

JTI Romania enters the Reduced Risk Products category

Launch of Logic Compact e-cigarette

Bucharest, January 7, 2019 – JTI Romania introduces the Logic Compact e-cigarette, available as of today in selected stores in Bucharest, and online. JTI is the first of the big tobacco companies to enter the country's Reduced Risk Products category in the e-cigarette segment, thus differentiating from other competitors who opted for heated tobacco products.

“Logic Compact was recently launched in UK with excellent consumer feedback – Romania is now the second country to continue the international roll-out”, states Mark Rock, General Manager of JTI Romania, Moldova and Bulgaria. “Deeply rooted in our Japanese heritage and leveraging on our global expertise, quality is at the heart of all we do. We will adhere to the exact same high standards when now entering the vaping category in Romania.”

Logic Compact is a ‘closed tank’ (replaceable capsules) device, available in three metallic colors (slate grey, steel blue, rose gold). The pre-filled e-liquid pods click into place to the device magnetically, same as the battery to the charger.

At launch, the Logic Compact capsules are offered in four flavors: tobacco, menthol, berry mint and cherry. The nicotine e-liquids are manufactured in EU.

Last year Public Health England in a review report^[i] on the available body of scientific evidence has confirmed the reduced-risk potential of e-cigarettes. *“The growth of the vaping category reflects a profound change in people’s lifestyle. For us in JTI the future of the Reduced-Risk Products^[ii] (RRP) category is innovation which is led by the needs of adult consumers. We are fully consumer-centric and firmly committed to the concept of choice across the range of conventional and new-generation products”,* explains Mark Rock.

Over the past three years Japan Tobacco Group globally has invested ca. \$1 billion in its Reduced-Risk Products. Until 2020 the Company will spend another \$1 billion into R&D and capex to further drive the RRP business.

JTI is already a global leader in the e-cigarette segment with strong presence in major vaping markets, including the US, UK, France and Italy. Worldwide Logic e-cigarettes are currently in 12 markets, which account for around 75% of e-cigarette global value.

About JTI

JTI is a member of the Japan Tobacco Group and a leading international tobacco company with operations in more than 130 countries. It is the global owner of both Winston, the number two cigarette brand in the world, and Camel outside the USA. With its internationally recognized brand Logic, JTI is also a major player in the e-cigarette market. Headquartered in Geneva, Switzerland, the company employs close to 40,000 people. In Romania, the company celebrated last year 25 years of being present on the market. For more information, visit www.jti.com.

^[i] Ann McNeill, Leonie S Brose, Robert Calder, Linda Bauld, Debbie Robson, 2018. *Evidence review of e-cigarettes and heated tobacco products 2018. A report commissioned by Public Health England.*

^[ii] For JTI Reduced-Risk Products (RRP) are those with the potential to reduce the risks associated with smoking.