

JTI launches Ploom X in Romania

Bucharest, September 28th - JTI Romania is launching Ploom X, the JT Group's newest and most evolved heated tobacco device, which will be available in selected points of sales in Bucharest, as well as on www.ploom.ro

"The launch of Ploom X confirms JTI's commitment to invest in innovative products focusing on our consumers' needs and expectations. We are still at the early stage of our reduced-risk products journey and have ambitious plans to increase our market share in the heated tobacco sticks category. The launch of Ploom X in Romania is a key milestone in that journey. We lay a solid foundation for JTI's successful growth in the country where we celebrate our 30th anniversary this year, and are committed to creating fulfilling moments for consumers, and creating a better future for them and the society in which we work". stated Alexander Pitchka, General Manager JTI Romania, Moldova and Bulgaria.

JT Group plans to invest more than JPY 300 billion in Reduced-Risk products globally, mainly in the heated tobacco category, between 2023 and 2025 to support its ambitious geographic expansion. Romania is the tenth country in which JTI has launched Ploom, after Japan, the United Kingdom, Italy, Portugal, Czech Republic, Lithuania, Switzerland, Poland, and Hungary.

Optimal heat distribution, richer flavor

Ploom X differs from traditional cigarettes in that it only heats the tobacco, rather than burning it. The tobacco can then be enjoyed without any smoke or ash. The HeatFlow™ technology not only ensures optimal heat distribution in just seconds, but it also generates a richer flavor and no smoke smell. The ActivBlend™ tobacco blend, from the Sobranie sticks dedicated reserves, exclusively developed for Ploom, offers an exceptional and authentic tobacco experience.

Easy to use and a special design

Ploom X has been carefully crafted, featuring a unique design, but it is also handy and easy to use. The device has no visible buttons and works via an innovative IntuiTouch system. LEDs show when the device is ready for use, when it needs charging, and much more.

Ploom X at a glance

- **Long lasting sessions:** Ploom X is designed to deliver 5-minute sessions, regardless the number of puffs.
- **Easy to use and reliable:** when fully charged, the device's battery lasts for more than 20 sticks and can then easily be recharged using a USB-C connection.
- **Unique design:** Ploom X stands out thanks to its distinctive, handy, and compact design. Consumers can also express their individuality by choosing between five different colors: black, silver, champagne gold, slate grey and navy blue.
- **Variety of tobacco blends:** the dedicated Sobranie sticks offer an intense authentic tobacco experience, due to the unique ActivBlend and HeatFlow technologies.

JTI celebrates 30 years in Romania, being one of the first multinational companies established in the country, under the name R.J. Reynolds. In 1999, RJR became JTI, the biggest Japanese company locally with investments of over 300 million euro.

In Romania JTI has over 1,300 employees based in its Bucharest office, 34 offices in the country and in the factory.

JTI is a leading international tobacco and vaping company selling its products 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. Other global brands include MEVIUS and LD. JTI is also a major player in the international vaping market. Headquartered in Geneva, Switzerland, the Company employs about 46,000 people and was awarded Global Top Employer for the ninth consecutive year in 2023. JTI is a member of the JT Group of Companies. For more information visit www.jti.com.