

Tobacco Business Data

● Total shipment volume (by cluster)

(BnU)

	FY2022	FY2023	FY2024	FY2025
Total	527.3	540.1	552.9	577.8
Asia	127.4	127.8	127.3	128.0
Western Europe	108.9	103.8	101.0	97.1
EMA	290.9	308.5	324.6	352.7

● GFB shipment volume (by brand)

(BnU)

	FY2022	FY2023	FY2024	FY2025
GFB Total	362.4	389.8	404.7	415.8
Winston	185.4	200.3	209.2	219.5
Camel	85.7	100.7	108.6	113.3
MEVIUS	44.7	44.0	42.8	40.9
LD	46.6	44.8	44.0	42.2

● Market share in key markets (12 month average)

	FY2022	FY2023	FY2024	FY2025
Japan	42.4%	42.8%	41.2%	40.8%
The Philippines	37.1%	42.4%	49.7%	49.0%
Taiwan	48.9%	50.3%	51.0%	53.0%
Italy	27.4%	23.2%	23.5%	23.8%
Spain	28.5%	27.9%	27.4%	27.8%
The U.K.	45.1%	43.7%	43.1%	43.7%
Romania	29.5%	27.4%	26.0%	26.4%
Russia	36.6%	37.4%	37.4%	36.9%
Turkey	27.8%	26.9%	27.6%	31.1%

● Composition ratio by cluster

	FY2022		FY2023		FY2024		FY2025	
	Core Revenue	Adjusted Operating Profit	Core Revenue	Adjusted Operating Profit	Core Revenue	Adjusted Operating Profit	Core Revenue	Adjusted Operating Profit
Asia	34.8%	35.5%	32.2%	32.8%	28.9%	27.7%	27.1%	23.6%
Western Europe	23.3%	29.1%	24.3%	30.9%	24.8%	32.5%	23.1%	29.2%
EMA	42.0%	35.4%	43.5%	36.3%	46.3%	39.8%	49.8%	47.3%

● Tobacco business: breakdown of core revenue by cluster (FY2024 vs. FY2025)

(Billions of yen)

	Asia	Western Europe	EMA	Total
2024	802.3	688.9	1,287.4	2,778.6
Volume	+1.1	-33.5	+140.6	+108.1
Price/Mix	+61.5	+62.0	+175.2	+298.8
2025@PY	865.0	717.4	1,603.1	3,185.5
FX	-0.8	+18.2	-18.5	-1.1
2025	864.2	735.6	1,584.6	3,184.4

● Breakdown of adjusted operating profit by cluster (FY2024 vs. FY2025)

(Billions of yen)

	Asia	Western Europe	EMA	Total
2024	219.6	257.1	315.0	791.8
Volume	-17.6	-26.3	+96.5	+52.5
Price/Mix	+56.1	+61.0	+180.4	+297.5
Other	-23.7	-20.8	-119.8	-164.3
2025@PY	234.4	271.0	472.1	977.5
FX	-9.8	+6.6	-22.1	-25.3
2025	224.6	277.6	450.0	952.2

Notes: 1. Source: JT Group estimates

2. Total SoM and SoV are computed based on Combustibles (excluding waterpipe, pipe tobacco, and cigars), Heated Products and Infused.