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FOR IMMEDIATE RELEASE

Tokyo, May 27, 2025

JT Group launches Ploom AURA, its next generation heated tobacco device, and EVO Heated Tobacco Sticks

Japan Tobacco Inc. (JT)(TSE:2914) launches Ploom AURA, its next generation heated tobacco device, and EVO Heated Tobacco Sticks, on 27, 2025, primarily in its Ploom stores and CLUB JT online shop. A nationwide launch of Ploom AURA and EVO will start on July 1, 2025 in convenience stores and tobacco retail shops.

For detailed information, please see the press release attached.

These launch plans have already been incorporated in the 2025 Business Plan announced on February 13, 2025 and have no further impact on the Group's consolidated financial forecast.

Our group will hold a press conference regarding the launch in Tokyo today at 10:30 a.m. All materials used in the conference will be posted on our website as soon as they are ready.

https://www.jt.com/investors/results/presentation_events/index.html

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Japan Tobacco Inc. (JT) is a global company headquartered in Tokyo, Japan. It is listed on the primary section of the Tokyo Stock Exchange (ticker: 2914.T). JT Group has approximately 53,000 employees and 62 factories worldwide, operating in three business segments: tobacco, pharmaceutical, and processed food. Within the tobacco business, the largest segment, products are sold in over 130 markets and its flagship brands include Winston, Camel, MEVIUS, and LD. The Group is committed to investing in Reduced-Risk Products and markets its heated tobacco products under its Ploom brand.

Consumers, shareholders, employees, and society are the four stakeholder groups (4S) at the heart of all of JT Group's activities. Inspired by its "Fulfilling Moments, Enriching Life" purpose, the Group aims to ensure sustainable and valuable contributions to its stakeholders over the long term. In addition to our three business segments, this goal is also supported by D-LAB, the JT Group's corporate R&D initiative, set up to search and create added-value business opportunities. For more information, visit <https://www.jt.com/>.

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JT Group Launches Ploom AURA and EVO Heated Tobacco Sticks in Japan
Its latest and most technologically advanced propositions in the Heated
Tobacco Segment

Japan Tobacco Inc. (JT)(TSE:2914) launches Ploom AURA, its next generation heated tobacco device, on May 27, 2025, in Japan, primarily in its Ploom stores and CLUB JT online shop. In parallel, JT Group will roll out EVO, its exclusive and premium heated tobacco sticks (HTS), to complement Ploom AURA and provide adult consumers with the latest and most technologically advanced propositions in the heated tobacco segment. A nationwide launch of Ploom AURA and EVO will start on July 1 in convenience stores and tobacco retail shops. Ploom AURA will roll out globally in the near future.

The purpose of JT Group's tobacco business is: Creating fulfilling moments. Creating a better future. And with the launch of Ploom AURA in Japan, the world's leading heated tobacco market, JT Group is taking further steps in this direction – bringing to market and adult consumers an innovative and state-of-the-art heated tobacco device, following extensive consumer insights as well as strong research and development.

“In the Reduced-Risk Products (RRP) category, we are focusing on providing adult consumers with quality products, rooted in technology, consumer insights, and experience and I truly believe Ploom AURA embraces all these aspects and more. The JT Group will continue to prioritize investments in the heated tobacco sticks segment which maintains the strongest and most consistent growth in the RRP space. Over the course of 2025-2027, we are investing 650 billion yen in RRP, and a significant part of this will be towards Ploom AURA, notably on the launch in Japan and globally,”* said Takehiko Tsutsui, Executive Vice President of Reduced-Risk Products.

Ploom AURA's key focus is on enhancing flavor and the device leverages SMART HEATFLOW heating technology, delivering sensory satisfaction while enabling consumers to enjoy the full essence and richness of tobacco with the absence of combustion and no smell of smoke. The new Heat Select System offers four modes for users to customize their experience in line with their preferences. The device maintains the delicate and organic curves characteristic of Ploom, while evolving into a compact and slim design – combining elegance and practicality.

EVO is JT Group's global heated tobacco sticks brand, designed to seamlessly enhance Ploom's advanced heating technology and reduced-risk potential. EVO sticks are made from high-quality tobacco leaves, expertly cut and blended to provide a true tobacco taste. An example of meticulous attention to detail, EVO guarantees a satisfying experience with

every puff.

The combination of the cutting-edge technology of Ploom AURA, along with the high-quality EVO heated tobacco sticks, will ensure consumers consistently experience pleasurable heated tobacco moments.

“The RRP category is reshaping the global tobacco landscape, and I am confident that Ploom AURA and EVO will play key roles in supporting JT Group’s ambition of reaching mid-teens share in the HTS segment by 2028,” added Tsutsui.

*Reduced-Risk Products (RRP): Products with the potential to reduce the risks associated with smoking, such as Heated Tobacco Products, E-Vapor (or vapes), and Oral products like nicotine pouches.

Features of Ploom AURA

■ Sensory satisfaction from “SMART HEATFLOW” technology

- Precisely controls the heating temperature
- Japanese craftsmanship technology: Precision Deep Drawing Processing
- Equipped with “Heat Select System” with four heating modes

Heat Select System Mode Features

Mode Name	Features	Strength	Usage Time	Number of Sticks
Standard mode	Features well-balanced performance, averaging all modes	○○	About 5 minutes	About 20 sticks
Strong mode	Offers the strongest draw sensation and immediate satisfaction from the first puff	○○○	About 3 minutes	About 25 sticks
Long mode	A mode for long, leisurely enjoyment with flavors that last even after extended use	○	About 6 minutes	About 19 sticks
Eco mode	For those who want quick satisfaction, this mode offers the most sticks per full charge.	○○	About 3 minutes	About 27 sticks

* Charging time and the number of sticks may vary due to battery deterioration and ambient temperature.

* To change heating modes, a Bluetooth® connection is needed via a dedicated app or the Connect browser.

■ Sophisticated style that stimulates aesthetic sensibilities

- Ergonomically derived design that fits comfortably in your hand
- Four color variations that add elegance
- Ten diverse front panels for personalization

■ Comfortable user experience that enriches daily use

- Seamlessly smooth experience
- Clean and comfortable sensation
- Comprehensive specifications focused on everyday usability
 - Up to approximately 27 sticks^{*1} can be used on a full charge. Consumers can use up to three sticks^{*2} continuously.

* 1 Maximum 27 sticks possible in Eco mode. Standard mode allows for approximately 20 sticks. Charging time and the number of sticks may vary due to battery deterioration and ambient temperature.

* 2 Charging time and the number of sticks may vary due to battery deterioration and ambient temperature.

Features of EVO

- Uses carefully selected tobacco leaves
- New blend pursuing the umami of materials
- A masterpiece selected from over 1,000 prototypes
- Sophisticated package design with premium feel
- Uncompromising stick design

Product Overview

■ Ploom AURA Starter Kit

Product Name	Contents	Colors	Suggested Retail Price
Ploom AURA Starter Kit	Device, Cleaning Stick, USB Type-C™ Cable	Jet Black, Rose Gold, Navy Blue, Luna Silver	2,980 yen (tax included)

* AC adapter is not included in the starter kit. The AC adapter is sold separately for 980 yen (tax included).

■ Ploom AURA Related Accessories

Product Name	Colors	Suggested Retail Price
Ploom AURA Front Panel	Jet Black, Rose Gold, Navy Blue, Luna Silver, Lava Red, Plum Violet, Lavender, Ocean Blue, Amazon Green, Mango Yellow	1,480 yen (tax included)
Ploom AURA Fabric Back Cover	Jet Black, Rose Gold, Navy Blue, Luna Silver, Lava Red, Plum Violet, Lavender, Ocean Blue, Amazon Green, Mango Yellow	1,980 yen (tax included)
Ploom Docking Station	-	2,980 yen (tax included)

■ EVO Deep Regular / EVO Cold Menthol / EVO Berry Crystal

	Contents	Flavor	Price
EVO Deep Regular	20 tobacco sticks	Regular	550 yen (tax included)
EVO Cold Menthol		Menthol	
EVO Berry Crystal		Capsule	

Specifications of Ploom AURA

	Standard mode	Strong mode	Long mode	Eco mode
Heating Wait Time (seconds)	25			

Consecutive Usage (sticks)	3			
Available Sticks per Full Charge	Approx. 180min/20 sticks	Approx. 180min/25 sticks	Approx. 180min/19 sticks	Approx. 180min/27 sticks
Usage Time (minutes)	5	3	6	3
Puff Count Limit/1 Session	Unlimited			
Automatic Heating Function	Available			
Heating Change Mode	Available (4 modes)			
Bluetooth® Function	Available			
Size (mm) Width/Height/Depth	24.2 x 109.4 x 29.2			
Weight (g)	Approx. 75.5			
Suggested Retail Price: 2,980 yen				

* Charging time and the number of sticks may vary due to battery deterioration and ambient temperature.

* Even if the automatic heating function is lost, it will not affect the performance of the product itself (excluding initial defects, which are not covered by the warranty).

* If the tobacco stick is inserted too quickly or not inserted within 10 seconds after opening the slide cover, it may not be detected, and the automatic heating function will not activate. In such cases, please try manual heating (press and hold the button area for 1 second or longer).

* To use the Bluetooth® connection function, you must obtain a JT ID and register the device.

Sales Information

Ploom AURA Starter Kit, EVO and related accessories such as Ploom AURA Front Panel and Ploom AURA Fabric Cover will be available for early release at the CLUB JT online shop and Ploom Shops nationwide from May 27. They will be available at convenience stores nationwide and select tobacco retailers, starting July 1, 2025.

Release Date	Retail Channels
May 27, 2025	CLUB JT Online Shop 【AURA】 https://shop.clubjt.jp/online/CategoryList.aspx?ccd=CG000230 【EVO】 https://shop.clubjt.jp/online/CategoryList.aspx?ccd=CF004002#CG000237
	Ploom Shops nationwide (Sapporo, Ginza, Tokyo Station, Nagoya, Namba, Hiroshima, Tenjin) https://www.clubjt.jp/brand-site/ploom/shops/
	Ploom STAND nationwide https://www.clubjt.jp/brand-site/ploom/shops/
	Select tobacco retailers https://www.clubjt.jp/brand-site/ploom/shops/

July 1, 2025	Convenience stores nationwide
	Select tobacco retailers

* CLUB JT Online Shop will begin sales at 10:30 a.m. on May 27.

* Ploom Shop Sapporo, Tokyo Station, Nagoya, Namba, Hiroshima, and Tenjin stores will begin sales at 11:00 a.m. on May 27, and Ploom Shop Ginza will begin sales at 3:00 p.m. on the same day.

* “Ploom AURA Starter Kit” will be available in four colors—Jet Black, Rose Gold, Navy Blue, and Luna Silver—starting May 27 at the CLUB JT Online Shop, Ploom Shops, Ploom STAND, and select tobacco retailers. Starting July 1, two colors—Jet Black and Rose Gold—will be available at convenience stores nationwide and select tobacco retailers.

SENSATIONAL PROGRAM

The SENSATIONAL PROGRAM is a special program to commemorate the launch of Ploom AURA and to provide many consumers with experiences of surprise and excitement. It is a unique program that offers moments beyond consumers' expectations, including the largest giveaway campaign in Ploom history, collaborations with renowned artists, and events (details will be announced sequentially on the official website).

- Official Website: <https://www.clubjt.jp/brand-site/ploom/contents/sensational/>
- Date and Time: 10:30 a.m. on May 27.

Heated Tobacco Sticks for Ploom

Product Name	Price (JPY, tax included)
【NEW】EVO Deep Regular	550
【NEW】EVO Cold Menthol	550
【NEW】EVO Berry Crystal	550
MEVIUS Aromarich Regular	500
MEVIUS Deep Regular	500
MEVIUS Smooth Regular	500
MEVIUS Black Cold Menthol	500
MEVIUS Mix Mint Menthol	500
MEVIUS Sharp Cold Menthol	500
MEVIUS Cold Menthol	500
MEVIUS Pear Option	500
MEVIUS Berry Option	500
MEVIUS Apple Option	500
MEVIUS Muscat Option	500
MEVIUS Citrus Option	500
CAMEL Rich	500
CAMEL Smooth	500
CAMEL Menthol Cold	500
CAMEL Menthol Fresh	500
CAMEL Menthol Berry	500
CAMEL Menthol Muscat	500
CAMEL Berry Option	500

*Ploom tobacco sticks above can be used with all Ploom devices.

About Ploom

Ploom is a heated tobacco brand that continues to evolve with the aim to deliver the best tobacco experience to adult consumers, valuing flavor and sensory satisfaction. Users can enjoy "A puff, chosen for its taste," created through the blend (the source of the taste), the heating technology which brings out the taste, and the design which emphasizes elegance and taste.

The latest Ploom heated tobacco device, Ploom AURA, features "SMART HEATFLOW" heating technology. By re-engineering the heating temperature design, it enhances the consistency of flavor, providing sensory satisfaction and allowing consumers to enjoy tobacco's authentic taste and fulfilling experience from beginning to end. Additionally, Ploom AURA features the new "Heat Select System," which offers four selectable heating modes, allowing users to customize their experience according to their personal preferences. Furthermore, while maintaining the delicate and organic curves that symbolize Ploom, the device embodies a compact and slim design, combining both beauty and functionality.

Ploom AURA revolutionizes taste, beauty, and comfort, guaranteeing consumers a truly exceptional experience.

<Ploom Customer Service>

Phone number: 0120-108-513

Business hours: 10:00-21:00

Closed: December 30 - January 4