

Press Conference Extracts - May 27, 2025

JT Group RRP business update

Launch of a new heated tobacco ecosystem

Following slides are the presentation slides used in the press conference on May 27, regarding the launch by the JT Group of a new heated tobacco ecosystem.
Please note that some imagery have been removed.

FORWARD-LOOKING STATEMENTS

This presentation contains forward-looking statements. These statements appear in a number of places in this document and include statements regarding the intent, belief, or current and future expectations of our management with respect to our business, financial condition and results of operations. In some cases, you can identify forward-looking statements by terms such as “may”, “will”, “should”, “would”, “expect”, “intend”, “project”, “plan”, “aim”, “seek”, “target”, “anticipate”, “believe”, “estimate”, “predict”, “potential” or the negative of these terms or other similar terminology. These statements are not guarantees of future performance and are subject to various risks and uncertainties. Actual results, performance or achievements, or those of the industries in which we operate, may differ materially from any future results, performance or achievements expressed or implied by these forward-looking statements. In addition, these forward-looking statements are necessarily dependent upon assumptions, estimates and data that may be incorrect or imprecise and involve known and unknown risks and uncertainties. Forward-looking statements regarding operating results are particularly subject to a variety of assumptions, some or all of which may not be realized.

Risks, uncertainties or other factors that could cause actual results to differ materially from those expressed in any forward-looking statement include, without limitation:

1. increase in awareness of health concerns related to smoking;
2. regulatory developments; including, without limitation, tax increases and restrictions on sales, marketing, packaging, labeling and use of tobacco products, privately imposed restrictions and governmental investigations;
3. litigation around the world alleging adverse health and financial effects resulting from, or relating to, tobacco products;
4. our ability to further diversify our business beyond the traditional tobacco industry;
5. our ability to successfully expand internationally and make investments outside Japan;
6. competition, changing consumer preferences and behavior;
7. our ability to manage impacts derived from business diversification or business expansion;
8. economic, regulatory and political changes, such as nationalization, terrorism, wars and civil unrest, in countries in which we operate;
9. fluctuations in foreign exchange rates and the costs of raw materials; and
10. catastrophes, including natural disasters.



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ploom



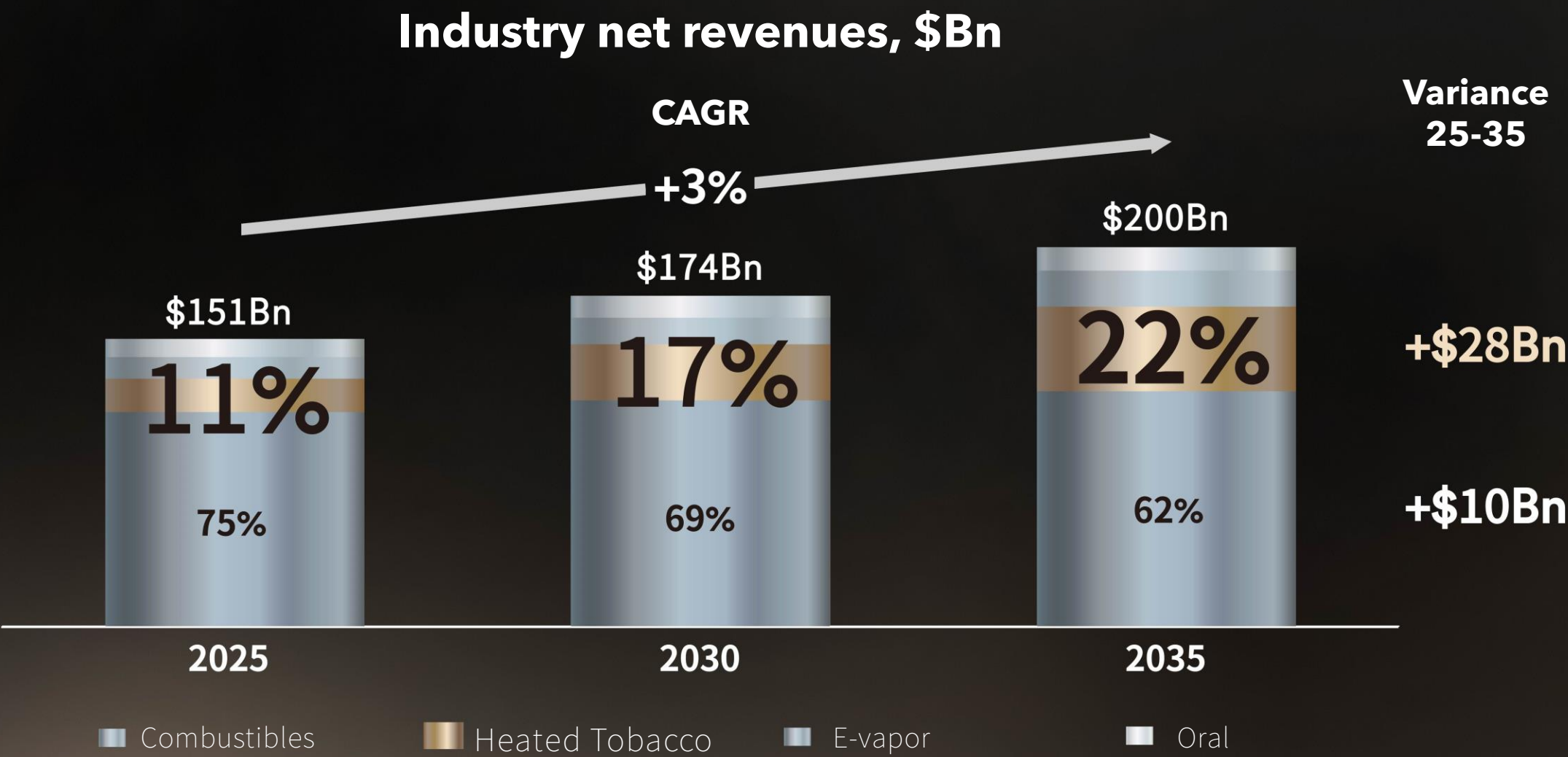
JT Group Tobacco Business Purpose

CREATING FULFILLING MOMENTS.

CREATING A BETTER FUTURE.

This slide is intended only to explain operations of the JT Group, not to promote sales of tobacco or vaping products or encourage smoking or vaping among consumers.

Heated Tobacco: Projected to Be the Fastest Growing Segment Globally



*Source: JT estimate. Excluding China.

Heated Tobacco Sticks (HTS): Top Priority Segment

PRIORITY

Heated Tobacco Sticks (HTS)

Commit business resources towards HTS growth and establish a future profit growth engine



EXPLORATORY

^{*}
Incubate future growth opportunities in the other RRP^{*} segments

E-Vapor

Oral

Infused



^{*}RRP (Reduced-Risk Products):
Products with the potential to reduce the risks associated with smoking

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2028 RRP AMBITIONS (Global base)

2028 RRP AMBITIONS

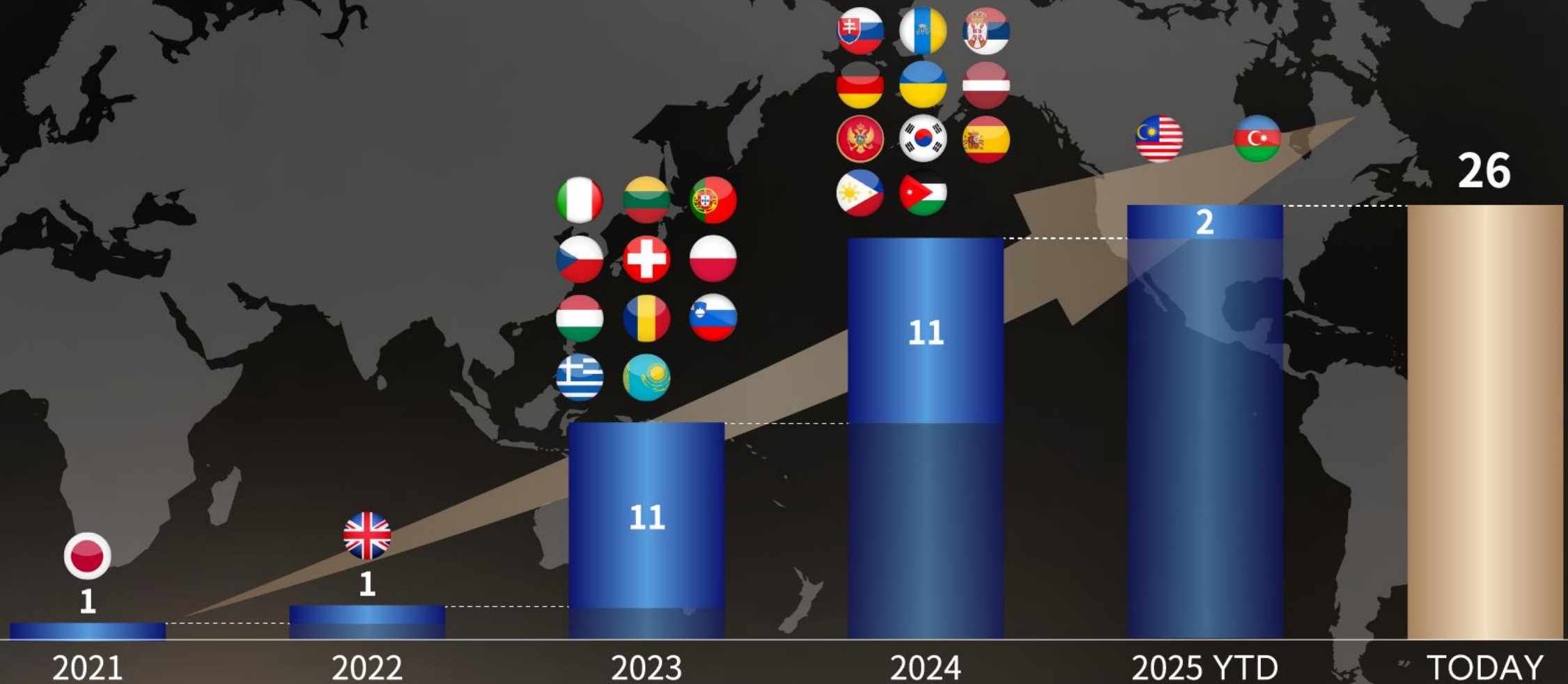
Reach mid-teen HTS segment share*

Achieve break-even in the RRP category**

*HTS segment share: Key HTS Markets including Japan and Italy

**Break-even at brand contribution level representing gross profit less commercial expenditures and before allocation of overheads

Ploom Expands to 26 Markets Covering 75% of Total HTS Volume



*The number of launch markets are based on existing device model (Ploom X, Ploom X ADVANCED). The coverage of total HTS volume based on JT assumption.

Ploom Growth Globally Beyond Japan

UK 🇬🇧



Italy 🇮🇹



Switzerland 🇨🇭



Spain 🇪🇸



Greece 🇬🇷

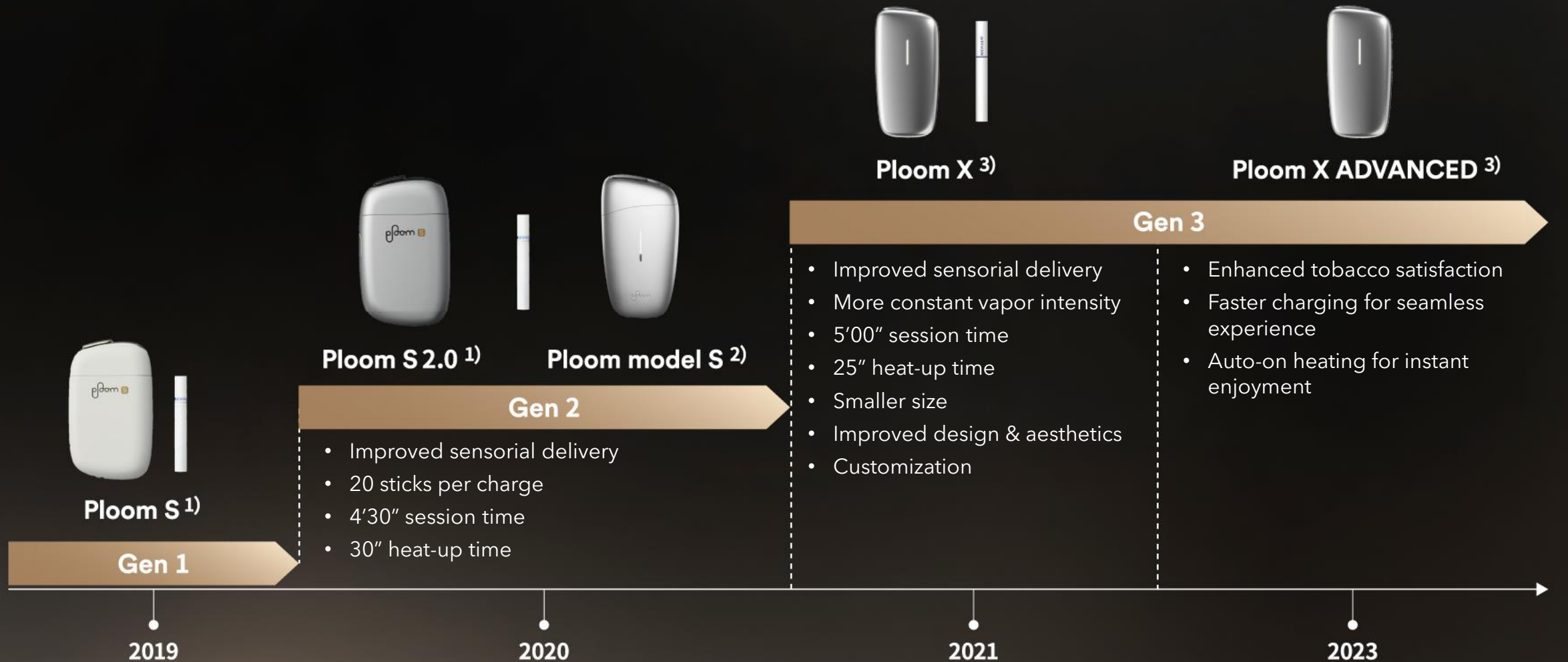


Korea 🇰🇷



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Ploom: Meeting Consumer Needs Through Relentless Innovation



NEW

ploom
aura



SENSATIONAL
MODERN ALTERNATIVE TO SMOKING



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THESE PRODUCTS ARE NOT RISK-FREE AND ARE ADDICTIVE. FOR ADULT USE ONLY.



A GLOBAL POWER BRAND

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ploom
aura



TASTE.
SENSATIONAL



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evo



PREMIUM SENSORIAL EXPERIENCE

for ploom

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Japanese Consumers Prioritize Taste and Design in Heated Tobacco Products

Consumer's Expectation to Heated Tobacco

**Taste
Improvement**

**Better Device
Design**

**Source: JT survey*

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Ploom Always Pursues Consumer-Centric Value Delivery

The collage consists of several advertisement panels for Ploom e-cigarettes, showcasing different models and flavors. The panels include:

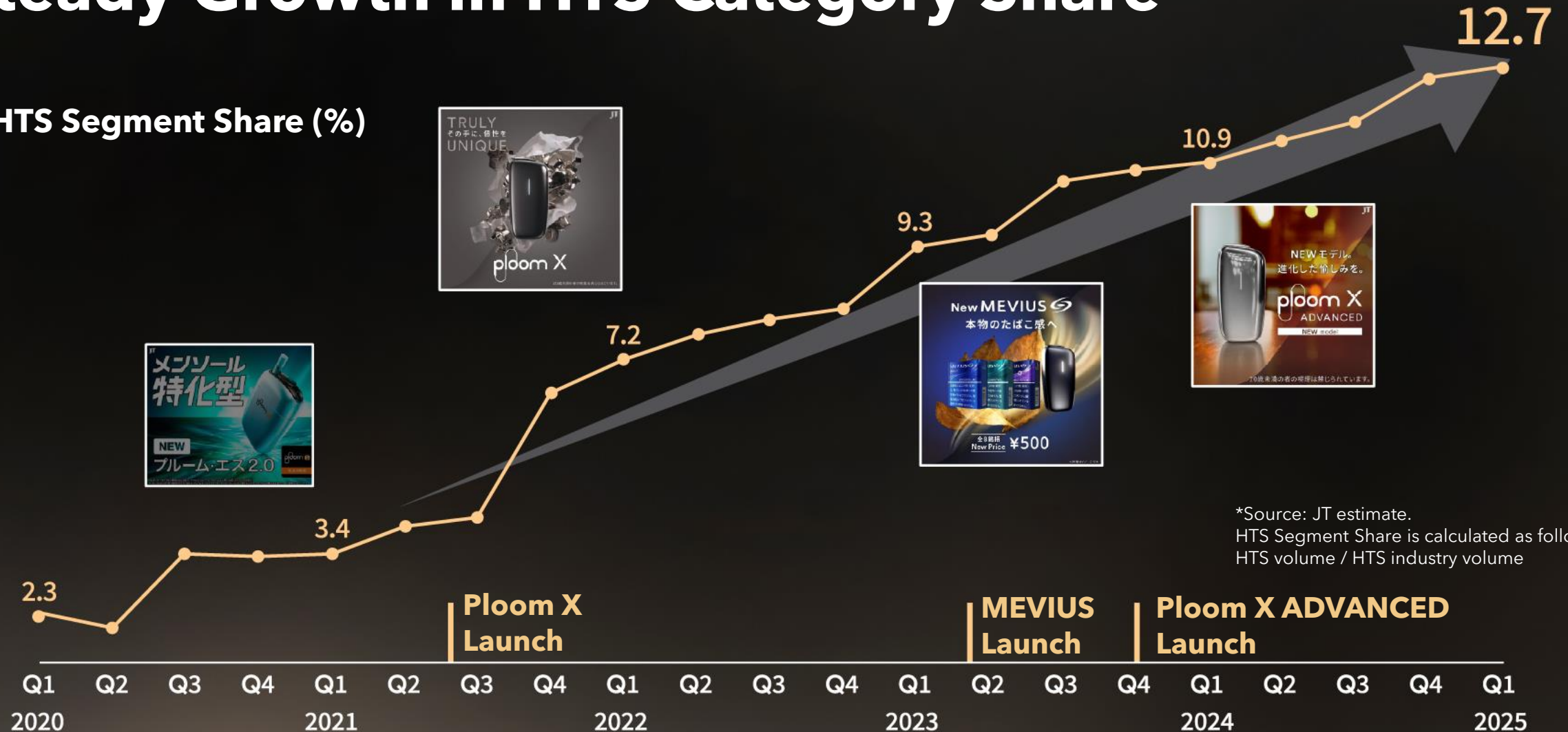
- Top Left:** A dark blue Ploom device against a sunset background. Text: "この青で魅せたい、ひとつ先の自分。" (I want to captivate you with this blue, the next self.)
- Top Center:** Ploom X ADVANCED BRONZE GLAZE. Text: "自然な輝きこそ、私らしさ。" (Only natural shine is my uniqueness.)
- Top Right (Left):** A man holding a Ploom device. Text: "味で選ばれる、一服。" (Chosen by taste, one puff.)
- Top Right (Right):** A woman holding a Ploom device. Text: "味で選ばれる、一服。" (Chosen by taste, one puff.)
- Middle Left:** Ploom X ADVANCED ROSE SHIMMER. Text: "指先から、振り向かせるローズシマール" (From the tip of the finger, Rose Shimmer turns your head).
- Middle Center:** Ploom X ADVANCED NEW model. Text: "¥1,980 > ¥980" (New price ¥980).
- Middle Right:** Ploom X ADVANCED SQUARED CHAMPAGNE GOLD. Text: "ステージの違う輝きを、その色で。" (Different stage, different shine, in that color.)
- Bottom Left:** New MEVIUS. Text: "ひとくせある、言さ。ハーバルメンソール。" (You have a quirk, say so. Herbal Menthol.)
- Bottom Center:** Ploom X ADVANCED CAMEL. Text: "ハジける、ベリーカプセル! パープル・オプション ¥600" (Exploding, Berry Capsule! Purple Option ¥600).
- Bottom Right:** Ploom X ADVANCED LIME HALO. Text: "さわめさ、スローチーシヨン。" (Refreshing, Slow Chai Shion.)
- Bottom Far Right:** Ploom X ADVANCED SPECIAL EDITION RED BY ora ito. Text: "あなたの個性を鮮やかに、特別な赤。" (Your personality is so vibrant, a special red.)
- Bottom Far Right (Bottom):** Ploom X ADVANCED SPECIAL EDITION STRIPE BLUE BY 河村康雄. Text: "NEWモデル、見逃した楽しみを。" (New model, enjoy the discovery you missed.)
- Bottom Far Right (Bottom):** Ploom X ADVANCED SPECIAL EDITION STRIPE BLUE BY 河村康雄. Text: "GOOD DESIGN AWARD 年度受賞" (Good Design Award, Annual Award).

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※画像はイメージです。

Since the Launch of Ploom X: Steady Growth in HTS Category Share

HTS Segment Share (%)

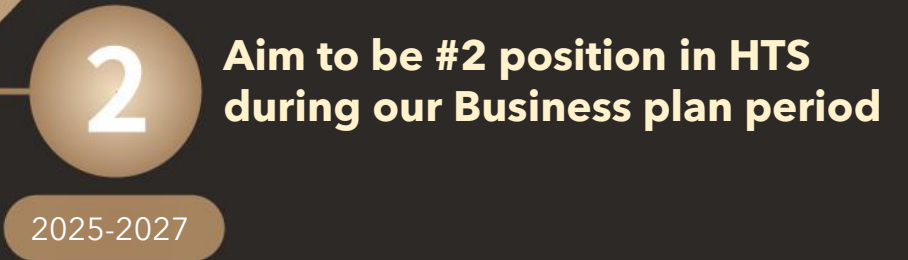


*Source: JT estimate.
HTS Segment Share is calculated as follows:
 $\text{HTS volume} / \text{HTS industry volume}$

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To be No. 2 Brand in HTS Segment in Core Market, Japan

Achieve JT Global 2028 RRP Ambition* (Mid-teen share in HTS, Break-even in the RRP category)



Reached #2 position in entire Heated tobacco category since March 2025



*HTS segment share: Key HTS Markets including Japan and Italy
**Break-even at brand contribution level representing gross profit less commercial expenditures and before allocation of overheads

Ploom AURA is “Ultimate taste experience”



**ploom
aura**
プルーム・オーラ

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As a result of a blind test with 487 consumers in Japan, we received responses from the largest number of participants, 56%, stating that Ploom AURA is the “Tastiest.”

*Ploom AURA: 56% for 4 modes, Competitor A: 34% for 2 modes, Competitor B: 10% for 1 mode

*After testing all heating modes available in Ploom AURA and competing companies' heated tobacco products, the percentage of respondents who answered “the tastiest” for each device was calculated and rounded to the nearest whole number.

*Ploom breakdown: Standard Mode 26.5%, Strong Mode 7.4%, Long Mode 10.1%, Eco Mode 12.1%; Competitor A breakdown: A Mode 16.4%, B Mode 17.7%; Competitor B: 9.9%

*Survey participants: 487 smokers aged 21 and older (allocated based on the estimated market share of primary smoking tobacco products in December 2024), Survey period: January–March 2025 (JT survey)



Sensory satisfaction from “SMART HEATFLOW” technology

Enhanced taste consistency from beginning to end.
Precisely controls the heating temperature

Extracting full flavor of tobacco stick, without waste.
Japanese craftsmanship technology for heating cups

Enable to customize the intensity of draw and session time.
Introduction of “Heat Select System”

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HEAT SELECT SYSTEM

**Tailor the Perfect Taste Experience
to Your Preferences and Mood**

Standard mode

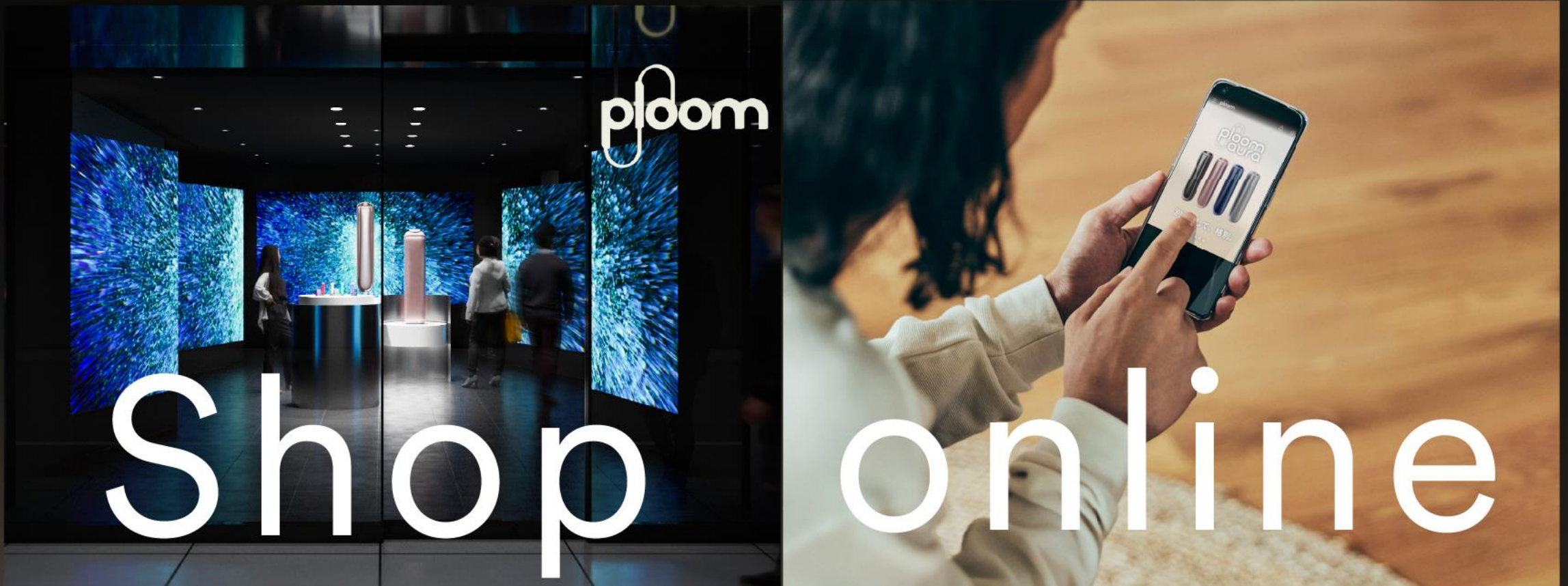
Long mode

Strong mode

Eco mode

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Pre-sale at Owned Channels Starting today, National Expansion from 1st July



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Launching Various Discount and Trial Campaigns from Day1

Ploom CLUB Renewal Commemorative Coupon



Ploom CLUB Renewal
Commemorative
¥1,500 OFF

Free Trial



14days Free Trial
Device & Refill 9packs

EVO Sampling



Total 10MM smokers
sampling opportunities

ploom aura

プルーム・オーラ



evo for ploom



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