FX 2024 Western Europe 2023 Volume Price/Mix Others 2024@PY FX EX FX	Q1 75.8 -8.2 +7.2 -0.3 74.5 -0.9 73.6 Q1 64.7 -3.8 +13.5 -5.2 69.2 +9.7	Q2 69.3 +1.4 +1.6 -4.8 67.6 -0.7 66.9 Q2 73.1 -10.3 +9.1 -8.4 63.5 +7.6	Q3 67.7 -5.6 +1.1 -6.6 56.5 -2.3 54.2 Q3 72.1 -7.0 +14.8 -8.1 71.8 +2.9	Q4 33.0 -2.6 -1.0 -1.2 28.2 -3.2 25.0 Q4 21.5 -6.9 +20.5 -3.7 31.3 +1.2	(JPY BN) YTD 245.8 -15.0 +8.8 -12.9 226.7 -7.1 219.6 YTD 231.4 -28.0 +57.8 -25.5 235.8 +21.3
6. Breakdown of adjuste Asia 2023 Volume Price/Mix Others 2024@PY FX 2024 Western Europe 2023 Volume Price/Mix Others 2024@PY FX 2024 FX 2024 FX 2024	Q1 75.8 -8.2 +7.2 -0.3 74.5 -0.9 73.6 Q1 64.7 -3.8 +13.5 -5.2 69.2 +9.7 78.8	Q2 69.3 +1.4 +1.6 -4.8 67.6 -0.7 66.9 Q2 73.1 -10.3 +9.1 -8.4 63.5 +7.6 71.1	Q3 67.7 -5.6 +1.1 -6.6 56.5 -2.3 54.2 Q3 72.1 -7.0 +14.8 -8.1 71.8 +2.9 74.7	Q4 33.0 -2.6 -1.0 -1.2 28.2 -3.2 25.0 Q4 21.5 -6.9 +20.5 -3.7 31.3 +1.2 32.5	(JPY BN) YTD 245.8 -15.0 +8.8 -12.9 226.7 -7.1 219.6 YTD 231.4 -28.0 +57.8 -25.5 235.8 +21.3 257.1
6. Breakdown of adjuste Asia 2023 Volume Price/Mix Others 2024@PY FX 2024 Western Europe 2023 Volume Price/Mix Others 2024@PY FX 2024 EMA	Q1 75.8 -8.2 +7.2 -0.3 74.5 -0.9 73.6 Q1 64.7 -3.8 +13.5 -5.2 69.2 +9.7 78.8	Q2 69.3 +1.4 +1.6 -4.8 67.6 -0.7 66.9 Q2 73.1 -10.3 +9.1 -8.4 63.5 +7.6 71.1	Q3 67.7 -5.6 +1.1 -6.6 56.5 -2.3 54.2 Q3 72.1 -7.0 +14.8 -8.1 71.8 +2.9 74.7	Q4 33.0 -2.6 -1.0 -1.2 28.2 -3.2 25.0 Q4 21.5 -6.9 +20.5 -3.7 31.3 +1.2 32.5	(JPY BN) YTD 245.8 -15.0 +8.8 -12.9 226.7 -7.1 219.6 YTD 231.4 -28.0 +57.8 -25.5 235.8 +21.3 257.1
Asia 2023	Q1 75.8 -8.2 +7.2 -0.3 74.5 -0.9 73.6 Q1 64.7 -3.8 +13.5 -5.2 69.2 +9.7 78.8 Q1 84.6	Q2 69.3 +1.4 +1.6 -4.8 67.6 -0.7 66.9 Q2 73.1 -10.3 +9.1 -8.4 63.5 +7.6 71.1	Q3 67.7 -5.6 +1.1 -6.6 56.5 -2.3 54.2 Q3 72.1 -7.0 +14.8 -8.1 71.8 +2.9 74.7 Q3 86.9	Q4 33.0 -2.6 -1.0 -1.2 28.2 -3.2 25.0 Q4 21.5 -6.9 +20.5 -3.7 31.3 +1.2 32.5 Q4 18.5	(JPY BN) YTD 245.8 -15.0 +8.8 -12.9 226.7 -7.1 219.6 YTD 231.4 -28.0 +57.8 -25.5 235.8 +21.3 257.1 YTD 272.5
Asia 2023	Q1 75.8 -8.2 +7.2 -0.3 74.5 -0.9 73.6 Q1 64.7 -3.8 +13.5 -5.2 69.2 +9.7 78.8 Q1 84.6 +3.0	Q2 69.3 +1.4 +1.6 -4.8 67.6 -0.7 66.9 Q2 73.1 -10.3 +9.1 -8.4 63.5 +7.6 71.1 Q2 82.6 +5.4	Q3 67.7 -5.6 +1.1 -6.6 56.5 -2.3 54.2 Q3 72.1 -7.0 +14.8 -8.1 71.8 +2.9 74.7 Q3 86.9 +8.5	Q4 33.0 -2.6 -1.0 -1.2 28.2 -3.2 25.0 Q4 21.5 -6.9 +20.5 -3.7 31.3 +1.2 32.5 Q4 18.5 +31.1	(JPY BN) YTD 245.8 -15.0 +8.8 -12.9 226.7 -7.1 219.6 YTD 231.4 -28.0 +57.8 -25.5 235.8 +21.3 257.1 YTD 272.5 +47.9
Asia 2023	Q1 75.8 -8.2 +7.2 -0.3 74.5 -0.9 73.6 Q1 64.7 -3.8 +13.5 -5.2 69.2 +9.7 78.8 Q1 84.6 +3.0 +20.0	Q2 69.3 +1.4 +1.6 -4.8 67.6 -0.7 66.9 Q2 73.1 -10.3 +9.1 -8.4 63.5 +7.6 71.1 Q2 82.6 +5.4 +33.5	Q3 67.7 -5.6 +1.1 -6.6 56.5 -2.3 54.2 Q3 72.1 -7.0 +14.8 -8.1 71.8 +2.9 74.7 Q3 86.9 +8.5 +36.8	Q4 33.0 -2.6 -1.0 -1.2 28.2 -3.2 25.0 Q4 21.5 -6.9 +20.5 -3.7 31.3 +1.2 32.5 Q4 18.5 +31.1 +34.7	(JPY BN) YTD 245.8 -15.0 +8.8 -12.9 226.7 -7.1 219.6 YTD 231.4 -28.0 +57.8 -25.5 235.8 +21.3 257.1 YTD 272.5 +47.9 +125.1
6. Breakdown of adjuste Asia 2023 Volume Price/Mix Others 2024@PY FX 2024 Western Europe 2023 Volume Price/Mix Others 2024@PY FX 2024 EMA 2023 Volume Price/Mix Others 2024@PY FX 2024	Q1 75.8 -8.2 +7.2 -0.3 74.5 -0.9 73.6 Q1 64.7 -3.8 +13.5 -5.2 69.2 +9.7 78.8 Q1 84.6 +3.0 +20.0 -15.0	Q2 69.3 +1.4 +1.6 -4.8 67.6 -0.7 66.9 Q2 73.1 -10.3 +9.1 -8.4 63.5 +7.6 71.1 Q2 82.6 +5.4 +33.5 -14.9	Q3 67.7 -5.6 +1.1 -6.6 56.5 -2.3 54.2 Q3 72.1 -7.0 +14.8 -8.1 71.8 +2.9 74.7 Q3 86.9 +8.5 +36.8 -25.5	Q4 33.0 -2.6 -1.0 -1.2 28.2 -3.2 25.0 Q4 21.5 -6.9 +20.5 -3.7 31.3 +1.2 32.5 Q4 18.5 +31.1 +34.7 -29.9	(JPY BN) YTD 245.8 -15.0 +8.8 -12.9 226.7 -7.1 219.6 YTD 231.4 -28.0 +57.8 -25.5 235.8 +21.3 257.1 YTD 272.5 +47.9 +125.1 -85.3

7. GFB volume by brand (vs. PY)

(BNU)

2024	Q1	Q2	Q3	Q4	YTD
Winston	50.7	53.3	55.1	50.2	209.2
Willston	+9.8%	+0.8%	+3.9%	+3.7%	+4.4%
Camel	25.7	27.7	29.0	26.2	108.6
Calllel	+10.5%	+8.5%	+6.7%	+6.3%	+7.9%
MEVIUS	10.2	11.1	11.1	10.3	42.8
WEVIOS	-5.5%	-1.6%	-2.2%	-2.0%	-2.8%
LD	10.2	11.3	11.8	10.7	44.0
LD	-5.8%	-3.7%	+3.3%	-0.8%	-1.7%

8. FX actual (vs. PY)					
2024	Q1	Q2	Q3	Q4	YTD
100JPY / USD	0.67	0.64	0.67	0.66	0.66
1003F1703D	+12.1%	+13.3%	+3.3%	+2.9%	+7.7%
100JPY / RUB	61.17	58.17	59.74	65.47	61.14
10031 17 1005	-10.1%	+1.4%	+8.9%	-4.1%	-1.1%
100JPY / GBP	0.53	0.51	0.52	0.51	0.52
10001 17 GBI	+17.0%	+14.2%	+6.0%	+6.4%	+11.0%
100JPY / EUR	0.62	0.60	0.61	0.62	0.61
10001 17 LOK	+13.4%	+12.0%	+4.2%	+2.2%	+8.0%
100JPY / CHF	0.59	0.58	0.58	0.58	0.58
10001 1 / 0111	+18.7%	+12.6%	+5.3%	+4.2%	+10.2%
100JPY / TWD	21.18	20.77	21.63	21.24	21.21
10031 17 1445	+8.4%	+7.5%	+1.3%	+1.4%	+4.6%
100JPY / PHP	37.71	37.11	38.33	38.20	37.84
10001 1 / 1 111	+9.8%	+9.1%	+0.9%	-0.7%	+4.7%

9. Key markets

Source: JT Group estimates

Total SoV and SoM are computed based on Combustibles and Heated tobacco products.

J	а	n	а	n

evolution					(BNU)
2024	Q1	Q2	Q3	Q4	YTD
Total volume	14.7	15.8	15.9	15.9	62.3
	-2.5%	-1.8%	-3.3%	-1.0%	-2.2%
Combustibles volume	12.7	13.6	13.6	13.4	53.3
	-5.5%	-4.7%	-6.1%	-4.6%	-5.3%
RRP volume	2.0	2.2	2.3	2.5	9.0
	+20.8%	+21.8%	+17.9%	+24.8%	+21.3%
HTS volume	1.6	1.7	1.9	2.1	7.3
	+34.7%	+36.3%	+28.1%	+33.8%	+33.0%

Share evolution

2024	Q1	Q2	Q3	Q4	YTD	Var.
Total SoM	41.2%	41.6%	41.2%	40.9%	41.2%	-1.5ppt
Combustibles SoM	35.5%	35.9%	35.2%	34.5%	35.3%	-2.5ppt
GFB (SoM)	24.8%	25.1%	24.7%	24.1%	24.7%	-1.7ppt
Winston (SoM)	3.3%	3.3%	3.2%	3.1%	3.2%	-0.5ppt
Camel (SoM)	6.2%	6.4%	6.3%	6.2%	6.3%	+0.1ppt
MEVIUS (SoM)	15.3%	15.4%	15.2%	14.8%	15.2%	-1.4ppt
Seven Stars (SoM)	4.5%	4.6%	4.5%	4.5%	4.5%	-0.2ppt
RRP SoM*	5.7%	5.7%	5.9%	6.5%	6.0%	+1.0ppt
HTS SoS	11.0%	11.4%	11.8%	12.6%	11.7%	+1.6ppt
Total SoV	41.4%	41.7%	41.2%	40.9%	41.3%	-1.6ppt

^{*}Data for RRP SoM reflects Heated tobacco sticks (HTS) and Infused tobacco capusles (Infused)

The Philippines

Volume evolution (BNU)								
2024	Q1	Q2	Q3	Q4	YTD			
Total volume	5.7	5.7	5.8	5.5	22.8			
	-16.4%	+6.8%	-1.3%	-7.4%	-5.3%			

Share evolution

	2024	Q1	Q2	Q3	Q4	YTD	Var.
Total SoM		49.6%	49.3%	50.1%	49.9%	49.7%	+1.2ppt
	GFB (SoM)	27.4%	27.7%	29.0%	29.7%	28.4%	+3.9ppt
	Winston (SoM)	9.3%	8.8%	8.6%	8.1%	8.7%	-2.1ppt
	Camel (SoM)	17.9%	18.8%	20.0%	20.9%	19.4%	+5.8ppt
Total SoV		47.3%	47.0%	47.8%	49.0%	47.8%	+2.9ppt

Taiwan*

Volume evolution (BNU)								
2024	Q1	Q2	Q3	Q4	YTD			
Total volume	3.5	3.4	3.5	3.3	13.7			
	-2.0%	+0.4%	-1.4%	-5.0%	-2.0%			

Share evolution

	2024	Q1	Q2	Q3	Q4	YTD	Var.
Total SoM		50.9%	50.7%	50.7%	51.8%	51.0%	+0.7ppt
	GFB (SoM)	41.4%	41.2%	41.2%	42.1%	41.5%	+0.4ppt
	Winston (SoM)	14.4%	13.7%	13.2%	13.7%	13.7%	-0.7ppt
	MEVIUS (SoM)	19.1%	19.3%	19.5%	19.5%	19.4%	+0.6ppt
	LD (SoM)	7.8%	8.2%	8.5%	8.9%	8.4%	+0.6ppt
Total SoV		54.6%	54.6%	54.4%	55.2%	54.7%	+0.6ppt

^{*}Data for SoM and SoV includes Combustibles only

taly

Volume								
	evolution						(BNU)	
		2024	Q1	Q2	Q3	Q4	YTD	
	Total volume	е	5.4	5.0	4.9	4.5	19.8	
			+12.5%	+4.0%	-3.7%	+10.2%	+5.5%	
	Combustik	oles volume	5.4	4.9	4.8	4.4	19.6	
			+11.8%	+3.5%	-3.7%	+9.2%	+4.9%	
	RRP volun	ne	0.1 +102.0%	0.1 +58.9%	0.0 -17.0%	0.0 +1,640.4%	0.2	
			+102.0%	+30.9%	-17.0%	+1,040.4%	+102.1%	
Share ev	volution							
-		2024	Q1	Q2	Q3	Q4	YTD	Var.
	Total SoM		24.0%	23.4%	23.3%	23.5%	23.5%	+0.3ppt
		GFB (SoM)	20.0%	18.8%	18.6%	18.5%	18.9%	-0.5pp
		Winston (SoM)	13.5%	12.3%	12.0%	12.0%	12.4%	-0.3pp
		Camel (SoM)	6.5%	6.5%	6.6%	6.5%	6.5%	-0.2pp
	HTS SoS	. ,	1.3%	1.5%	1.5%	1.4%	1.4%	+1.0ppt
	Total SoV		23.3%	23.0%	22.9%	23.2%	23.1%	+0.2pp
							ı	
Spain								
Volume	evolution						(BNU)	
		2024	Q1	Q2	Q3	Q4	YTD	
	Total volume	9	4.0	3.8	3.9	3.1	14.7	
			+7.1%	-7.1%	+4.3%	+6.1%	+2.1%	
Share ev	volution							
		2024	Q1	Q2	Q3	Q4	YTD	Var.
	Total SoM		27.4%	27.9%	27.6%	26.5%	27.4%	-0.5pp
		GFB (SoM)	25.5%	25.7%	25.6%	24.8%	25.4%	-0.1pp
								0.166
		Winston (SoM)	14.3%	14.1%	13.9%	13.7%	14.0%	
		Winston (SoM) Camel (SoM)	11.2%	11.6%	11.7%	11.1%	11.4%	-0.4pp
	Total SoV	, ,						-0.4pp +0.3pp
The UK	Total SoV	, ,	11.2%	11.6%	11.7%	11.1%	11.4%	-0.4pp +0.3pp
The UK Volume	Total SoV	, ,	11.2%	11.6%	11.7%	11.1%	11.4%	-0.4pp +0.3pp -0.4pp
	evolution	, ,	11.2%	11.6%	11.7%	11.1%	11.4% 27.3%	-0.4pp +0.3pp
	evolution	Camel (SoM)	11.2% 27.3%	11.6% 27.8%	11.7% 27.4%	11.1% 26.7%	11.4% 27.3% (BNU)	-0.4pp +0.3pp
	evolution	Camel (SoM)	11.2% 27.3% Q1	11.6% 27.8% Q2	11.7% 27.4% Q3	11.1% 26.7% Q4	11.4% 27.3% (BNU) YTD	-0.4pp +0.3pp
	evolution Total volume	Camel (SoM)	11.2% 27.3% Q1 3.3	11.6% 27.8% Q2 3.2	11.7% 27.4% Q3 3.3	11.1% 26.7% Q4 2.7	11.4% 27.3% (BNU) YTD 12.5	-0.4pp +0.3pp
	evolution Total volume	Camel (SoM)	11.2% 27.3% Q1 3.3 -16.1%	11.6% 27.8% Q2 3.2 -17.9%	11.7% 27.4% Q3 3.3 -12.7%	11.1% 26.7% Q4 2.7 -23.6%	11.4% 27.3% (BNU) YTD 12.5 -17.4%	-0.4pp +0.3pp
	evolution Total volume	Camel (SoM) 2024 e ples volume	11.2% 27.3% Q1 3.3 -16.1% 3.3	11.6% 27.8% Q2 3.2 -17.9% 3.1	11.7% 27.4% Q3 3.3 -12.7% 3.3	11.1% 26.7% Q4 2.7 -23.6% 2.6	(BNU) YTD 12.5 -17.4%	-0.4pp +0.3pp
	Total volume	Camel (SoM) 2024 e ples volume	11.2% 27.3% Q1 3.3 -16.1% 3.3 -16.5%	11.6% 27.8% Q2 3.2 -17.9% 3.1 -18.8%	11.7% 27.4% Q3 3.3 -12.7% 3.3 -13.6%	11.1% 26.7% Q4 2.7 -23.6% 2.6 -24.6%	(BNU) YTD 12.5 -17.4% 12.3 -18.2%	-0.4pp +0.3pp
Volume	Total volume Combustik	Camel (SoM) 2024 e ples volume	11.2% 27.3% Q1 3.3 -16.1% 3.3 -16.5% 0.1	11.6% 27.8% Q2 3.2 -17.9% 3.1 -18.8% 0.1	Q3 3.3 -12.7% 3.3 -13.6% 0.1	11.1% 26.7% Q4 2.7 -23.6% 2.6 -24.6% 0.1	(BNU) YTD 12.5 -17.4% 12.3 -18.2%	-0.4pp +0.3pp
Volume	Total volume Combustit RRP volume	Camel (SoM) 2024 e ples volume	11.2% 27.3% Q1 3.3 -16.1% 3.3 -16.5% 0.1	11.6% 27.8% Q2 3.2 -17.9% 3.1 -18.8% 0.1	Q3 3.3 -12.7% 3.3 -13.6% 0.1	11.1% 26.7% Q4 2.7 -23.6% 2.6 -24.6% 0.1	(BNU) YTD 12.5 -17.4% 12.3 -18.2%	-0.4pp +0.3pp
Volume	Total volume Combustit RRP volume	Camel (SoM) 2024 e ples volume ne	11.2% 27.3% Q1 3.3 -16.1% 3.3 -16.5% 0.1 +21.5%	11.6% 27.8% Q2 3.2 -17.9% 3.1 -18.8% 0.1 +53.7%	11.7% 27.4% Q3 3.3 -12.7% 3.3 -13.6% 0.1 +54.6%	11.1% 26.7% Q4 2.7 -23.6% 2.6 -24.6% 0.1 +35.0%	11.4% 27.3% (BNU) YTD 12.5 -17.4% 12.3 -18.2% 0.3 +41.0% YTD 43.1%	-0.4pp +0.3pp -0.4pp
Volume	Total volume Combustite RRP volume volution Total SoM	Camel (SoM) 2024 e ples volume ne 2024 GFB (SoM)	11.2% 27.3% Q1 3.3 -16.1% 3.3 -16.5% 0.1 +21.5% Q1 43.2% 0.1%	11.6% 27.8% Q2 3.2 -17.9% 3.1 -18.8% 0.1 +53.7% Q2 42.9% 0.1%	Q3 3.3 -12.7% 3.3 -13.6% 0.1 +54.6% Q3 43.0% 0.1%	11.1% 26.7% Q4 2.7 -23.6% 2.6 -24.6% 0.1 +35.0% Q4 43.3% 0.1%	(BNU) YTD 12.5 -17.4% 12.3 -18.2% 0.3 +41.0% YTD 43.1% 0.1%	-0.4pp +0.3pp -0.4pp -0.4pp -0.4pp
Volume	Total volume Combustite RRP volume volution Total SoM	Camel (SoM) 2024 e poles volume ne 2024 GFB (SoM) Amber Leaf (SoM)	11.2% 27.3% Q1 3.3 -16.1% 3.3 -16.5% 0.1 +21.5% Q1 43.2% 0.1% 9.7%	11.6% 27.8% Q2 3.2 -17.9% 3.1 -18.8% 0.1 +53.7% Q2 42.9% 0.1% 9.5%	Q3 3.3 -12.7% 3.3 -13.6% 0.1 +54.6% Q3 43.0% 0.1% 9.4%	11.1% 26.7% Q4 2.7 -23.6% 2.6 -24.6% 0.1 +35.0% Q4 43.3% 0.1% 9.1%	(BNU) YTD 12.5 -17.4% 12.3 -18.2% 0.3 +41.0% YTD 43.1% 0.1% 9.4%	-0.4pp +0.3pp -0.4pp -0.4pp -0.4pp -0.4pp -0.11pp -0.0pp -0.6pp
Volume	Total volume Combustit RRP volume volution Total SoM	Camel (SoM) 2024 e ples volume ne 2024 GFB (SoM) Amber Leaf (SoM) Sterling (SoM)	11.2% 27.3% Q1 3.3 -16.1% 3.3 -16.5% 0.1 +21.5% Q1 43.2% 0.1% 9.7% 11.3%	11.6% 27.8% Q2 3.2 -17.9% 3.1 -18.8% 0.1 +53.7% Q2 42.9% 0.1% 9.5% 11.1%	Q3 3.3 -12.7% 3.3 -13.6% 0.1 +54.6% Q3 43.0% 0.1% 9.4% 11.0%	11.1% 26.7% Q4 2.7 -23.6% 2.6 -24.6% 0.1 +35.0% Q4 43.3% 0.1% 9.1% 10.8%	(BNU) YTD 12.5 -17.4% 12.3 -18.2% 0.3 +41.0% YTD 43.1% 0.1% 9.4% 11.1%	-0.4pp +0.3pp -0.4pp -0.4pp -0.4pp -1.1pp -0.0pp -0.6pp -1.2pp
Volume	evolution Total volume Combustite RRP volume volution Total SoM	Camel (SoM) 2024 e poles volume ne 2024 GFB (SoM) Amber Leaf (SoM)	11.2% 27.3% Q1 3.3 -16.1% 3.3 -16.5% 0.1 +21.5% Q1 43.2% 0.1% 9.7% 11.3% 11.8%	11.6% 27.8% Q2 3.2 -17.9% 3.1 -18.8% 0.1 +53.7% Q2 42.9% 0.1% 9.5% 11.1% 12.0%	Q3 3.3 -12.7% 3.3 -13.6% 0.1 +54.6% Q3 43.0% 0.1% 9.4% 11.0% 12.1%	11.1% 26.7% Q4 2.7 -23.6% 2.6 -24.6% 0.1 +35.0% Q4 43.3% 0.1% 9.1%	11.4% 27.3% (BNU) YTD 12.5 -17.4% 12.3 -18.2% 0.3 +41.0% YTD 43.1% 0.1% 9.4% 11.1% 12.0%	-0.4pp +0.3pp -0.4pp -0.4pp -0.4pp -1.1pp -0.0pp -0.6pp -1.2pp +0.2pp
Volume	Total volume Combustit RRP volume volution Total SoM	Camel (SoM) 2024 e ples volume ne 2024 GFB (SoM) Amber Leaf (SoM) Sterling (SoM)	11.2% 27.3% Q1 3.3 -16.1% 3.3 -16.5% 0.1 +21.5% Q1 43.2% 0.1% 9.7% 11.3%	11.6% 27.8% Q2 3.2 -17.9% 3.1 -18.8% 0.1 +53.7% Q2 42.9% 0.1% 9.5% 11.1%	Q3 3.3 -12.7% 3.3 -13.6% 0.1 +54.6% Q3 43.0% 0.1% 9.4% 11.0%	11.1% 26.7% Q4 2.7 -23.6% 2.6 -24.6% 0.1 +35.0% Q4 43.3% 0.1% 9.1% 10.8%	(BNU) YTD 12.5 -17.4% 12.3 -18.2% 0.3 +41.0% YTD 43.1% 0.1% 9.4% 11.1%	-0.4pp +0.3pp -0.4pp -0.4pp -0.4pp -1.1pp -0.0pp -0.6pp -1.2pp

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Volume evolution (BNU)								
2024	Q1	Q2	Q3	Q4	YTD			
Total volume	1.7	1.9	2.1	2.0	7.7			
	-2.6%	-1.9%	+2.2%	+7.3%	+1.3%			

Share evolution

	2024	Q1	Q2	Q3	Q4	YTD	Var.
Total SoM		25.8%	25.9%	26.7%	25.6%	26.0%	-0.9ppt
	GFB (SoM)	17.2%	17.7%	18.7%	18.6%	18.1%	+0.6ppt
	Winston (SoM)	10.6%	10.9%	12.0%	12.1%	11.4%	-0.0ppt
	Camel (SoM)	6.5%	6.8%	6.7%	6.4%	6.6%	+0.8ppt
Total SoV		26.7%	26.8%	27 5%	26.7%	26.9%	-0.8nnt

Russia

Volume evolution (BNU								
2024	Q1	Q2	Q3	Q4	YTD			
Total volume	18.5	21.2	21.8	19.3	80.8			
	+5.3%	+6.1%	+3.6%	+3.4%	+4.6%			

Share evolution

	2024	Q1	Q2	Q3	Q4	YTD	Var.
Total SoM		37.1%	37.5%	38.0%	36.8%	37.4%	-0.1ppt
	GFB (SoM)	29.8%	30.2%	30.7%	29.7%	30.1%	+0.8ppt
	Winston (SoM)	13.5%	14.0%	14.2%	13.9%	13.9%	+1.1ppt
	Camel (SoM)	8.8%	9.0%	9.3%	9.1%	9.1%	+0.3ppt
	LD (SoM)	7.3%	7.2%	7.1%	6.6%	7.0%	-0.6ppt
Total SoV		38.8%	39.0%	39.8%	38.5%	39.1%	+0.4ppt

Turkey*

Volume evolution

(BNU)

2024	Q1	Q2	Q3	Q4	YTD
Total volume	8.9	10.2	10.4	10.3	39.8
	+23.1%	-5.4%	+11.0%	+14.7%	+9.5%

Share evolution

	2024	Q1	Q2	Q3	Q4	YTD	Var.
Total SoM		27.3%	27.4%	27.7%	28.0%	27.6%	+0.2ppt
	GFB (SoM)	24.8%	24.7%	25.1%	25.4%	25.0%	-0.2ppt
	Winston (SoM)	17.0%	17.2%	17.6%	17.9%	17.4%	+0.4ppt
	Camel (SoM)	5.7%	5.5%	5.5%	5.4%	5.5%	-0.6ppt
	LD (SoM)	2.1%	2.0%	2.1%	2.1%	2.1%	-0.0ppt
Total SoV		26.4%	26.5%	26.7%	27.0%	26.7%	+0.3ppt

^{*}Data for SoM and SoV includes Combustibles only

Pharmaceutical Business Clinical Development as of February 13, 2025

<In-house development>

Code (Generic Name)	Potential Indication/Dosage form	Mechanism		Phase (Region)	Origin	Note
JTE-052 (delgocitinib)	Autoimmune/allergic diseases /Oral, Topical	JAK inhibitor	Suppresses overactive immune response via inhibition of Janus kinase (JAK) related to immune signal.	Phase1 (Japan)	In-house	
JTE-051	Autoimmune/allergic diseases /Oral	Interleukin-2 inducible T cell kinase inhibitor	Suppresses overactive immune response via inhibition of the signal to activate T cells related to immune response.	Phase2(Japan)	In-house	
				Phase2 (Overseas)		
JTT-662	Type 2 diabetes mellitus /Oral	SGLT1 inhibitor	Suppresses postprandial hyperglycemia and normalizes blood glucose level via inhibition of SGLT1.	Phase1 (Overseas)	In-house	
JTT-861	Chronic heart failure /Oral	PDHK inhibitor	Improves cardiac function by activation of pyruvate dehydrogenase (PDH) related to carbohydrate metabolism.	Phase2 (Overseas)	In-house	
JTE-061 (tapinarof)	Atopic dermatitis (pediatric) /Topical	AhR modulator	Suppresses skin inflammation via activation of the aryl hydrocarbon receptor (AhR)	Phase3 (Japan)	In-license	In-license from Dermavant Sciences GmbH, an Organon Company Co-development with Torii
JTC-064	Neurodegenerative disease /Oral	PDHK inhibitor	Improves metabolic abnormalities by activation of pyruvate dehydrogenase (PDH)	Phase1 (Overseas)	In-house	
JTV-161	Pulmonary arterial hypertension /Oral	Pim-1 inhibitor	Suppresses pulmonary vascular cell proliferation by inhibiting Pim-1	Phase1 (Overseas)	In-house	
JTE-162	Autoinflammatory/ Autoimmune diseases /Oral	NLRP3 inhibitor	Suppresses immune response by inhibition of NLRP3 inflammasome	Phase1 (Overseas)	In-house	
JTV-261	Thrombosis /Oral	PLD1/2 inhibitor	Suppresses shear-dependent platelet aggregation by inhibiting PLD1/2	Phase1 (Japan)	In-house	
JTC-262	Neurodegenerative disease /Oral	NLRP3 inhibitor	Suppresses immune response by inhibition of NLRP3 inflammasome	Phase1 (Overseas)	In-house	
JTV-263	Peripheral artery disease /Oral	H-PGDS inhibitor	Improve blood flow in ischemic lower extremities by inhibiting H-PGDS	Phase1 (Overseas)	In-house	

Clinical trial phase presented above is based on the first dose.

We are also conducting additional studies to examine the potential for use in additional dosage forms.

<Licensed compounds>

Compound (JT's code)	Licensee	Mechanism		Note
trametinib	Novartis	MEK inhibitor	Inhibits cellular growth by specifically inhibiting the activity of MAPK/ERK pathway.	
delgocitinib	LEO Pharma ROHTO Pharmaceutical	JAK inhibitor	Suppresses overactive immune response via inhibition of Janus kinase (JAK) related to immune signal.	
enarodustat	JW Pharmaceutical Salubris		Increases red blood cells by stimulating production of erythropoietin, an erythropoiesis-stimulating hormone, via inhibition of HIF-PH.	

No updates since the previous announcement on October 31, 2024 $\,$

Definitions

Terms	Definitions		
Revenue	Revenue excluding tobacco excise taxes and revenue from agent transactions.		
Core revenue at constant FX	The sum of revenues in the pharmaceutical business, processed food business, and others, as well as the core revenue in the tobacco business, which is computed using the same foreign exchange rates as in the equivalent period in the previous fiscal year. Results at constant FX are provided additionally and are not an alternative to financial reporting under International Financial Reporting Standards (IFRS).		
Adjusted operating profit (AOP)	Operating profit + amortization cost of acquired intangibles arising from business acquisitions + adjusted items (income and costs) * *Adjusted items (income and costs) = impairment losses on goodwill ± restructuring income and costs ± others		
~ at constant FX	Constant FX is computed using the same foreign exchange rates as in the equivalent period in the previous fiscal year for the tobacco business. Results at constant FX are provided additionally and are not an alternative to financial reporting under International Financial Reporting Standards (IFRS).		
Profit	Profit attributable to owners of the parent company.		
Core revenue	Core revenue includes all revenue excluding those from distribution, contract manufacturing and other peripheral businesses.		
RRP-related revenue	Reduced-Risk Products (RRP)-related revenue, as a part of core revenue, represents all the sale of RRP, principally consumables, devices and the related accessories.		
Combustibles	Combustibles include all tobacco products excluding contract-manufactured products, waterpipe, heated tobacco products, oral and E-Vapor.		
Cigarettes	Also known as Ready-Made-Cigarettes (RMC)		
Fine cut tobacco (FCT)	Loose tobacco products also known as rolling tobacco. These can be used for both RYO (roll-your-own) cigarettes, i.e., using rolling papers, and MYO (make-your-own) cigarettes, i.e., by filling a filter tube with cut tobacco.		
Cigarillo	Products rolled in tobacco-based paper with a similar format to ready-made cigarettes and classified as "cigars" under the Tobacco Business Act of Japan.		
Reduced-Risk Products (RRP)	Products with the potential to reduce the risks associated with smoking. In JT's portfolio, these products include heated tobacco sticks (HTS), infused tobacco capsules (Infused), E-Vapor and Oral.		
Heated tobacco products (HTP)	Products that contain tobacco leaf and create a tobacco-enriched vapor by heating electronically the tobacco, either directly or indirectly, without any combustion.		

Heated tobacco sticks (HTS)	High temperature heated tobacco products. One stick is equivalent to a stick of cigarettes.
Infused tobacco capsules (Infused)	Low temperature heated tobacco products. One pack of consumables is equivalent to 20 sticks of cigarettes.
E-Vapor	Products which consumers use by heating electronically a nicotine based liquid that contains no tobacco leaf. One closed tank capsule is equivalent to 20 sticks of cigarettes. A 10ml open tank refill is equivalent to 100 sticks of cigarettes.
Oral	Products delivering nicotine in the form of a closed pouch. These pouches can contain tobacco and are known as snus. Without tobacco, these consumables are referred to as nicotine pouches. To deliver nicotine and flavor, these pouches are inserted between the consumer's lip and gum. One snus or nicotine pouch is equivalent to a stick of cigarettes.
GFB (Global Flagship Brands)	GFB includes four Brands namely Winston, Camel, MEVIUS and LD
Total volume	The volume of tobacco-based products which excludes contract-manufactured products, waterpipe, RRP devices and related accessories.
Combustibles volume	The shipment volume of combustibles which excludes contract-manufactured products, snus, waterpipe, heated tobacco products and E-Vapor.
GFB volume	GFB (Global Flagship Brands) volume is the volume of GFB combustibles and GFB snus products which are Winston, Camel, MEVIUS and LD.
RRP volume	Reduced-Risk Products (RRP) sales volume in cigarette-stick equivalent. This excludes RRP devices, RRP related accessories, etc.
Ploom volume	Sales volume of Ploom heated tobacco sticks (HTS). This excludes Ploom devices, Ploom related accessories, etc.
Share of Value (SoV)	Share of total retail value of the market, which is computed by multiplying volume and tax-included retail sales price.
Total tobacco industry volume	Industry volume by number of sticks based on internal estimates.
Combustibles industry volume	Industry volume of combustibles by number of sticks based on internal estimates.
RRP industry volume	Industry volume of Reduced-Risk Products (RRP) by number of sticks based on internal estimates.

Clusters	The JT Group's tobacco markets are divided into three distinctive clusters: Asia, Western Europe, EMA. Please note that these three clusters are specifically designed to provide insight into our business for guidance purposes only and do not reflect the JT Group's management structure. • Asia cluster includes the tobacco regions of Japan and Asia Pacific • EMA cluster includes the tobacco regions of Eastern Europe, MENEAT, Americas and Global Travel Retail	
Global Travel Retail (GTR)	Global Travel Retail is the new denomination reflecting the combination of the duty-free markets from the previous Japanese-domestic tobacco and international tobacco businesses. The performance of these markets is included in the EMA cluster.	
Liquidity	Cash and deposits + marketable securities + securities purchased under repurchase agreements	
Interest-bearing debt	Short-term bank loans + commercial papers + bonds + long-term borrowings	
Free cash flow (FCF)	 The sum of cash flows from operating activities and investing activities, excluding the following items: From operating CF: Depreciation from lease transactions, interest received, dividends received, interest paid and income taxes related to these items excluding lease transactions, and other items From investing CF: Purchase of investment securities (both short-term and long-term) payments into time deposits, proceeds from sale or redemption of investment securities (both short-term and long-term), proceeds from withdrawal of time deposits and othe investing activities not for business operation purposes" 	

Additional definitions are provided at https://www.jt.com/media/glossary/index.html

Japan Tobacco Inc. (JT) is a global company headquartered in Tokyo, Japan. It is listed on the primary section of the Tokyo Stock Exchange (ticker: 2914.T). JT Group has approximately 53,000 employees and 62 factories worldwide, operating in three business segments: tobacco, pharmaceutical, and processed food. Within the tobacco business, the largest segment, products are sold in over 130 markets and its flagship brands include Winston, Camel, MEVIUS, and LD. The Group is committed to investing in Reduced-Risk Products and markets its heated tobacco products under its Ploom brand. Consumers, shareholders, employees, and society are the four stakeholder groups (4S) at the heart of all of JT Group's activities. Inspired by its "Fulfilling Moment, Enriching Life" purpose, the Group aims to ensure sustainable and valuable contributions to its stakeholders over the long term. In addition to our three business segments, this goal is also supported by D-LAB, the JT Group's corporate R&D initiative, set up to search and create added-value business opportunities. For more information, visit https://www.it.com/.

FORWARD-LOOKING STATEMENTS

This document contains forward-looking statements. These statements appear in a number of places in this document and include statements regarding the intent, belief, or current and future expectations of our management with respect to our business, financial condition and results of operations. In some cases, you can identify forward-looking statements by terms such as "may", "will", "should", "would", "expect", "intend", "project", "plan", "aim", "seek", "target", "anticipate", "believe", "estimate", "predict", "potential" or the negative of these terms or other similar terminology. These statements are not guarantees of future performance and are subject to various risks and uncertainties. Actual results, performance or achievements, or those of the industries in which we operate, may differ materially from any future results, performance or achievements expressed or implied by these forward-looking statements. In addition, these forward-looking statements are necessarily dependent upon assumptions, estimates and data that may be incorrect or imprecise and involve known and unknown risks and uncertainties. Forward-looking statements regarding operating results are particularly subject to a variety of assumptions, some or all of which may not be realized.

Risks, uncertainties or other factors that could cause actual results to differ materially from those expressed in any forward-looking statement include, without limitation:

- (1) increase in awareness of health concerns related to smoking;
- regulatory developments; including, without limitation, tax increases and restrictions on sales, marketing, packaging, labeling and use of tobacco products, privately imposed restrictions and governmental investigations;
- (3) litigation around the world alleging adverse health and financial effects resulting from, or relating to, tobacco products;
- (4) our ability to further diversify our business beyond the traditional tobacco industry;
- our ability to successfully expand internationally and make investments outside Japan;
- (6) competition, changing consumer preferences and behavior;
- our ability to manage impacts derived from business diversification or business expansion;
- (8) economic, regulatory and political changes, such as nationalization, terrorism, wars and civil unrest, in countries in which we operate;
- (9) fluctuations in foreign exchange rates and the costs of raw materials; and
- (10) catastrophes, including natural disasters.

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