

JTI Romania extends the distribution of electronic cigarette *Logic Compact, now available in 12 cities outside Bucharest*

Bucharest, June 19, 2019 - JTI Romania extends the distribution network of the electronic cigarette Logic Compact in 12 cities throughout the country, after the product was launched in January in several shops located in Bucharest and online. Starting June 2019, the electronic cigarette from JTI Romania's portfolio shall be available in over 1200 points of sale in Bucharest, Cluj, Timisoara, Constanta, Iasi, Craiova, Oradea, Sibiu, Brasov, Bacau, Galati, Braila and Ploiesti.

JTI is the first multinational tobacco company that has entered the local market of reduced risk products¹ in the segment of electronic cigarettes, differentiating itself from the competitors, who have opted for heated tobacco products.

„Reduced Risk Products are an opportunity for all of us. We have set this direction, we want to invest and develop this segment and therefore we have launched Logic Compact half a year ago. We are very pleased with the results obtained by Logic Compact until now. The e-cigarette from JTI's portfolio was very warmly received by adult customers, so we have decided to extend the distribution network of Logic Compact in 12 other large cities, apart from Bucharest. We will continue to grow the brand and invest in this category.” stated Mark Rock, General Manager of JTI Romania, Moldova and Bulgaria.

Romania is the second country, after the United Kingdom, where JTI has launched Logic Compact. Currently, the product is already available in 12 countries.

Logic Compact is a closed tank device, easy to use, with pods that do not require a refill. Both the pod and the charger are magnetically attachable to the device.

In addition to the metallic colours available for the device on its launching date (Slate Grey, Steel Blue, Rose Gold), we have introduced new colour options, as a limited edition: Scarlet Red, Emerald Green and Champagne Gold.

The Logic Compact pods filled with nicotine-containing liquid meet the highest quality and safety standards and are available in 4 flavours: Tobacco, Menthol, Berry Mint and Cherry.

The nicotine-containing liquid from the Logic Compact pods is manufactured in the European Union.

A report published by Public Health England, a body of the Department of Health and Social Care in the United Kingdom has confirmed, based on the available scientific evidence, that electronic cigarettes have a reduced risk potential.

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf

JTI is a leading international tobacco and vaping 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 and has the largest share in sales for both brands. Other global brands include Mevius and LD. With its internationally recognized brand Logic, JTI is also a major player in the e-cigarette market and has, since 2011, been present in the heated tobacco category with Ploom. Headquartered in Geneva, Switzerland, JTI employs over 45,000 people and was awarded Global Top Employer for five consecutive years. JTI is a member of the Japan Tobacco Group of Companies. For more information, visit www.jti.com.

¹ Reduced-Risk Products (RRP) are those, JTI believes, that have the potential to reduce the risks associated with smoking.