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FOR IMMEDIATE RELEASE

Tokyo, February 20, 2018

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 cigarettes¹ including the Wakaba and Echo brands. The approval follows an application by the Company on January 25, 2018.

1. Schedule of retail price amendment

The retail price amendment will take effect on April 1, 2018.

2. Financial impact

The JT Group's consolidated financial forecasts for the FY2018, which were announced on February 6, 2018, incorporated the effects of this retail price amendment.

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 with operations in more than 120 countries. With close to 60,000 employees, it manufactures and sells some of the world's best-known brands including Winston, Camel, MEVIUS, LD and Natural American Spirit. The JT Group is committed to investing in Reduced-Risk Products (RRP) and currently markets Ploom TECH, its tobacco vapor product, and various e-cigarette products under the Logic brand. The Group is also present in the pharmaceutical and processed food businesses. For more information, visit <https://www.jt.com/>.

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¹ 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	¥320	¥360
Echo	15mg	1.0mg	20	¥310	¥350
Uruma*	17mg	1.2mg	20	¥320	¥360
Violet*	17mg	1.2mg	20	¥310	¥350
Shinsei	15mg	1.0mg	20	¥310	¥350
Golden Bat	15mg	1.0mg	20	¥290	¥330

*Limited brands in Okinawa prefecture