



JAPAN TOBACCO INC.
1-1, Toranomon 4-chome, Minato-ku
Tokyo 105-6927 JAPAN
Phone: 03-6636-2914

FOR IMMEDIATE RELEASE

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**JT announces new brand and new device to replace
“Ploom TECH”, “Ploom TECH +” and “Ploom TECH + with”,
devices for infused tobacco capsules**

Japan Tobacco Inc. (JT) (TSE:2914) announced on June 29, 2023 that JT will launch a new brand “with” and will start selling a new device “with 2” for infused tobacco capsules in the Japan market in 2023 summer.

As a result, JT will discontinue “Ploom TECH”, “Ploom TECH +” and “Ploom TECH + with”, which are devices for infused tobacco capsules and are only sold in the Japan market. They will be discontinued after early July 2023, and only available until these stocks are sold out.

Ploom X, which is a device for heated tobacco sticks, is not impacted by this announcement and will continue to be sold and rolled out in a number of markets including Japan.

【Discontinued devices】



Ploom TECH



Ploom TECH +



Ploom TECH + with

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Japan Tobacco Inc. is a leading international tobacco company and our products are sold in over 130 markets. With approximately 53,000 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 heated tobacco products under its 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/>.

Contacts: Ichiro Kawai, Director
Manabu Hirose, Associate Director
Media and Investor Relations Division
Japan Tobacco Inc.
Tokyo: +81-3-6636-2914
E-mail: jt.media.relations@jt.com