



JTI Opens Logic E-cigarettes Online Shop in Russia

Moscow, January 26, 2018 – JTI (Japan Tobacco International) has expanded sales channels for its Logic Pro e-cigarettes in the Russian market by launching its own online shop at www.logicvapes.com. Adult vapers can now buy the Logic Pro innovative device with refill capsules anywhere in Russia.

JTI has become the first multinational company to launch its own online sales channel in the Russian vaping market. Russia is the fifth country after the US, UK, France and Germany to have an online shop which sells Logic Pro devices directly from the manufacturer. Logic is currently present in nine countries including Russia, where Logic Pro was launched in Moscow, Saint Petersburg and the Bristol nationwide retail network in September 2017.

“The launch of the Logic Pro online shop is a logical step, which meets the needs of modern consumers who increasingly prefer to shop from home. The online shop will offer Russian vapers greater access to original high quality Logic Pro products from any place, at any time,” said Dean Gilfillan, JTI Russia’s General Manager.

The www.logicvapes.com offers the Logic Pro device with special refill capsules (cartridges) and accessories. Logic Pro refill capsules come in seven different flavors: berry mint, cherry, menthol cream, strawberry, watermelon, and vanilla, containing 6 mg/ml of nicotine, as well as classic flavor presented in two versions (6 and 12 mg/ml).

Premium Market Ltd. is the official partner of logicvapes.com. Logic Pro products purchased in the online shop can be delivered across Russia by courier companies such as OZON Delivery, DPD, and EMS (Russian Post) and via more than 1,000 pickup locations.

“A strict requirement of the online shop is purchasers’ age control, which eliminates the risk of selling Logic Pro products to minors,” Dean Gilfillan added. In December 2017, JTI Russia was one of the initiators of the public Declaration of Good Practice designed to prevent sales of electronic nicotine delivery systems to minors on a voluntary basis.

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About Logic

Prior to JTI's 2015 acquisition of Logic company, a leading manufacturer of e-cigarettes in the United States, the brand was available exclusively to American users. JTI significantly expanded Logic's sales geography by leveraging its resources as one of the world's largest tobacco manufacturers. To date, the brand's products are available in the US, UK, Germany, France, Italy, Ireland, Greece, Russia and South Korea, as well as across the global network of duty-free stores.

The Logic brand remains the best-selling brand of electronic vaporizers in New York¹. In Ireland and France, Logic Pro is the leader in the segment of electronic vaporizers with refill capsules. Also in the UK, the Logic brand is one of the leading vaping brands.

Logic Pro combines all the advantages of e-cigarettes across all key segments. Only 136 millimeter long, the device boasts a compact and stylish design, which resembles a fountain pen with a black metal body and soft-touch finish. Refill capsules make the device easy to use. E-liquids are manufactured at one of JTI's factories in Europe.

About JTI

JTI is a leading international tobacco company with operations in more than 120 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, LD and Natural American Spirit. 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 around 27,000 people and was awarded Global Top Employer for three consecutive years. Its core revenue in the fiscal year ended December 31, 2016, was USD 10.5 billion. JTI is a member of the Japan Tobacco Group of Companies.

In Russia, JTI is the largest tobacco company with a portfolio that includes 2 of 5 top-selling cigarette brands Winston and LD. JTI is a leading foreign investor in Russia's tobacco industry. Since 1999, when JTI was created following Japan Tobacco's acquisition of the R.J. Reynolds' operations outside the US the total volume of the company's direct investment in the Russian economy has exceeded USD 1,9 billion (approximately 60 billion Rubles) by 2016.

For more information, visit www.jti.com.

¹ Management Science Associates Inc data.