

Value Creation Process

The JT Group will aim to realize the JT Group Purpose in accordance with the 4S model, based on the belief that people’s lives and corporate activities can only be sustainable if the natural environment and society are sustainable.

- Leveraging the JT Group’s strengths that we have built from the capital derived from nature and society, we will create new value through our business activities by pursuing the JT Group Materiality.
- By working together with various stakeholders and partners to create such value, we will contribute to the creation of a society in which each individual can experience more “fulfilling moments.”
- Harnessing the new capital gained from this process to promote further value creation, the JT Group will grow sustainably together with nature and society.

JT Group Purpose Fulfilling Moments, Enriching Life

Nurturing “fulfilling moments” within society through collaborations with various stakeholders/partners

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, continuously working to exceed their expectations.

Our core capitals and strengths






Strengths cultivated from capital received from nature and society

Financial capital (Profit, capital, cash flow)	Solid financial base
Intellectual capital (Intellectual property, brand equity)	
Human capital (Our workforce)	Superior brand equity
Natural capital (Water, soil)	
Manufacturing capital (Manufacturing sites)	Diverse workforce
Social and relationship capital (Business footprint, growers, suppliers, etc.)	

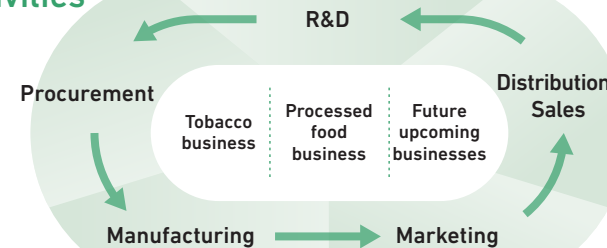
Activities to actualize the JT Group Purpose

Our business activities aimed at realizing a society in which everyone feels fulfilled

JT Group Materiality

 Living with the planet	 Value creation that exceeds consumer expectations	 Investing in our people and supporting their growth	 Responsible supply chain management	 Good governance
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Business Activities



Additional capitals

- Expanded business areas in which we operate as a trusted actor
- Enhanced diverse workforce through deepened collaborative activities

 Consumers
Offering “fulfilling moments” through products and services exceeding consumers’ expectations
 Shareholders
Medium- and long-term profit growth and improvement of shareholder returns
 Society
Contribution to the realization of a sustainable environment and society
 Employees
Respecting individual values and providing opportunities for growth suited to the individual