

SASB Standard - Tobacco

Public Health

Code	Topics & Accounting Metrics	Our Reporting
FB-TB-260a.1	(1) Gross revenue and (2) revenue net of excise taxes from (a) non-tobacco nicotine products and (b) heated tobacco products	FY2025 Earnings Report > RRP-related revenue results: p8-13, 24, > For RRP definitions: p31-32
FB-TB-260a.2	Discussion on the process to assess risks and opportunities associated with “tobacco harm reduction” products	Reducing health impact JTI Science JTI Science resource hub JTI

Marketing Practices

Code	Topics & Accounting Metrics	Our Reporting
FB-TB-270a.1	Total amount of monetary losses as a result of legal proceedings associated with marketing, labeling, and/or advertising practices	Annual Securities Report 2025 > “Settlement Liabilities on Litigation in Canada”: p146 > “Notes to Consolidated Financial Statements, 40. Contingencies” for on-going cases: p224
FB-TB-270a.2	Description of the company’s marketing policy and relevant positions on Articles 11 and 13 of the World Health Organization Framework Convention on Tobacco Control (WHO FCTC)	JTI Web: Our six core principles JTI Our global marketing principles JTI Integrated Report 2026 > Regulation and key laws: P82-83

Code	Activity Metrics	Our Reporting
FB-TB-000.A	Combustible tobacco product sales volume: (1) cigarette, (2) cigar, and (3) other smoked tobacco products ³	FY2025 Earnings Report P8-13, 24, For definitions: P31-32
FB-TB-000.B	Non-combustible product sales volume: (1) traditional smokeless tobacco, (2) non-tobacco nicotine products, (3) heated tobacco products, and (4) nicotine replacement therapy products	FY2025 Earnings Report > RRP-related revenue results: p8-13, 24, > For RRP definitions: p31-32