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JT Group Launches Ploom AURA and EVO Heated Tobacco Sticks in Japan
Its latest and most technologically advanced propositions in the Heated Tobacco Segment

Japan Tobacco Inc. (JT)(TSE:2914) launches Ploom AURA, its next generation heated tobacco device, on May 27, 2025, in Japan, primarily in its Ploom stores and CLUB JT online shop. In parallel, JT Group will roll out EVO, its exclusive and premium heated tobacco sticks (HTS), to complement Ploom AURA and provide adult consumers with the latest and most technologically advanced propositions in the heated tobacco segment. A nationwide launch of Ploom AURA and EVO will start on July 1 in convenience stores and tobacco retail shops. Ploom AURA will roll out globally in the near future.

The purpose of JT Group's tobacco business is: Creating fulfilling moments. Creating a better future. And with the launch of Ploom AURA in Japan, the world's leading heated tobacco market, JT Group is taking further steps in this direction – bringing to market and adult consumers an innovative and state-of-the-art heated tobacco device, following extensive consumer insights as well as strong research and development.

"In the Reduced-Risk Products (RRP) category, we are focusing on providing adult consumers with quality products, rooted in technology, consumer insights, and experience and I truly believe Ploom AURA embraces all these aspects and more. The JT Group will continue to prioritize investments in the heated tobacco sticks segment which maintains the strongest and most consistent growth in the RRP space. Over the course of 2025-2027, we are investing 650 billion yen in RRP, and a significant part of this will be towards Ploom AURA, notably on the launch in Japan and globally,"* said Takehiko Tsutsui, Executive Vice President of Reduced-Risk Products.

Ploom AURA's key focus is on enhancing flavor and the device leverages SMART HEATFLOW heating technology, delivering sensory satisfaction while enabling consumers to enjoy the full essence and richness of tobacco with the absence of combustion and no smell of smoke. The new Heat Select System offers four modes for users to customize their experience in line with their preferences. The device maintains the delicate and organic curves characteristic of Ploom, while evolving into a compact and slim design – combining elegance and practicality.

EVO is JT Group's global heated tobacco sticks brand, designed to seamlessly enhance Ploom's advanced heating technology and reduced-risk potential. EVO sticks are made from high-quality tobacco leaves, expertly cut and blended to provide a true tobacco taste. An example of meticulous attention to detail, EVO guarantees a satisfying experience with every puff.

The combination of the cutting-edge technology of Ploom AURA, along with the high-quality EVO heated tobacco sticks, will ensure consumers consistently experience pleasurable heated tobacco moments.

"The RRP category is reshaping the global tobacco landscape, and I am confident that Ploom AURA and EVO will play key roles in supporting JT Group's ambition of reaching mid-teens share in the HTS segment by 2028," added Tsutsui.

*Reduced-Risk Products (RRP): Products with the potential to reduce the risks associated with smoking, such as Heated Tobacco Products, E-Vapor (or vapes), and Oral products like nicotine pouches.

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Japan Tobacco Inc. (JT) is a global company headquartered in Tokyo, Japan. It is listed on the primary section of the Tokyo Stock Exchange (ticker: 2914.T). JT Group has approximately 53,000 employees and 62 factories worldwide, operating in three business segments: tobacco, pharmaceutical, and processed food. Within the tobacco business, the largest segment, products are sold in over 130 markets and its flagship brands include Winston, Camel, MEVIUS, and LD. The Group is committed to investing in Reduced-Risk Products and markets its heated tobacco products under its Ploom brand.

Consumers, shareholders, employees, and society are the four stakeholder groups (4S) at the heart of all of JT Group's activities. Inspired by its "Fulfilling Moments, Enriching Life" purpose, the Group aims to ensure sustainable and valuable contributions to its stakeholders over the long term. In addition to our three business segments, this goal is also supported by D-LAB, the JT Group's corporate R&D initiative, set up to search and create added-value business opportunities. For more information, visit https://www.jt.com/.

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