



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

FOR IMMEDIATE RELEASE

Tokyo, October 30, 2023

JT launches Ploom X ADVANCED in Japan

Japan Tobacco Inc. (JT) (TSE:2914) launches Ploom X ADVANCED, its newest heated tobacco device in Japan and it will be sold at convenience and tobacco stores nationwide starting on November 21, 2023. Ploom X ADVANCED will be available for pre-sale at the CLUB JT online shop([Link](#)) from October 31, 2023.



“Ploom X ADVANCED is our newest and most evolved heated tobacco stick device, which is focused on providing moments of tobacco pleasure from start to end.

The new device delivers enhanced taste satisfaction compared to the current Ploom X model, thanks to the "POWER HEATFLOW™" heating engine. It generates a maximum temperature of up to 320°C, brings out a rich flavor sensation, and delivers an authentic rich tobacco taste from the initial puff to the final draw. In addition, it is equipped with an automatic heating function, improving usability by automatically starting the heating process when a tobacco stick is inserted into the device.

The launch of Ploom X Advanced in Japan is a key milestone in JT's journey. We are committed to creating fulfilling moments and an enriching life for our adult consumers and the societies in which we operate.” said Akira Yamaguchi, Vice President, RRP Product & Brand Marketing Group at JT's Tobacco Business Headquarters.

Ploom X ADVANCED at a glance

- **Enhancing tobacco taste satisfaction:** "POWER HEATFLOW" technology delivers a temperature of up to 320°C, consistently maintaining the ideal heat level. This ensures an unparalleled tobacco taste experience from the initial puff to the final draw.
- **Ready to use quickly and easily:** The newly integrated automatic heating function initiates the heating process effortlessly upon stick insertion, allowing for a seamless and immediate start.
- **Easy to use and long-lasting:** the tobacco device's battery sustains approximately 20 sticks before recharging, which can be accomplished using a USB-C connection. Additionally, the charging time now takes only 90 minutes, minimizing downtime.
- **Unique design:** Ploom's distinctive, compact design set it apart. Consumers can choose from two stylish color options: black and silver.

Ploom X ADVANCED starter kit



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

Kit includes: Device, AC adapter (USB-C), USB Type-C™ cable* (USB-C to USB-C), and cleaning stick

Colors: Black and Silver

*USB Type-C™ is the trademark of USB Implementers Forum.

Discontinuation of existing model “Ploom X” in Japan:

With the launch of “Ploom X ADVANCED”, the sales of the existing model “Ploom X” in Japan will be discontinued after November 20, 2023.

###

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/>.

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