



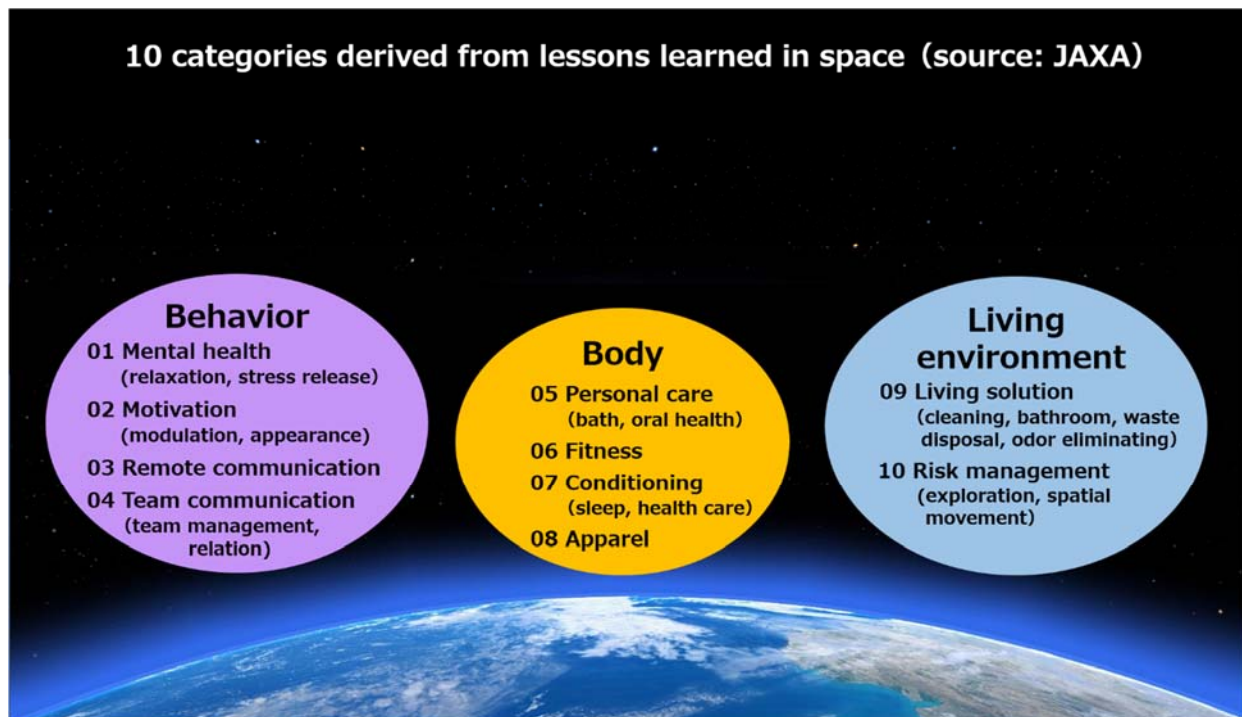
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JT participates in JAXA's "THINK SPACE LIFE" platform, aiming to explore and create moments of pleasure

Japan Tobacco Inc. (JT) (TSE:2914) announces that it participates as an incubation partner in the "THINK SPACE LIFE" platform launched by Japan Aerospace Exploration (JAXA), through which JT aims to explore and create moments of pleasure from an outer space perspective. The "THINK SPACE LIFE" platform is part of the "JAXA Space Innovation through Partnership and Co-creation (J-SPARC)" program.

The purpose of the "THINK SPACE LIFE" platform is to improve life both in space and on Earth and to create new space housewares and solutions using lessons, challenges and needs learned in space. JT, together with a wide range of corporations, research institutions and creators, aims to create housewares and services that are necessary to spend moments of pleasure both in space and on Earth at this platform.



Incubation activities as part of the “THINK SPACE LIFE” platform

1. Organize brainstorming workshops

JT facilitates brainstorming workshops on July 22, August 12 and August 28. Participants explore moments of pleasure both in space and on Earth based on challenges and needs that Japanese astronauts found during their time in space.

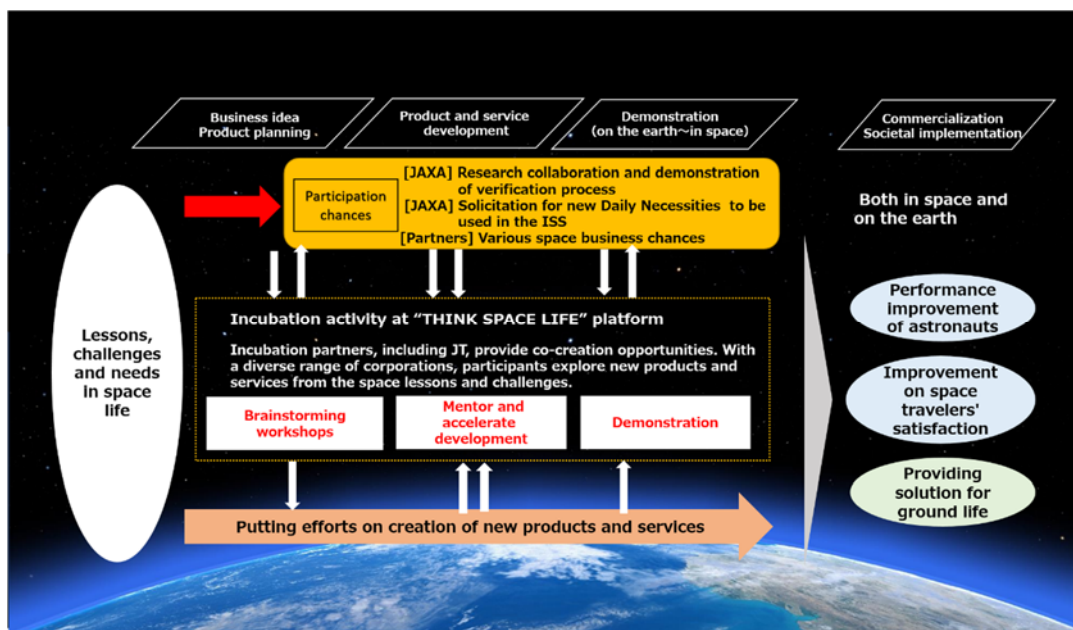
(Please find more details and the application process on “THINK SPACE LIFE” platform website.)

URL: <https://aerospacebiz.jaxa.jp/solution/j-sparc/projects/think-space-life/> (only available in Japanese)

2. Support product and service development

In order to incubate ideas from the workshops and develop new products and services, JT will provide mentoring opportunities for corporations that come up with the best ideas. Furthermore, JT aims to equip the International Space Station (ISS) with a range of solutions and deliver products and services both in space and on Earth. Completed works will be showcased at JAXA’s Solicitation for new daily necessities to be used in the ISS while progressing products and services demonstrations down on Earth.

Overview on JAXA’s initiatives and the “THINK SPACE LIFE” platform



Under its corporate slogan “Caring for your moments”, JT strives to offer unique value as a company that truly hopes to enrich all consumers’ hearts, constantly being mindful of their precious moments in times like feeling profoundly relaxed, finding something delightful and living a fulfilling life.

About JAXA Space Innovation through Partnership and Co-creation (J-SPARC)

J-SPARC is a co-creation research and development program aiming to create space-related businesses with fresh ideas. It starts with a dialogue between JAXA and private businesses willing to go into space business and after garnering commitment towards commercialization from both sides, they jointly conduct business concept study and exit-oriented technological development and verification. It is now bringing forward approximately 20 projects including activities that promote new business opportunities across new markets and different fields.

J-SPARC official website: <https://aerospacebiz.jaxa.jp/solution/j-sparc/> (only available in Japanese)

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Japan Tobacco Inc. is a leading international tobacco company with operations in more than 130 countries. With approximately 62,000 employees, it manufactures and sells some of the world's best-known brands including Winston, Camel, MEVIUS and LD. The JT Group is committed to investing in Reduced-Risk Products (RRP) and currently markets its tobacco vapor products under the Ploom brand and various e-cigarette products under its 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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