### 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.

COUNTRIES





447



504

PROJECTS

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 support 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



NATIONALITIES



130+ MARKETS WHERE OUR PRODUCTS ARE AVAILABLE

128



FINISHED GOODS AND TOBACCO-RELATED FACTORIES





RESEARCH & DEVELOPMENT CENTERS



36 COUNTRIES WHERE WE SOURCE **TOBACCO LEAF** 

### 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**

#### REDUCTION IN CO, EMISSIONS FROM OUR OWN OPERATIONS SINCE 2019



Driven mainly by energy efficiency measures, a transition to renewable electricity sources, and the decarbonization of our fleet.

# PROPORTION OF RENEWABLE

### ELECTRICITY USED IN 2023 Achieved by our commitment to onsite solar

generation and the procurement of renewable electricity from a diverse range of sources, including solar, wind, and hydropower.

#### **REDUCTION IN WATER USE SINCE 2015**

Achieved by overall process improvements. increased use of recycled water, and the implementation of other water efficiency measures.



#### OF ALL PACKAGING OF JTI PRODUCTS SOLD IS REUSABLE OR RECYCLABLE\*



Achieved by overall reduction, replacement, and improvement of packaging materials.



#### **HUMAN RIGHTS ASSESSMENTS** SINCE 2018



Includes Human Rights Impact Assessments, Self-Assessment Questionnaires, Supply Chain Impact Assessments, Sustainable Tobacco Program In-depth Assessments, and Living Income Assessments.

For more information on our sustainability numbers, see iti.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



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## 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

associated with smoking.

CREATING FULFILLING MOMENTS.

**CREATING A** BETTER FUTURE.



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.















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

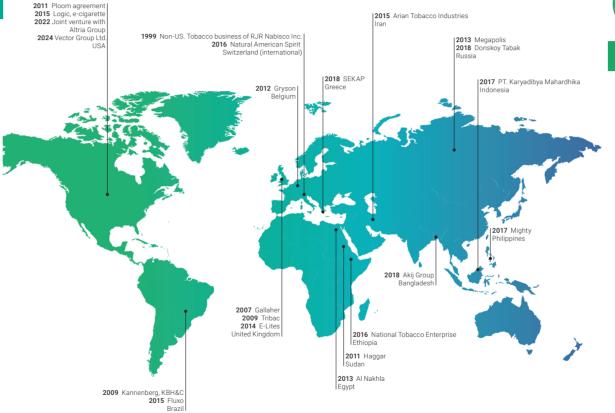
REDUCED-RISK PRODUCTS

With our brands, we are a global player in the

oral products segments.

heated tobacco, infused tobacco, e-cigarettes, and

# Strengthened Global Presence







#### 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 iti.com

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\*Reduced-Risk Products: products with the potential to reduce the risks

<sup>\*\*</sup> USD at constant FX - indicative only