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**FOR IMMEDIATE RELEASE**

Tokyo, November 29, 2016

**JT Announces JTI's Chief Executive Officer Succession Plan**

Japan Tobacco Inc. (JT) (TSE: 2914) has today announced the succession plan for *President and Chief Executive Officer* of JTI (Japan Tobacco International).

**New President and Chief Executive Officer (As of April 1, 2017)**

Eddy Pirard, Belgian national, age 54

◆ **Current Position**

Executive Vice President,  
Business Development, Corporate Affairs and Corporate Communications

◆ **Career at JTI**

February 2014	Executive Vice President, Business Development, Corporate Affairs and Corporate Communications
January 2010	Regional President, Western Europe, JTI
May 2007	Regional President, UK and Ireland Region, JTI
September 2004	Managing Director, OTP Division, Gallaher Group Plc.
October 2002	Managing Director, Cigar Division, Gallaher Group Plc.

※ Thomas A. McCoy will be retiring on 31 March 2017

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*Japan Tobacco Inc. is a leading international tobacco company. Its products are sold in over 120 countries and its globally recognized brands include Winston, Camel, Mevius, LD and Natural American Spirit. With diversified operations, JT is also actively present in pharmaceuticals and processed foods. The company's revenue was ¥2.253 trillion (US\$18,679 million(\*)) in the fiscal year ended December 31, 2015.*

*\*Translated at the rate of ¥120.61 per \$1, as of December 31, 2015*

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## **MEDIA INFORMATION**

For immediate release



### **JTI Announces Chief Executive Officer Succession Plan** ***Eddy Pirard will succeed Thomas A. McCoy***

**Geneva, November 29, 2016** – JTI (Japan Tobacco International) today announced that Thomas A. McCoy, President and Chief Executive Officer, will be retiring on 31 March 2017 and that Eddy Pirard, currently Executive Vice President, Business Development, Corporate Affairs and Corporate Communications will succeed Mr. McCoy as President and Chief Executive Officer as of April 1, 2017.

Mitsuomi Koizumi, President and CEO of Japan Tobacco (JT), parent company of JTI said: “We would like to thank Mr. McCoy for his unfaltering dedication these last three years and his tremendous contribution in making JTI the growth engine of the JT Group. Under the combined leadership of Messrs. McCoy and Pirard, JTI was able to grow the tobacco business both organically and through acquisitions as well as position itself as a major emerging products player. We are delighted to continue working with Mr. Pirard and maximize on the significant achievements to date.”

Eddy Pirard, 54, a Belgian national, was appointed Executive Vice President for Business Development, Corporate Affairs and Corporate Communications in 2014 following his role as Regional President for Western Europe. Mr. Pirard joined Gallaher Group Plc in January 1998.

Mr. McCoy, a US citizen, was appointed President and CEO in December 2013 and Chief Operating Officer in October 2005. Following a number of senior positions in RJ Reynolds, he played an important role in helping lay the foundations of JTI.

Mr. McCoy said: “After 17 years at JTI and 15 years at RJ Reynolds, the time has come for me to retire, and to hand over the keys of this extraordinary company to Eddy, who will take it into the next era of commercial success. Eddy’s broad experience in the tobacco business and M&A accomplishments demonstrate that he has the vision and ability to continue to drive the business forward. Following his role as Regional President for Western Europe,

where he achieved steady growth in a large and challenging region, Eddy has more recently led all our M&A activities across the world, including the acquisition of Natural American Spirit outside the US and an equity stake in NTE in Ethiopia. He has also forged ahead our journey into the innovative emerging products business with acquisitions such as Logic and E-Lites.”

“I wish to thank the JT senior management team for having given me the opportunity to lead this company over the last three years, and my JTI Executive Committee colleagues and other employees for their remarkable devotion in making JTI the fastest growing tobacco company for the last six years” Mr. McCoy added.

Mr. Pirard concluded: “I am very grateful for the trust that JT is giving me and for all of Tom’s encouragement. We have a shared vision and a passion for the company and I hope, together with my esteemed colleagues, to continue to build on our achievements and successes in the future”.

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JTI, a member of the Japan Tobacco Group of Companies, is a leading international tobacco manufacturer. It markets global brands such as Winston, Camel, Mevius and LD. JTI is a global player in the e-cigarette market with E-Lites and Logic, and has been present in the heated tobacco sector with Ploom since 2011. Headquartered in Geneva, Switzerland, and with operations in more than 120 countries, JTI employs around 26,000 employees worldwide. Its core revenue in the fiscal year ended December 31, 2015, was USD 10.3 billion. For more information, visit [www.jti.com](http://www.jti.com).