

Community Investment and the JTI Foundation

We believe that open, fair and inclusive societies benefit all, and that everyone should have the opportunity to participate in the social, economic and cultural life of their communities.

In 2023, JTI invested **more than USD 42 million** to make communities more inclusive.

We also offer our employees the opportunity to volunteer – to use and develop their skills for the benefit of their local communities.



Since 2001, the **JTI Foundation** has helped communities around the globe to become safer and more resilient to natural and man-made disasters.

The Foundation supports projects that help people affected by disasters to rebuild their livelihoods. It also invests in long-term risk-reduction programs that raise community awareness and improve basic infrastructure.

www.jtifoundation.org



People and Culture

Our best-in-class, people-centric practices are recognized by numerous global certifications.



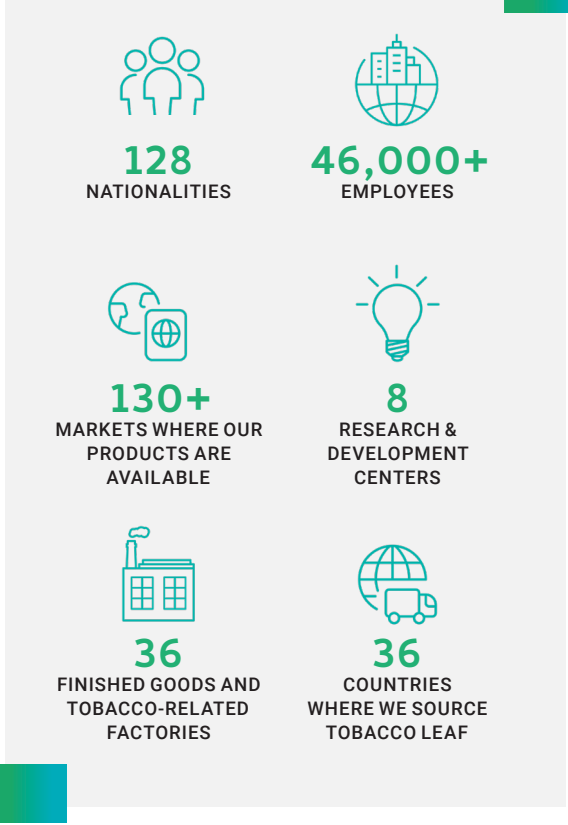
In 2024, we were recognized as a **Global Top Employer for the 10th consecutive year** by the Top Employers Institute, with certifications in 47 countries, across five regions.

We also hold local certifications and awards in numerous countries, a testament to our successful people and culture practices, and a source of pride for our employees.

This achievement showcases our commitment that every JTI employee should be able to work in a safe environment, thrive professionally, and be their authentic selves in the workplace.



JTI Today



How We Do Business

Everything we do starts with the consumer.

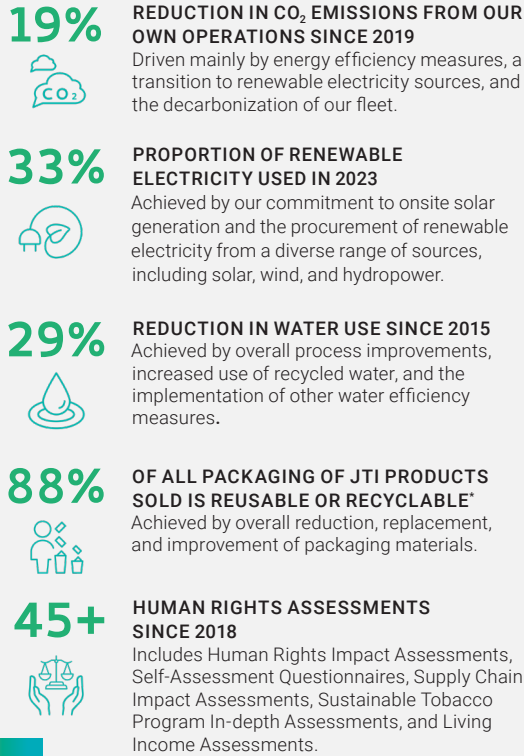
We are dedicated to creating fulfilling moments for our adult consumers, blending tradition with innovation, and delivering more holistic product experiences that benefit all our stakeholders for the long term.

We make decisions that consider the needs of our consumers, shareholders, employees and the wider society to fulfill our responsibilities towards them, aiming to exceed their expectations and create a better future.

At the core of this is our respect for human rights, improved social and environmental impact and good governance. These provide the foundation for how we do business and guide us in making the right choices in everything that we do.



Our Sustainability Impact in Numbers



Scope: JTI
For more information on our sustainability numbers, see jti.com
*2023 end-of-year results

Our Six Principles

OPENNESS ABOUT THE RISKS OF SMOKING

COMMITMENT TO THE DEVELOPMENT OF REDUCED-RISK PRODUCTS

TRANSPARENCY ABOUT OUR PRODUCTS

YOUTH ACCESS PREVENTION

ACCOMMODATING SMOKERS AND NON-SMOKERS

RESPECT FOR LOCAL NORMS AND CULTURES



AT A GLANCE
2024/25

Our Journey

JTI is a dynamic organization of over 46,000 employees, headquartered in Geneva, Switzerland.

We are a leading international tobacco and vaping company, a subsidiary of JT Inc. which began operations 25 years ago when Japan Tobacco acquired the non-US operations of RJR Nabisco Inc. Since then, we have achieved over two decades of growth.

We own some of the world's best-known brands, including Winston and Camel, respectively the second and third largest global tobacco brands. Other major international brands are MEVIUS and LD.

Our portfolio brings together the rich heritage of traditional tobacco as well as the latest technical and scientific innovation in Reduced-Risk Products (RRP)*.

Our Purpose

CREATING FULFILLING MOMENTS.

CREATING A BETTER FUTURE.

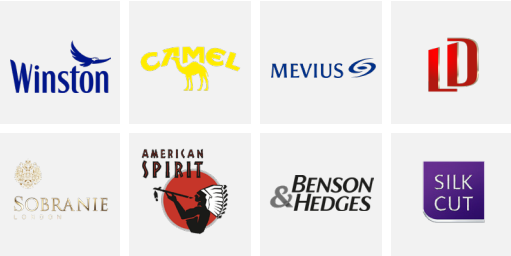
*Reduced-Risk Products: products with the potential to reduce the risks associated with smoking.

OUR COMMITMENT TO CONSUMERS

Our industry is changing, but our commitment to consumer choice remains. We are transforming to provide a wider portfolio of quality products, including those with the potential to reduce the risks associated with smoking.

FLAGSHIP BRANDS

Our world-renowned brands are available in over 130 markets.



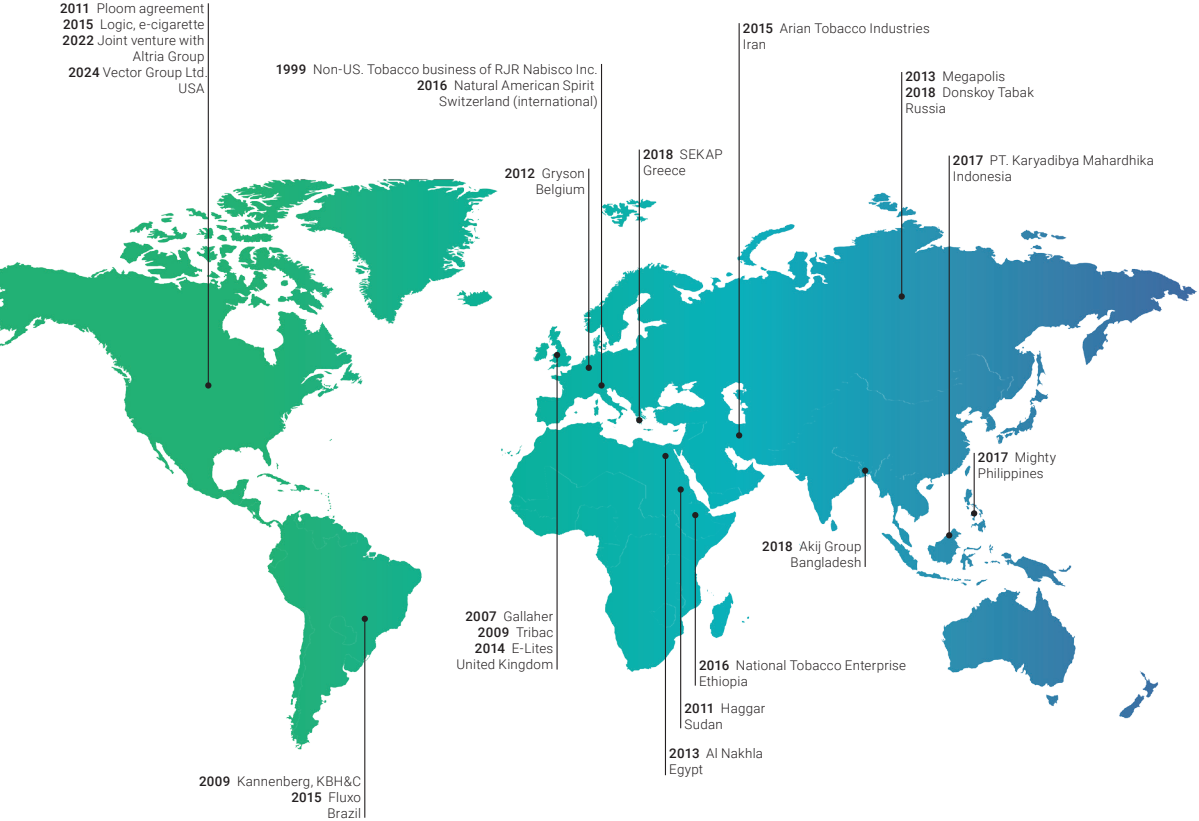
REDUCED-RISK PRODUCTS

With our brands, we are a global player in the heated tobacco, infused tobacco, e-cigarettes, and oral products segments.

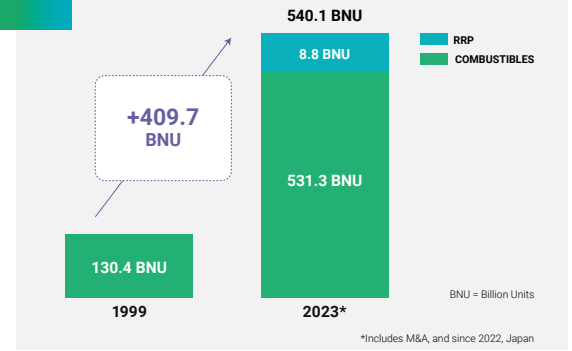


ACROSS THE GLOBE, WE STRIVE TO PROVIDE FULFILLING MOMENTS BY DELIVERING SCIENTIFICALLY SUBSTANTIATED REDUCED-RISK PROPOSITIONS TO OUR CONSUMERS.

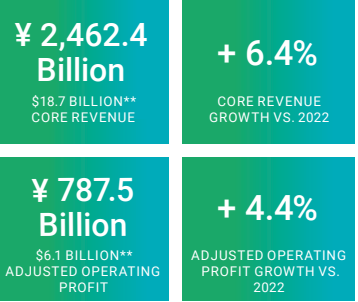
Strengthened Global Presence



OUR GROWTH



2023 performance at constant FX basis*



* The JT Group reports in Yen only. For more information on our performance, see the 2023 Financial Results on jti.com
** USD at constant FX - indicative only

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