

INNOVATION BACKED BY SCIENCE



Tobacco Harm Reduction as a Consumer Choice

PRESENTING:

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JTI RR Science VP



JTI PURPOSE OUR REASON FOR BEING

**CREATING
FULFILLING
MOMENTS.**

**CREATING
A BETTER
FUTURE.**

High quality and enjoyable experiences
for our consumers

Products with the potential to be less harmful
and more sustainable based on robust science

Accelerate innovation and diversification of our product
portfolio to meet preferences, needs and expectations

THR AS A CONSUMER CHOICE



Product Risk
Reduction

... compared to cigarettes, should be grounded in robust science alongside high product quality and safety standards



Consumer
Acceptance

... around fulfilling the needs and wants of adults who smoke giving them a pleasurable and sensorial experience



TOBACCO HARM REDUCTION

Adult tobacco consumers that want to enjoy tobacco and nicotine products, making **informed choices** to use non-combustible products as an alternative to smoking, coupled with robust youth access prevention measures, are key to achieving THR

OFFERING CHOICE TO ADULT TOBACCO CONSUMERS

>1 BN

Tobacco users
all over the world

World Health Organization Estimate

Growing interest in, and demand for,
RRP* amongst adult tobacco consumers

Various consumer drivers

 REDUCED RISK POTENTIAL

 COURTESY TO OTHERS

 SENSORIAL SATISFACTION

 LIFESTYLE CHOICE

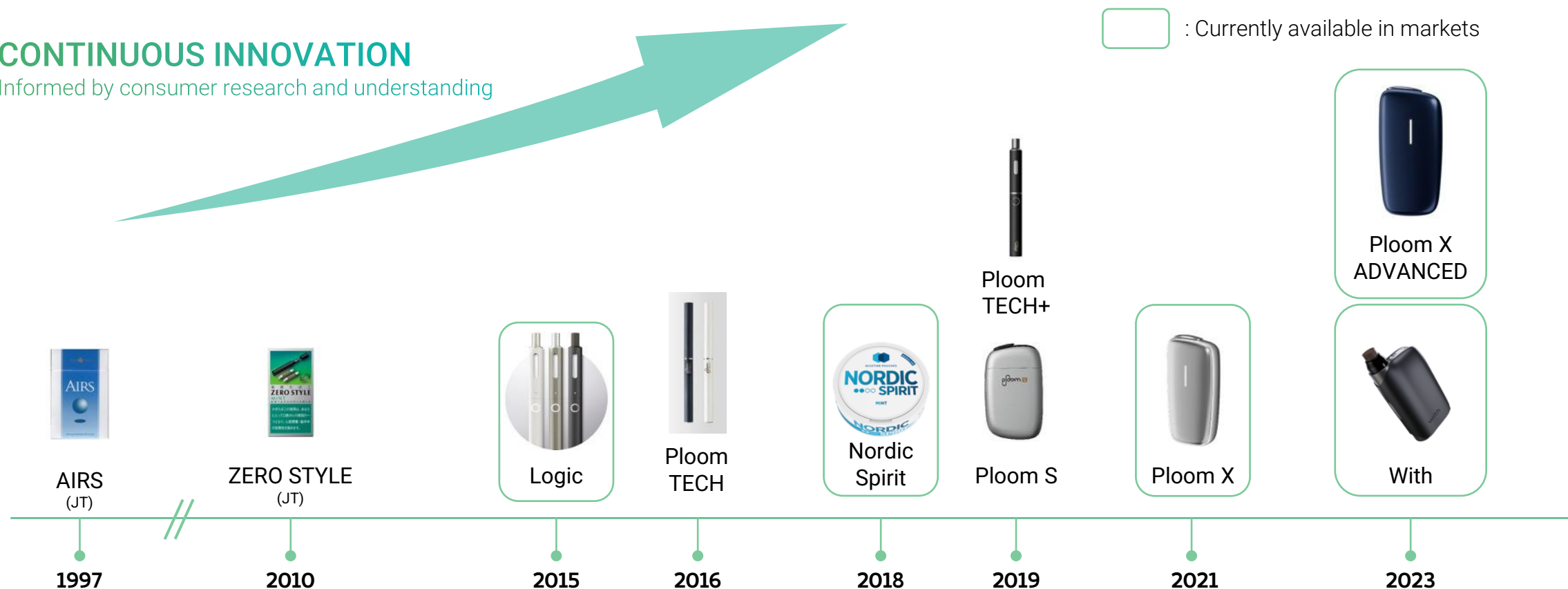
 SAVE MONEY

*RRP (Reduced-Risk Products) are products with the potential to reduce the health risks associated with smoking

ADVANCES IN TECHNOLOGY & INNOVATION BACKED BY CONSUMER-FOCUSED APPROACH

CONTINUOUS INNOVATION

Informed by consumer research and understanding



PLOOM X – OUR LATEST INNOVATION

Reflecting learnings and consumer feedback...

- Better sensorial satisfaction
- Authentic and rich tobacco taste with consistent intensity
- New blends
- Improved usability
- Easy to personalize

= Enhanced product experience and greater consumer satisfaction



ACCELERATING GLOBAL EXPANSION OF PLOOM X

13

markets
in 2023

~30

markets
by the end of 2024
(plan)

PLOOM X ADVANCED: CONTINUOUS EVOLUTION



Optimized
heating
profile



Faster
charging

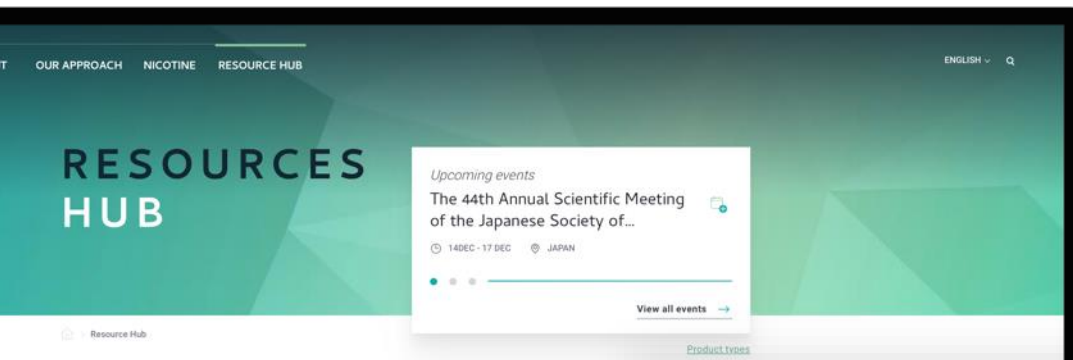


Auto-On
heating

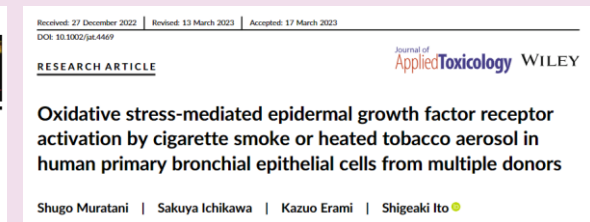
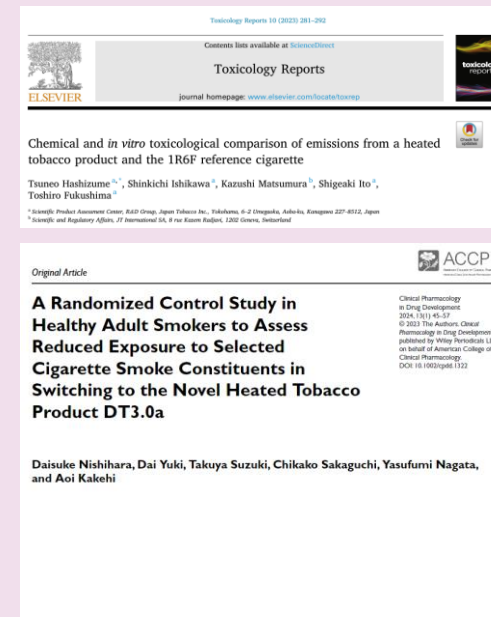


PLOOM X SCIENCE TO DATE

Growing scientific evidence base underpinning the reduced risk potential of Ploom X



FIND OUR PUBLICATIONS



AVOIDANCE OF COMBUSTION IS
THE CRITICAL FIRST STEP FOR ACHIEVING
REDUCED RISK ALONGSIDE HIGH PRODUCT
STEWARDSHIP STANDARDS.



NO COMBUSTION

1

2

3

REDUCED EMISSIONS

>90%

reduction in select harmful substances

Ploom X aerosol contains fewer substances and lower levels of harmful substances compared to cigarette smoke.

Hashizume *et al.* 2023 Toxicology Reports

REDUCED TOXICITY

LESS

mutagenicity, genotoxicity, and cytotoxicity

Reduced Ploom X emissions leads to reduced biological responses compared to cigarette smoke.

Hashizume *et al.* 2023 Toxicology Reports

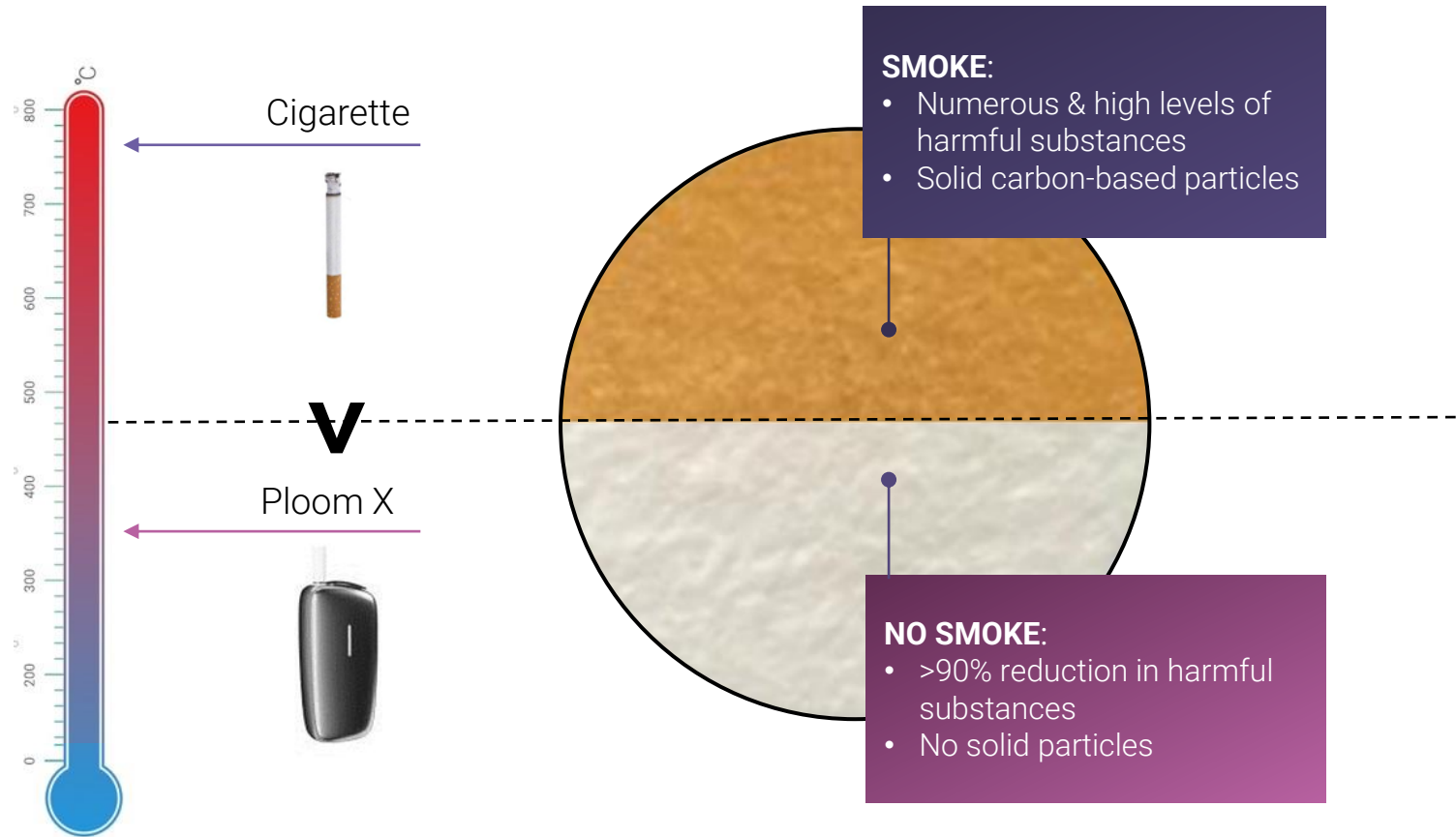
REDUCED EXPOSURE SIGNIFICANT REDUCTION

in exposure to select harmful substances

Adults who smoke and switch to Ploom X show substantial reductions in levels of select harmful substances in the body.

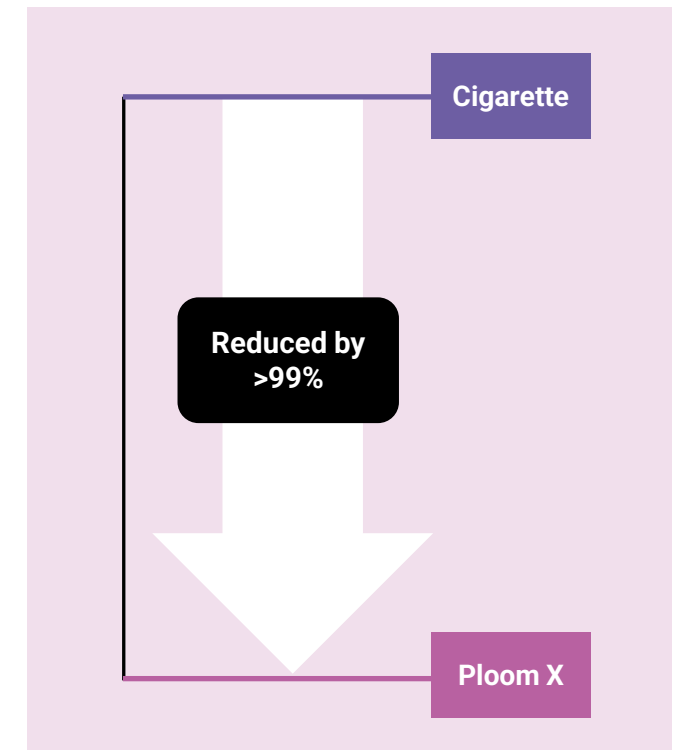
Nishihara *et al.* 2023
Clinical Pharmacology in Drug Development

PLOOM X HEATS BUT DOES NOT BURN TOBACCO



Machine-generated emissions
captured on a Cambridge filter pad

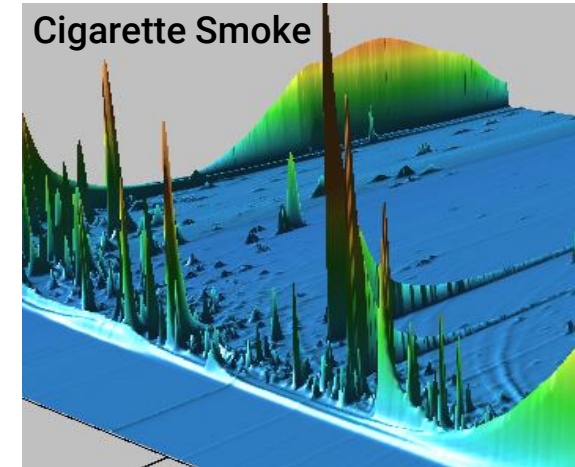
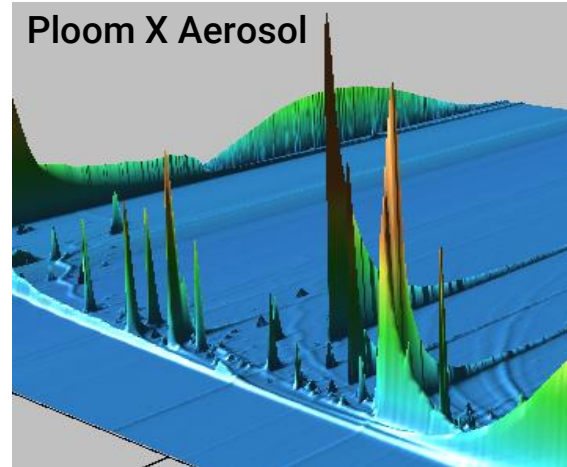
COMBUSTION MARKERS



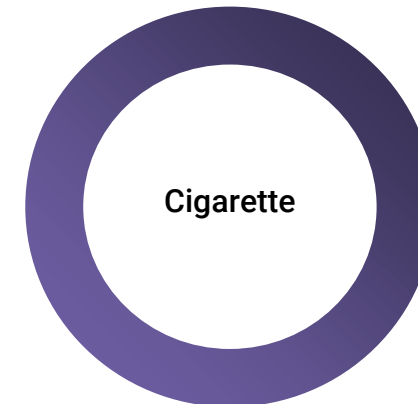
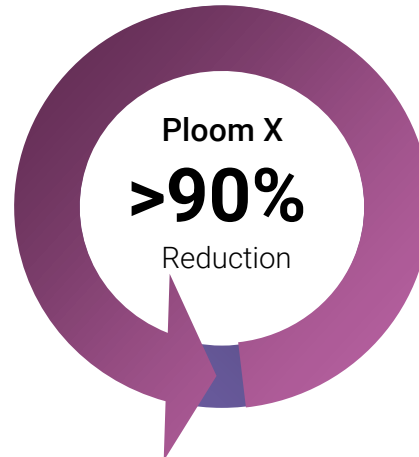
Hashizume et al. 2023 Toxicology Reports

PLOOM X AEROSOL IS CHEMICALLY LESS COMPLEX

...with fewer substances...



...and lower levels of
harmful substances...



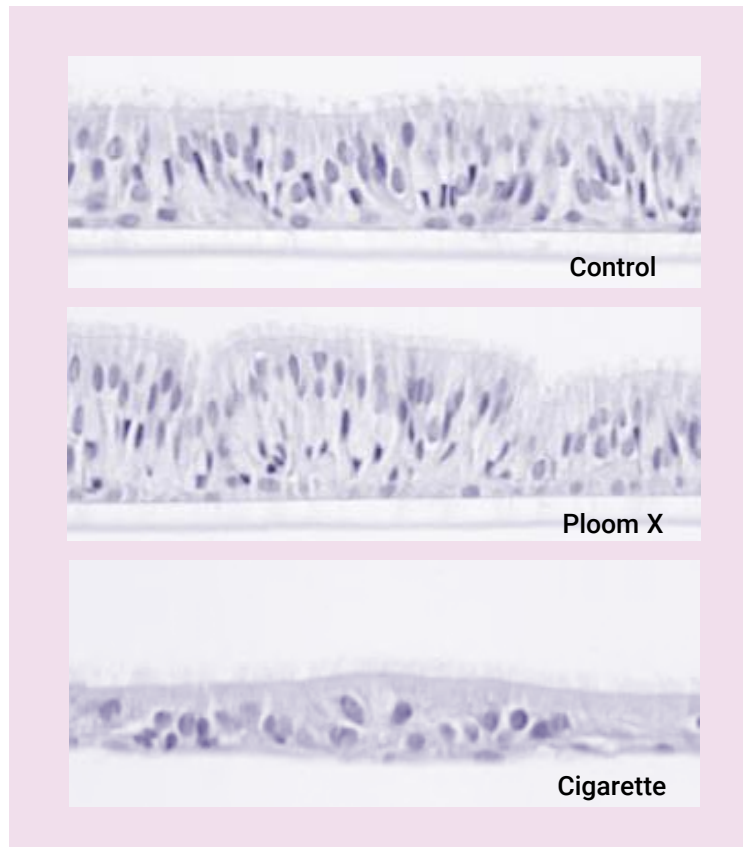
Levels of 43 harmful
substances of public
health interest

Hashizume *et al.* 2023
Toxicology Reports

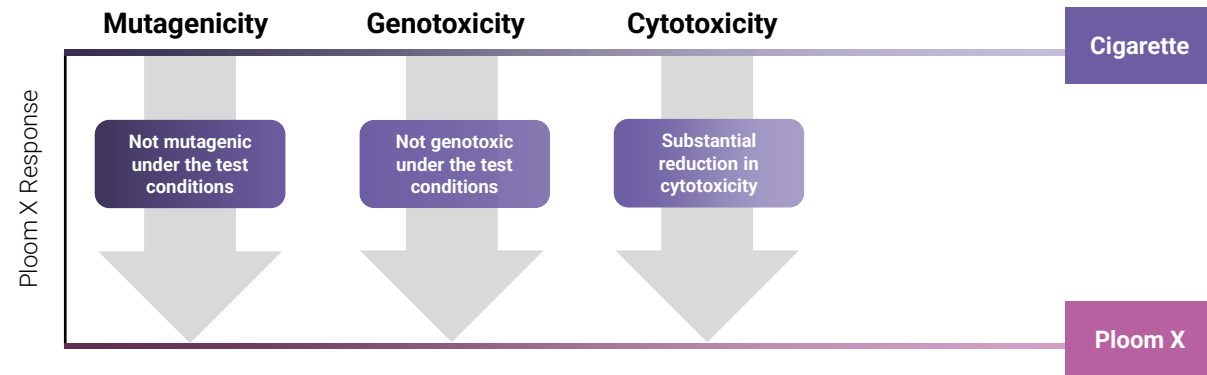
...compared to cigarette smoke.

PLOOM X HAS REDUCED BIOLOGICAL ACTIVITY

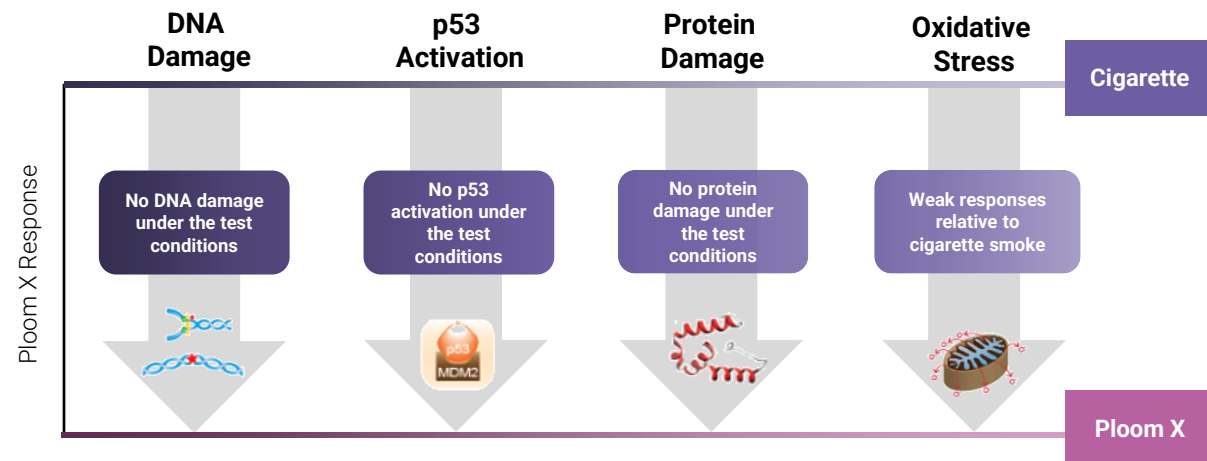
Histopathology: Human 3D reconstructed bronchial tissue



Standardised toxicology assays

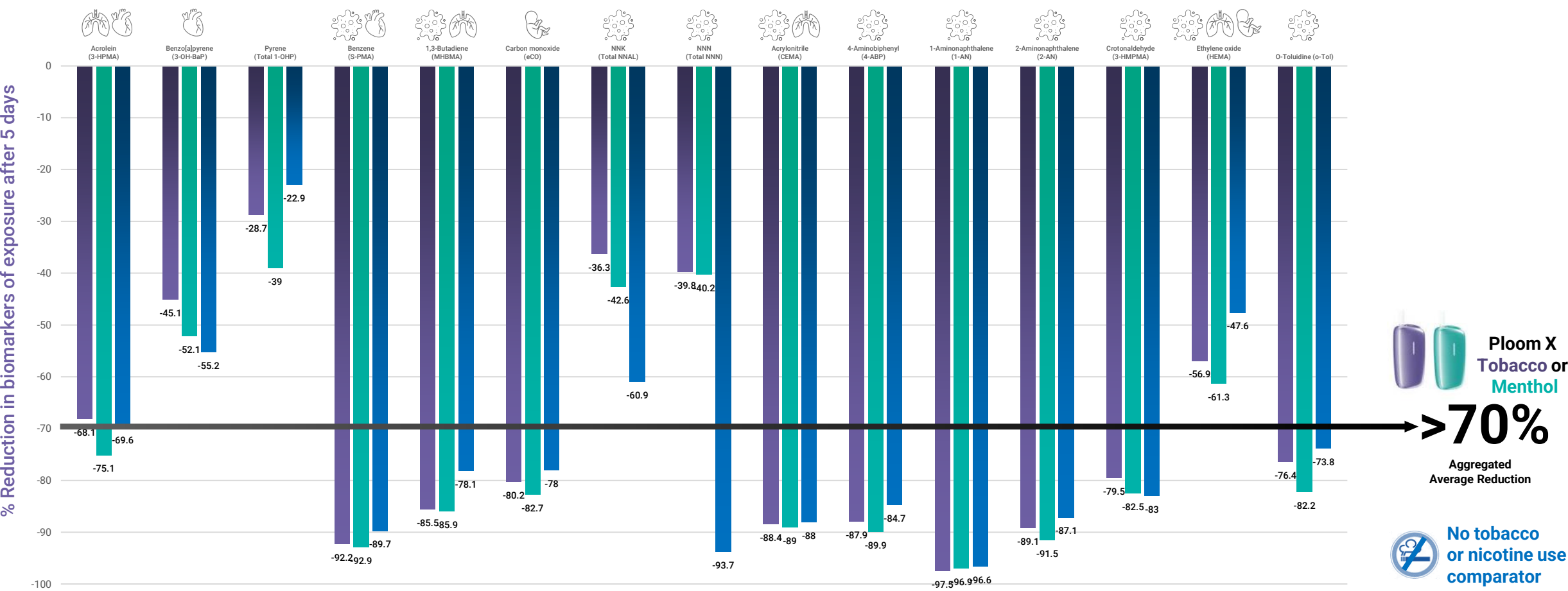


Mechanistic toxicology assays (24 hr exposure)



PLOOM X CLINICAL STUDY CONFIRMS SUBSTANTIAL REDUCTIONS IN EXPOSURE TO SELECT HARMFUL SUBSTANCES

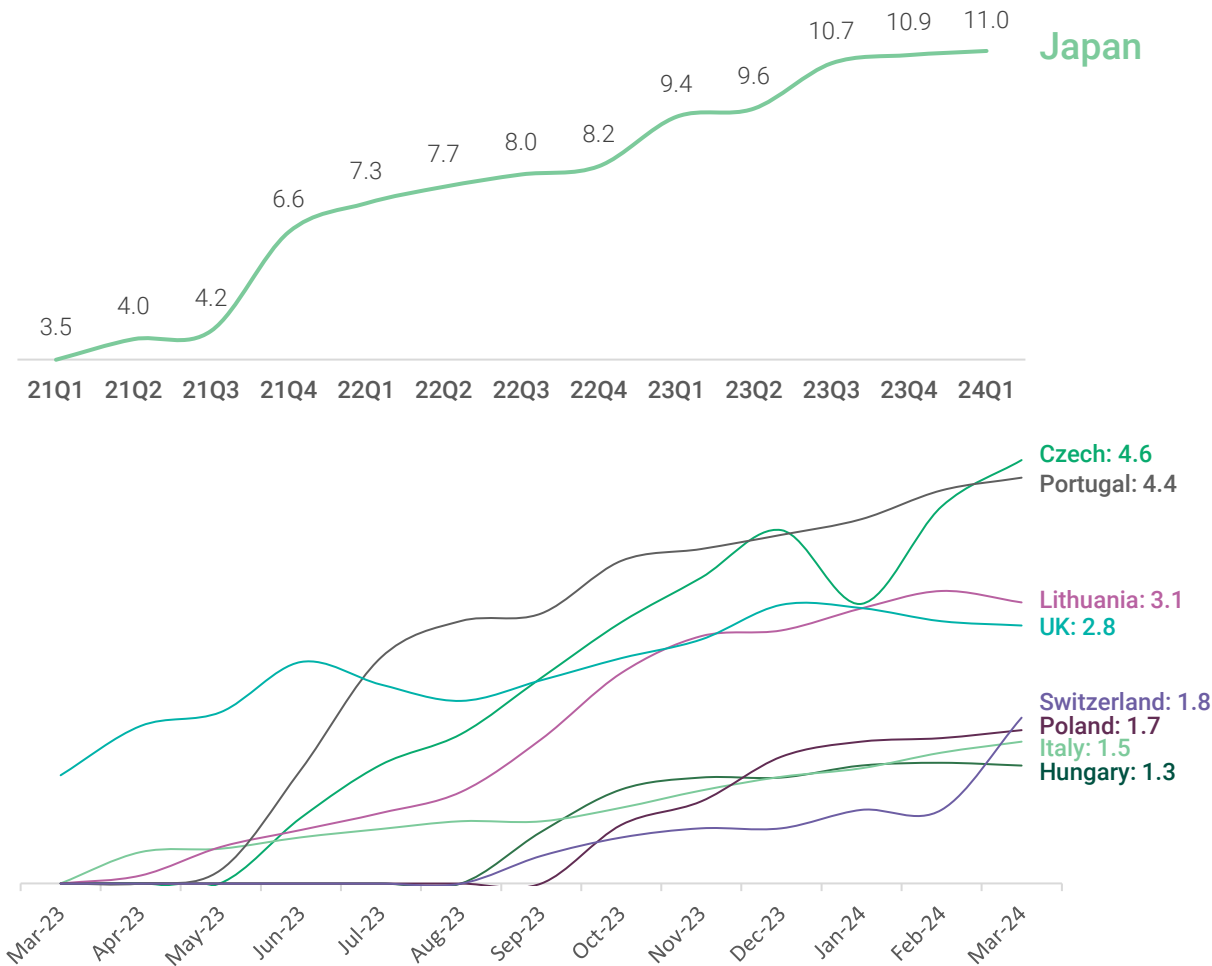
Product Risk Reduction × Consumer Acceptance
= TOBACCO HARM REDUCTION



PLOOM X FULFILLING THE NEEDS OF ADULT TOBACCO CONSUMERS

Ploom X is providing adult tobacco consumers with more choice and options in their pursuit of THR.

Ploom X Launch Markets (Share of Segment in Heated Tobacco Sticks)

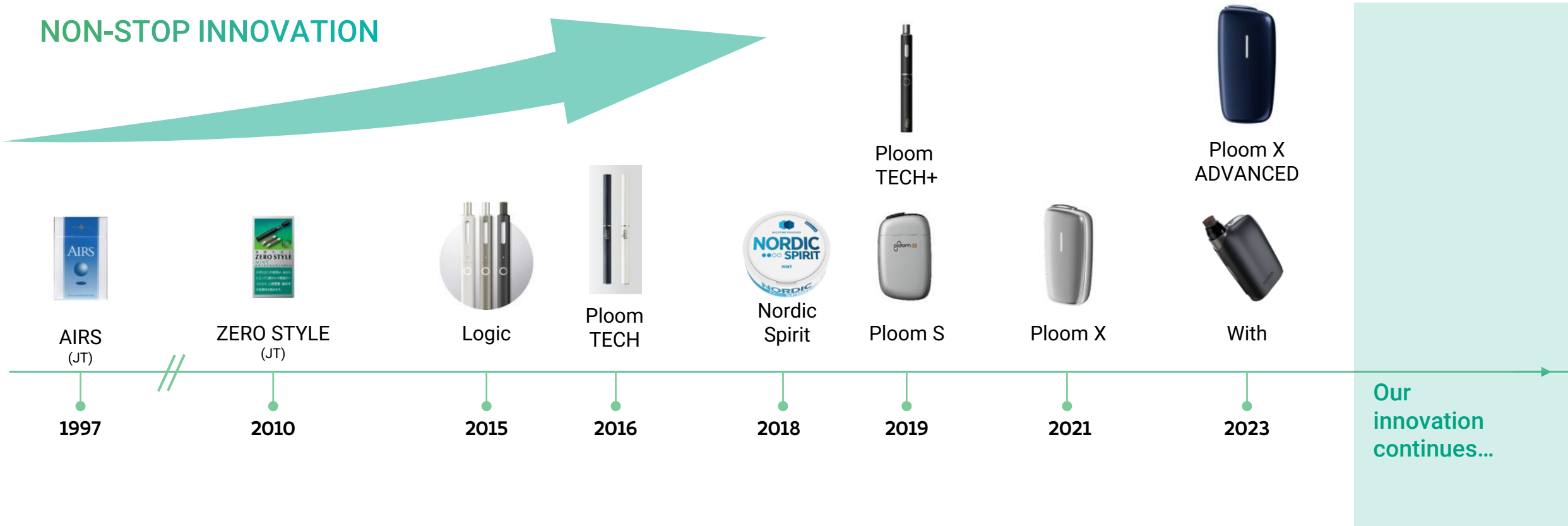


Source: JT Group 2024 First-Quarter Results



INNOVATING TO EXCEED THE EXPECTATIONS OF MORE ADULT TOBACCO CONSUMERS

NON-STOP INNOVATION



HOLISTIC EXPERIENCE WITH MORE SENSORIAL SATISFACTION & PLEASURE

- Listening to and understanding adult tobacco consumers' needs and demands
- Offering more choice, to more adult tobacco consumers, in more markets

MAXIMIZING
THR AS A
CONSUMER
CHOICE



THR AS A CONSUMER CHOICE: INNOVATION BACKED BY SCIENCE



Product Risk Reduction

SCIENCE

- The totality of our science to date is directionally consistent with Ploom X having the potential to reduce the health risks associated with smoking
- We continue to invest in high-quality, multi-disciplinary science to generate the evidence base underpinning Ploom X's potential risk reduction profile



Consumer Acceptance

INNOVATION

- Satisfying & pleasurable sensorial experience
- Offering more choice to adult tobacco consumers
- Listening to adult tobacco consumers and continuing to innovate to exceed their expectations so that more prefer and choose to use RRP as an alternative to smoking



TOBACCO HARM REDUCTION
as a consumer choice

SOLVING THE EQUATION ALIGNS TO OUR CORPORATE PURPOSE

RRP:

TOBACCO
HARM
REDUCTION

=



Product Risk
Reduction

×



Consumer
Acceptance

CREATING FULFILLING MOMENTS.
CREATING A BETTER FUTURE.

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