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FOR IMMEDIATE RELEASE

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JT launches “with 2” in Japan The Company’s new infused tobacco vapor device

Japan Tobacco Inc. (JT) (TSE: 2914) launches “with 2,” its new infused tobacco vapor device, under the Company’s respective new brand, “with”. It will be sold at convenience and tobacco stores in Japan as of September 5, 2023 and will be available for pre-sale online¹ from August 7, 2023.

with
FOR INFUSED TOBACCO



About “with 2”

- The first device of the Company’s new infused tobacco brand, “with”.
- The device features JT’s unique infused technology which generates vapor while an atomized liquid passes through a capsule containing granulated tobacco. Since tobacco vapor is generated the moment it’s inhaled, there is no waiting time.
- There is almost no tobacco smoke smell since tobacco leaves are not directly heated.
- The device is equipped with a dual mode that allows consumers to switch between two heating modes at the touch of a button. The high mode produces 1.3 times more vapor than the normal mode, delivering an even more intense flavor experience.

¹ The online shop is conducted by our subsidiary, M&S Forefront Inc.

Product Information



Recommended retail price: 1,980 yen (tax included)

with 2 Starter Kit: Device, AC adapter, USB Type-CTM cable, and mouthpiece are included

Colors: Black and white

Heating modes: Normal mode (About 250 puffs² per 5 capsules) / High mode (About 150 puffs² per 5 capsules)

Charging time: 60minutes

Tobacco Capsules	Price(yen)	
MEVIUS Premium Gold Silk Regular for with	580	New
MEVIUS Premium Gold Regular for with	580	Renewal
MEVIUS Premium Gold Menthol for with	580	Renewal
MEVIUS Premium Gold Frozen for with	580	Renewal
MEVIUS Gold Red Mint for with	580	Renewal

Japan Tobacco Inc. is a leading international tobacco and vaping company and its 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/>.

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² It varies depending on how it is inhaled and the environment in which it is used.