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## **FOR IMMEDIATE RELEASE**

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### **JT receives approval to amend retail prices of certain tobacco products in Japan**

**Japan Tobacco Inc. (JT) (TSE: 2914)** announced today that it has received approval from the Minister of Finance to amend retail prices of all six products of the former third class cigarettes<sup>1</sup> including the Wakaba and Echo brands. The approval follows an application by the Company on January 27, 2017.

#### **1. Schedule of retail price amendment**

The retail price amendment will take effect on April 1, 2017.

#### **2. Financial impact**

The JT Group's consolidated financial forecasts for the FY2017, which were announced on February 6, 2017, incorporated the effects of this retail price amendment. Accordingly, this announcement has no financial impact on the consolidated financial forecasts.

The Company is committed to continuously improving quality and services to better satisfy consumers.

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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 ¥2.143 trillion (US\$19,703 million<sup>(\*)</sup>) in the fiscal year ended December 31, 2016.*

*\*Translated at the rate of ¥108.78 per \$1*

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<sup>1</sup> Details of the retail price amendment are shown in the Appendix

**(Appendix)**

Name	Tar	Nicotine	Sticks /pack	Current Price	New Price
Wakaba	19mg	1.4mg	20	¥290	¥320
Echo	15mg	1.0mg	20	¥280	¥310
Uruma	17mg	1.2mg	20	¥290	¥320
Violet	17mg	1.2mg	20	¥280	¥310
Shinsei	15mg	1.0mg	20	¥280	¥310
Golden Bat	15mg	1.0mg	20	¥260	¥290