Ploom introduces LYO in Romania

Bucharest, July 6, 2026 - JTI launches LYO, its new heated nicotine sticks in Romania, primarily in most of the points of sale that sell the Heated Products category across both retail channels, traditional and modern trade, also including dedicated Ploom islands and its owned e-Commerce website, www.ploom.ro. Designed exclusively for Ploom, JTI's global heated product brand, LYO unlocks absolute flavor with zero tobacco, offering a layered intense taste.

"The launch of LYO reflects our unwavering commitment to offer high-quality products shaped by consumer feedback, insights, and experience, driven by continuous innovation," said Veljko Vuckovic, Ploom Strategy & Portfolio and Deployment Vice President. "Between 2025 and 2027 a substantial portion of our global investments will be allocated to strengthening our global Reduced-Risk brand Ploom. The introduction of LYO under the banner of Ploom further broadens consumer choice in our portfolio."

Gabriella Offeddu, General Manager JTI Romania, Moldova, and Bulgaria added "Our new global brand, LYO, is our latest bold breakthrough, created especially for consumers seeking flavor, variety and novelty for every situation. We are excited to offer adult consumers this new product that further elevates their Ploom experience in Romania, where the product has been available since 2023. This expansion reflects our long-term confidence in the country, as a strategic market for JTI. By introducing a new range of heated sticks for Ploom locally, we reaffirm our commitment to innovation and the continued development of the reduced-risk products category."

Available in two vibrant editions that offer the perfect flavor lift for every moment: Arctic Mint and Wild Berry, both featu ring a menthol base and capsule technology for an added boost, delivering extra freshness in Arctic Mint and a berry taste in Wild Berry. Every LYO flavor has its own unique signature to match every mood and amplify the taste sensation.
Each stick holds a crushable capsule that unlocks a bold taste, and a sweet tipping that enhances the sweet taste, bringing a fresh and dynamic twist to the flavor experience.

Flavor first with zero tobacco
LYO flavored nicotine sticks are completely tobacco-free, bringing maximum flavor with a smooth sweet taste and layered herbal warmth from the first puff to the last.
Designed exclusively for Ploom's Smart HeatFlow™ technology, LYO unleashes modern, expressive pleasure and the freedom to explore and enjoy every moment with consideration and confidence. Each stick is gently heated to release a satisfying aroma without tar or lingering tobacco smell.
By heating rather than burning tobacco or, in LYO's case, non-tobacco materials, Ploom AURA, our next generation heated device, produces lower levels of harmful substances compared to cigarette smoke*.

Medium- and long-term strategic investments
To support the development of the reduced-risk product category, the JT Group has announced investments of approximately JPY 800 billion for the 2026–2028 period, mainly focused on heated products to support commercialization efforts, R&D and capital expenditures.

“Adult consumers are seeking increasingly diverse experiences, and LYO responds to this trend by introducing a new proposition within the Ploom ecosystem. With this launch, we offer greater freedom of choice, addressing different preferences and consumption occasions,” mentioned Marian Zamfir, Marketing Director JTI Romania, Moldova, and Bulgaria.

* Based on machine-generated data comparing the levels of select harmful substances in Ploom aerosol relative to 1R6F reference cigarette smoke.

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JTI, a member of the JT Group, is a modern and dynamic international company, passionate about quality and innovation. It sells its products in over 130 markets with the goal of bringing exceptional tobacco and nicotine experiences to its adult consumers. JTI is the global owner of both Winston and Camel, respectively the second and third largest combustible brands in the world. Other global brands include MEVIUS, LD and Sobranie. It is also present in the Reduced-Risk Products category with its heated tobacco brand, Ploom, vaping brand, Logic, and Nordic Spirit nicotine pouches. Headquartered in Geneva, Switzerland, the Company employs over 46,000 people and was awarded Global Top Employer for the twelfth consecutive year in 2026. For more information, visit www.jti.com.