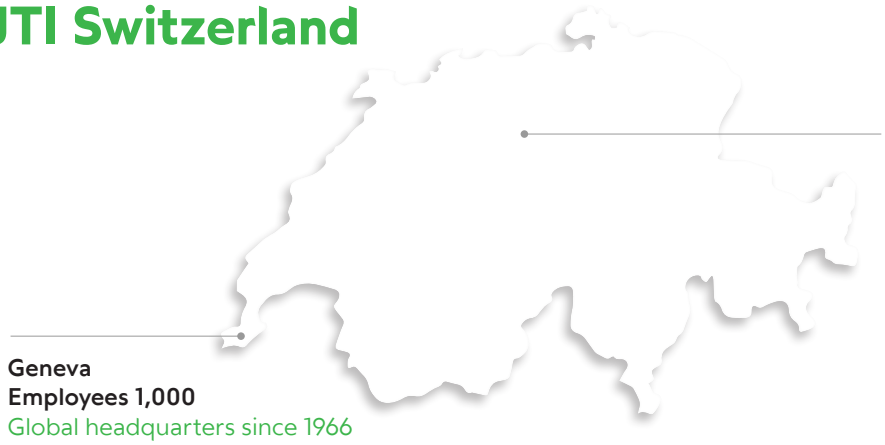
SWITZERLAND



Facts and Figures
2026

JTI Switzerland



Dagmersellen
Employees 375
Market location / Factory since 1971

Geneva
Employees 1,000
Global headquarters since 1966

Market figures

1,375
employees

#1
in fine-cut tobacco

28 %
total market share

Among the Top 100 Patent Applicants of the European Patent Office

Dagmersellen

50 %
share of women in the Leadership Team

375
employees in Dagmersellen
252 in production

38 %
female

Our Brands

- Cigarettes
- Fine-cut tobacco
- Reduced-risk products

Sustainable growth

Success comes with responsibility. We take responsibility for society and the environment.

- We focus on efficient and environmentally friendly production.
- We offer modern and fair working conditions.
- We support projects in the fields of art, environment, and social affairs.
- According to the EcoVadis rating, JTI is among the top 1% of companies in sustainability management.

91 %

By 2024, all product packaging had been designed to be reusable or recyclable.

–33 %

Since 2019 we have reduced our CO2 emission by 33%

We have set the objective to achieve climate neutrality in our own operations by 2030 and to reach net-zero greenhouse gas emissions across our entire value chain by 2050.

Tobacco industry in Switzerland

Production JTI 2025

33 million
cigarettes per day

8.7 billion
cigarettes per year

246
different cigarette varieties

5,278
tons of processed tobacco

84%
are for export

Product distribution

8,500
points of sale selling tobacco products
5,500 cigarette vending machines

73 %
of total tobacco sales are cigarettes

–48 %
decline in sales over the past 20 years

Tobacco taxes

60 %
of the retail price consists of taxes

CHF 1.93 billion
tobacco taxes in 2025

Although sales decreased, tax revenues increased from CHF 1.7 billion CHF in 2000 to CHF 1.93 billion in 2025

Tobacco cultivation

104
tobacco farmers in Switzerland

Tobacco has been cultivated in Switzerland for over
300 years

Tobacco cultivation is highly regulated and supported with subsidies

Product manufacturing

34.6 billion
cigarettes produced
25 % for the Swiss market
75 % for export
(Japan, MENEAT)

CHF 391 million
export revenues from tobacco products

Good to know

13 %*
legally and illegally imported cigarettes due to commuters, duty-free shopping, and smuggling

* Relatively low compared, for example, to France: 53.9 %