



**FOR IMMEDIATE RELEASE**

Tokyo, July 30, 2021

**JT Applies to Amend Retail Prices of Tobacco Products in Japan  
in Response to a Planned Excise Tax Increase**

**Japan Tobacco Inc. (JT) (TSE:2914)** today announces that it has applied to the Ministry of Finance for approval\* to amend the retail prices of its tobacco products in Japan in conjunction with the planned excise tax increase on October 1, 2021. The Company has applied for the retail price amendment for a total of 173 products, including 127 cigarette products, 18 cigarillo products, three pipe tobacco products, three cut tobacco products, 22 snuff tobacco products.

The Japanese domestic tobacco market continues to experience decreasing sales volumes due to structural factors including the aging and declining adult population together with increasingly stringent smoking restrictions. As a result, the costs for maintaining the product quality and services are rising. Under these circumstances, while JT has been implementing cost optimization measures in line with a projected further decline of sales volume, it has become even more challenging to maintain the same quality and services that meet our consumer's satisfaction.

In this context, JT has applied to amend the retail prices of cigarettes, which exceeds the excise tax hike of cigarettes (1.0 yen per stick), revised tax structure for light weight cigarillos, while taking into account further increases in costs. JT has decided to amend the retail prices of its tobacco products, however such increase varies among different brands and products, to ensure that the quality of each product will be maintained and that consumer expectations continue to be met. Furthermore, JT is planning to submit another application for amending the retail price of some brands, including heated tobacco products.

The proposed retail prices will take effect on October 1, 2021, subject to approval from the Ministry of Finance.

JT will strive to continue to improve the quality of its products and services, in line with the expectations of its consumers.

**Cigarettes**

Unit: JPY

<b>Representative Products</b>	<b>Current Price</b>	<b>New Price</b>
Natural American Spirit (20)	570	600
Seven Stars and Peace (20)	560	600
MEVIUS	540	580
Pianissimo	540	570
Winston (CASTER and CABIN)	500	540
Camel	450	460

**Cigarillos**

Unit: JPY

<b>Representative Products</b>	<b>Current Price</b>	<b>New Price</b>
Camel Cigars	400	500
Wakaba Cigars	410	500
Echo Cigars	400	500
Camel Cigars (Slim)	380	490

\* In Japan, under the Tobacco Business Act, list prices for any tobacco products must be approved by the Ministry of Finance. Retailers are permitted to sell tobacco products only at list prices approved by the Minister of Finance.

\* Details of the retail price amendment are shown in the Appendix.

\* This document has been prepared for the purpose of providing fair information to investors. It is not for the purpose of promoting sales to customers or promoting smoking.

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*Japan Tobacco Inc. is a leading international tobacco company with operations in more than 130 countries. With approximately 58,000 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: Dinesh Babu Thotakura, General Manager  
Momoko Kanno, Associate Manager  
Media and Investor Relations Division  
Japan Tobacco Inc.  
Tokyo: +81-3-6636-2914  
E-mail: [jt.media.relations@jt.com](mailto:jt.media.relations@jt.com)

(Appendix)

Details of the retail price amendments

No.	Category	Name	Current Price	New Price	Number of units / weight per pack
1	Cigarettes	Mevius	540	580	20
2	Cigarettes	Mevius Box	540	580	20
3	Cigarettes	Mevius 100's Box	540	580	20
4	Cigarettes	Mevius Lights	540	580	20
5	Cigarettes	Mevius Lights Box	540	580	20
6	Cigarettes	Mevius Lights 100's Box	540	580	20
7	Cigarettes	Mevius Super Lights	540	580	20
8	Cigarettes	Mevius Super Lights Box	540	580	20
9	Cigarettes	Mevius Super Lights 100's Box	540	580	20
10	Cigarettes	Mevius Extra Lights	540	580	20
11	Cigarettes	Mevius Extra Lights Box	540	580	20
12	Cigarettes	Mevius Extra Lights 100's Box	540	580	20
13	Cigarettes	Mevius One	540	580	20
14	Cigarettes	Mevius One Box	540	580	20
15	Cigarettes	Mevius One 100's Box	540	580	20
16	Cigarettes	Mevius 100's Slim Box	500	530	20
17	Cigarettes	Mevius Super Lights 100's Slim Box	500	530	20
18	Cigarettes	Mevius One 100's Slim Box	500	530	20
19	Cigarettes	Mevius Gold 6	540	580	20
20	Cigarettes	Mevius Gold One 100's	540	580	20
21	Cigarettes	Mevius Gold Impact One 100's	540	580	20
22	Cigarettes	Mevius Gold Impact 6 100's Slim	500	530	20
23	Cigarettes	Mevius Gold Impact One 100's Slim	500	530	20
24	Cigarettes	Mevius Premium Menthol FROZEN 8	540	580	20
25	Cigarettes	Mevius Premium Menthol FROZEN 5	540	580	20
26	Cigarettes	Mevius Premium Menthol FROZEN One	540	580	20
27	Cigarettes	Mevius Premium Menthol FROZEN One 100's	540	580	20
28	Cigarettes	Mevius Premium Menthol Option Purple 8	540	580	20
29	Cigarettes	Mevius Premium Menthol Option Purple 5	540	580	20
30	Cigarettes	Mevius Premium Menthol Option Purple One 100's	540	580	20
31	Cigarettes	Mevius Premium Menthol Option Purple 5 100's Slim	500	530	20
32	Cigarettes	Mevius Premium Menthol Option Purple One 100's Slim	500	530	20
33	Cigarettes	Mevius Premium Menthol Option Yellow 8	540	580	20
34	Cigarettes	Mevius Premium Menthol Option Yellow 5	540	580	20

No.	Category	Name	Current Price	New Price	Number of units / weight per pack
35	Cigarettes	Mevius Premium Menthol Option Yellow One 100's	540	580	20
36	Cigarettes	Mevius Premium Menthol Option Red 8	540	580	20
37	Cigarettes	Mevius Premium Menthol Option Red 5	540	580	20
38	Cigarettes	Mevius Premium Menthol Option Red One 100's	540	580	20
39	Cigarettes	Mevius Premium Menthol Option Muscat Green 5 100's Slim	500	530	20
40	Cigarettes	Mevius Premium Menthol Option Muscat Green One 100's Slim	500	530	20
41	Cigarettes	Mevius LBS Yellow 5	540	580	20
42	Cigarettes	Mevius Premium Menthol Tablet Ice Mocha 5	540	580	20
43	Cigarettes	Mevius Premium Menthol Tablet Straight Mint 5	540	580	20
44	Cigarettes	Seven Stars	560	600	20
45	Cigarettes	Seven Stars Box	560	600	20
46	Cigarettes	Seven Stars 10 Box	560	600	20
47	Cigarettes	Seven Stars 7 Box	560	600	20
48	Cigarettes	Seven Stars 4	560	600	20
49	Cigarettes	Seven Stars Menthol 12 Box	560	600	20
50	Cigarettes	Seven Stars Menthol 5 Box	560	600	20
51	Cigarettes	Winston Caster White 5	500	540	20
52	Cigarettes	Winston Caster White 5 Box	500	540	20
53	Cigarettes	Winston Caster White 3	500	540	20
54	Cigarettes	Winston Caster White 3 Box	500	540	20
55	Cigarettes	Winston Caster White One Box	500	540	20
56	Cigarettes	Winston Caster White One 100's Box	500	540	20
57	Cigarettes	Winston Cabin Red 8 Box	500	540	20
58	Cigarettes	Winston Cabin Red 8 100's Box	500	540	20
59	Cigarettes	Winston Cabin Red 5 Box	500	540	20
60	Cigarettes	Winston Cabin Red 2 Box	500	540	20
61	Cigarettes	Winston Cabin Red One 100's Box	500	540	20
62	Cigarettes	Winston Compact Blue 6 Box (18)	430	450	18
63	Cigarettes	Winston Compact Blue 3 Box (18)	430	450	18
64	Cigarettes	Winston Compact Blue One Box (18)	430	450	18
65	Cigarettes	Winston Inazma Menthol 8 Box	500	530	20
66	Cigarettes	Winston Inazma Menthol One 100's Box	500	530	20
67	Cigarettes	Winston Sparkling Menthol 5 Box	500	530	20
68	Cigarettes	Winston Sparkling Menthol One 100's Box	500	530	20
69	Cigarettes	Winston	500	530	20
70	Cigarettes	Caster Premium Vanilla 5 Box	540	580	20

No.	Category	Name	Current Price	New Price	Number of units / weight per pack
71	Cigarettes	Hope (10)	280	300	10
72	Cigarettes	Hope Lights	280	300	10
73	Cigarettes	Hope Super Lights	280	300	10
74	Cigarettes	Hope Menthol	280	300	10
75	Cigarettes	Peace (50)	1400	1500	50
76	Cigarettes	Peace (10)	280	300	10
77	Cigarettes	Peace (20)	560	600	20
78	Cigarettes	Peace Lights Box	560	600	20
79	Cigarettes	Peace Super Lights Box	560	600	20
80	Cigarettes	Peace Aroma Royal 100's Box	600	640	20
81	Cigarettes	Peace Aroma Crown 100's Box	600	640	20
82	Cigarettes	Peace Aroma Infinity	590	630	20
83	Cigarettes	Camel Box	450	460	20
84	Cigarettes	Camel Lights Box	450	460	20
85	Cigarettes	Camel Lights Box*1	450	460	20
86	Cigarettes	Camel One 100's Box	450	460	20
87	Cigarettes	Camel Menthol Box	450	460	20
88	Cigarettes	Camel Menthol Lights Box	450	460	20
89	Cigarettes	Camel Menthol One 100's Box	450	460	20
90	Cigarettes	Camel Menthol Berry Capsule Box	450	460	20
91	Cigarettes	Camel Menthol Berry Capsule Lights Box	450	460	20
92	Cigarettes	Salem Lights Box	540	570	20
93	Cigarettes	Natural American Spirit Organic Leaf Turquoise	570	600	20
94	Cigarettes	Natural American Spirit Organic Leaf Gold	570	600	20
95	Cigarettes	Natural American Spirit Organic Leaf One	570	600	20
96	Cigarettes	Natural American Spirit Perique Box	570	600	20
97	Cigarettes	Natural American Spirit Organic Mint (14)	400	420	14
98	Cigarettes	Natural American Spirit Organic Mint Light (14)	400	420	14
99	Cigarettes	Natural American Spirit Organic Mint Ultra Light (14)	400	420	14
100	Cigarettes	Natural American Spirit Organic Mint One (14)	400	420	14
101	Cigarettes	Natural American Spirit Light	570	600	20
102	Cigarettes	Natural American Spirit Ultra Light	570	600	20
103	Cigarettes	Pianissimo Aria Menthol	540	570	20
104	Cigarettes	Pianissimo Pétit Menthol	540	570	20
105	Cigarettes	Pianissimo Fram Menthol	540	570	20
106	Cigarettes	Pianissimo Lucia Menthol	540	570	20

No.	Category	Name	Current Price	New Price	Number of units / weight per pack
107	Cigarettes	Pianissimo Precia Menthol	540	570	20
108	Cigarettes	Pianissimo Dia's Menthol	540	570	20
109	Cigarettes	Pianissimo Icene Menthol 5	540	570	20
110	Cigarettes	Pianissimo Icene Menthol One	540	570	20
111	Cigarettes	Pianissimo Bevel	540	570	20
112	Cigarettes	Hi-Lite	490	520	20
113	Cigarettes	Hi-Lite Menthol	490	520	20
114	Cigarettes	Uruma	500	530	20
115	Cigarettes	Seven Stars Nippon Leaf Daruma	580	620	20
116	Cigarettes	Seven Stars Nippon Leaf Matsukawa*2	580	620	20
117	Cigarettes	Peace Virginia Leaf of Japan	600	640	20
118	Cigarettes	Peace Virginia Leaf of America	600	640	20
119	Cigarettes	Peace Virginia Leaf of Brazil	600	640	20
120	Cigarettes	Winston Compact Blue 6 Box*3	450	480	19
121	Cigarettes	Winston Compact Blue 3 Box*3	450	480	19
122	Cigarettes	Winston Compact Blue One Box*3	450	480	19
123	Cigarettes	Natural American Spirit Agate*3	570	600	20
124	Cigarettes	Natural American Spirit Organic Mint*3	570	600	20
125	Cigarettes	Natural American Spirit Organic Mint Light*3	570	600	20
126	Cigarettes	Natural American Spirit Organic Mint Ultra Light*3	570	600	20
127	Cigarettes	Natural American Spirit Organic Mint One*3	570	600	20
128	Cigarillos	Camel Cigars Box	400	500	20
129	Cigarillos	Camel Cigars Lights Box	400	500	20
130	Cigarillos	Camel Cigars Ultra Lights Box	400	500	20
131	Cigarillos	Camel Cigars Menthol Box	400	500	20
132	Cigarillos	Camel Cigars Menthol Lights Box	400	500	20
133	Cigarillos	Camel Cigars Menthol Ultra Lights Box	400	500	20
134	Cigarillos	Camel Cigars Menthol Berry Capsule Box	400	500	20
135	Cigarillos	Camel Cigars Menthol Berry Capsule Lights Box	400	500	20
136	Cigarillos	Camel Cigars Slims	380	490	20
137	Cigarillos	Camel Cigars Lights Slims	380	490	20
138	Cigarillos	Camel Cigars Menthol Slims	380	490	20
139	Cigarillos	Camel Cigars Menthol Lights Slims	380	490	20
140	Cigarillos	Camel Cigars Menthol Ultra Lights 100's Slims	380	490	20
141	Cigarillos	Wakaba Cigars	410	500	20
142	Cigarillos	Echo Cigars	400	500	20

No.	Category	Name	Current Price	New Price	Number of units / weight per pack
143	Cigarillos	Golden Bat Cigars	370	500	20
144	Cigarillos	Golden Bat Cigars Menthol	370	500	20
145	Cigarillos	Peace Little Cigars	580	650	20
146	Cut tobacco	Koiki Matsukawa Kizami	520	560	10.0g
147	Cut tobacco	Koiki Daruma Kizami	520	560	10.0g
148	Cut tobacco	Koiki	520	600	10.0g
149	Pipe tobacco	Natural American Spirit Organic Blend Turquoise	1360	1440	40.0g
150	Pipe tobacco	Natural American Spirit Original Blend	1280	1360	40.0g
151	Pipe tobacco	Natural American Spirit Perique Blend	1280	1360	40.0g
152	Snuff tobacco	Zerostyle Stix Blue Mint holder set	470	500	3.6g
153	Snuff tobacco	Zerostyle Stix Blue Mint refill pack (2 cartridges)	360	390	3.6g
154	Snuff tobacco	Zerostyle Stix Brown Flavor holder set	470	500	3.3g
155	Snuff tobacco	Zerostyle Stix Brown Flavor refill pack (2 cartridges)	360	390	3.3g
156	Snuff tobacco	Zerostyle Stix Pink Flavor refill pack (2 cartridges)	360	390	3.5g
157	Snuff tobacco	Zerostyle Stix Green Mint refill pack (2 cartridges)	360	390	3.3g
158	Snuff tobacco	Zerostyle Stix Blue Mint refill pack (1 cartridge)	180	200	1.8g
159	Snuff tobacco	Zerostyle Stix Brown Flavor refill pack (1 cartridge)	180	200	1.6g
160	Snuff tobacco	Zerostyle Stix Pink Flavor refill pack (1 cartridge)	180	200	1.7g
161	Snuff tobacco	Zerostyle Stix Green Mint refill pack (1 cartridge)	180	200	1.6g
162	Snuff tobacco	Zerostyle Snus Matcha Latte	540	560	6.2g
163	Snuff tobacco	Zerostyle Snus Ume	540	560	6.2g
164	Snuff tobacco	Zerostyle Snus Regular	540	560	6.8g
165	Snuff tobacco	Zerostyle Snus Apple Mint	540	560	6.8g
166	Snuff tobacco	Zerostyle Snus Vanilla	540	560	6.8g
167	Snuff tobacco	Zerostyle Snus Cool Mint	540	560	6.8g
168	Snuff tobacco	Zerostyle Snus Spice	590	610	9.0g
169	Snuff tobacco	Zerostyle Snus Black Menthol	590	610	9.0g
170	Snuff tobacco	Zerostyle Snus Berry Mint Lights	600	610	6.8g
171	Snuff tobacco	Zerostyle Snus Berry Mint Medium	600	610	6.8g
172	Snuff tobacco	Zerostyle Snus Lemon Mint Lights	600	610	6.8g
173	Snuff tobacco	Zerostyle Snus Lemon Mint Medium	600	610	6.8g

Notes:

1. JT applied retail price amendment for two products per each brand below according to their manufacturing location.
  - Camel Lights Box
2. JT plans to launch as new products.
3. JT will delist the products after the stock is sold out in the retail stores.