

## The JT Group's History

Centered on the value of “fulfilling moments,” the JT Group has continued to evolve its business and organizational structure while addressing changes in the times and the external environment.

From a focus primarily on the domestic market to a business that encompasses the world stage, we remain committed to a process of continuous change and the creation of even greater value through new products and services.

Guided by the JT Group Purpose, we will work diligently toward our sustainable growth while expanding the value we provide to stakeholders going forward.

This page summarizes the major milestones throughout our ongoing history.

For more details on the background behind our transformation and the management decisions made, please refer to the special feature, “Turning change into strength, the JT Group continues to evolve.”

### Origin of the JT Group and its vision for the future

**Identifying the value of “fulfilling moments,” which later became the JT Group Purpose**

1949

The founding of Japan Tobacco and Salt Public Corporation

1968

**The New “43” Long-term Business Plan**

The tobacco business is unique in its purpose of affording, in the brief moment of a puff, a broad range of multifaceted effects on the delicate human senses and psychology, to help alleviate the stress of daily life and offer rich delight.

### Initiatives aimed at promoting growth triggered by incorporation

**Expansion of options through incorporation**

1985

The founding of Japan Tobacco Inc. (incorporation)

JT establishes its pharmaceutical and processed food businesses

**Mission: “A marketing company that creates moments of pleasure”**

1990

### Taking on the challenge of globalization

**JT establishes a management foundation geared toward global growth**

1994

**JT sets “Pursue the 4S model” as its management principle**

JT joins the Tokyo Stock Exchange

1996

**JT Management Vision ‘96**

A new concept “delight,” encompassing moments of discovery, surprise, and joy in a wide range of encounters

1998

JT acquires a majority stake in Torii Pharmaceutical Co., Ltd.

1999

JT acquires the non-U.S. tobacco business of RJR Nabisco Inc. Turning point in the Company's management foundation expansion and efforts to accelerate global growth

[See Details](#) [Special feature \(P. 12\)](#)

2000

### Significant strides toward becoming a global manufacturer

**Commitment to expanding the Group's global business and sustainable growth**

2002

**Announcement of a new JT branding statement**

Offering our stakeholders the unique added value of irreplaceable delight, surprise, and joy through our entire operation. In following through on this promise, we work to be irreplaceable to society at large

2003

**Execution of “JT PLAN-V”**

Reforms aimed at further strengthening the Company's management structure with a focus on profit growth

[See Details](#) [Special feature \(P. 12\)](#)

2007

JT acquires Gallaher Group Plc (U.K.)

2008

**Announcement of JT-11**

Long-term vision: A growing global company providing diverse value unique to the JT Group

JT acquires a majority stake in Katokichi Co., Ltd. (currently TableMark Co., Ltd.) and Fuji Foods Corporation

2010

### Changes in the business environment and emergence of new product categories

**Taking up the challenge of entering new frontiers and strengthening the business foundation in emerging markets**

**2012-2015 International tobacco business**

Acquisitions (waterpipe, E-Vapor, etc.) designed to strengthen the product portfolio, including new product categories

**2016-2018 International tobacco business**

Acquisitions designed to further expand the geographic scope of the Group's operations (Ethiopia, the Philippines, Indonesia, Russia, Bangladesh, etc.)

2016

JT introduces “Ploom TECH” (Japan)

2020

### Start of the Group's development based on the JT Group Purpose

2020

Launch of the corporate R&D organization, D-LAB

2021

JT introduces “Ploom X” heated products (Japan)

2022

**Consolidation of the domestic and international tobacco businesses into a single “One Team” structure**

Strengthening the tobacco business operating model to enhance competitiveness and future profitability in new growth fields

[See Details](#) [Special feature \(P. 12\)](#)

2023

**Establishment of the JT Group Purpose: “Fulfilling Moments, Enriching Life”**

Clarification of the JT Group's core value proposition: “fulfilling moments”

[See Details](#) [Special feature \(P. 12\)](#)

2025

JT introduces “Ploom AURA” heated products (Japan)

Transfer of the pharmaceutical business and the shares in Torii Pharmaceutical Co., Ltd.

JT Group Purpose

Fulfilling Moments,  
Enriching Life