

JTI UK AT A GLANCE



2024/2025

JTI TODAY

JTI is one of the world's leading tobacco companies.

We sell some of the most well-known brands of ready-made cigarettes, cigars, hand-rolling tobacco, tobacco-free nicotine pouches, heated tobacco and vaping products.



128

NATIONALITIES



46,000+

EMPLOYEES



130+

**MARKETS WHERE
OUR PRODUCTS
ARE AVAILABLE**



8

**RESEARCH &
DEVELOPMENT
CENTERS**



36

**FINISHED GOODS AND
TOBACCO-RELATED
FACTORIES**



36

**COUNTRIES
WHERE WE SOURCE
TOBACCO LEAF**

OUR SIX PRINCIPLES

OPENNESS ABOUT
THE RISKS OF SMOKING

COMMITMENT TO
THE DEVELOPMENT OF
REDUCED-RISK PRODUCTS

TRANSPARENCY ABOUT
OUR PRODUCTS

YOUTH ACCESS
PREVENTION

ACCOMMODATING
SMOKERS AND
NON-SMOKERS

RESPECT FOR LOCAL
NORMS AND CULTURES

44% SHARE OF MARKET

**JTI is the leading tobacco company
in the UK.**

It owns three of the top five brands and has a 44% share of the market.*

JTI has over 500 employees in the UK with its head office in Putney, London; a national distribution centre in Crewe; and field-based Business Advisers located nationwide.

Our Purpose

**CREATING
FULFILLING
MOMENTS**

**CREATING
A BETTER
FUTURE**

*Circana Market Place, Volume Share, Total Tobacco Category, Total UK, FY 2023.

OUR COMMITMENT TO CONSUMERS

Our industry is changing, but our commitment to consumer choice remains. We are transforming to provide a wider portfolio of quality products, including those with the potential to reduce the risks associated with smoking.

Flagship Brands

Our world-renowned brands are available in over 130 markets.



**BENSON
& HEDGES**

STERLING

REDUCED-RISK PRODUCTS

With our brands, we are a global player in the heated tobacco, infused tobacco, e-cigarettes, and oral products segments.



ACROSS THE GLOBE,
WE STRIVE TO PROVIDE
FULFILLING MOMENTS BY
DELIVERING SCIENTIFICALLY
SUBSTANTIATED REDUCED-
RISK PROPOSITIONS TO
OUR CONSUMERS.

£5 BILLION TAX CONTRIBUTION

The total tax revenue (including VAT) from tobacco products was £11.2 billion* in the UK in 2023, of which around £5 billion was raised from JTI products.*

Up to 90% of the price of cigarettes is made up of tax.



*HMRC/JTI.

TACKLING ILLEGAL TOBACCO TRADE

JTI works alongside the UK authorities and retailers to combat the illegal tobacco trade which HMRC estimates to be £26.5 billion tax revenue loss to the Government since 2010.



Our “Don’t Be Complicit In Illicit” campaign highlights this important issue to retailers and consumers. We encourage them to report their knowledge of illegal tobacco to law enforcement agencies.

We undertake test purchasing to identify sellers of illegal tobacco and we’ve removed thousands of posts on social media platforms offering counterfeit JTI products for sale.

YOUTH ACCESS PREVENTION



In the UK, we are committed to youth access prevention through our support of the *No ID, No Sale!* scheme and other initiatives which support retailers, such as *Challenge 25*.

Our sales units supplied to retailers all carry the *No ID, No Sale!* message and our Business Advisers distribute *No ID, No Sale!* packs to retailers which contain materials and advice to prevent under-age sales and to remind shop staff and younger customers that valid proof-of-age is required when buying tobacco and vaping products.

At JTI we fully support proportionate and evidence-based regulation to ensure that products are legally manufactured, marketed and sold responsibly. Minors should not use or have access to tobacco or other nicotine-containing products. This belief is central to JTI's Code of Conduct, and marketing practices, operational policies and the way JTI does business. JTI is committed to playing its full part in youth access prevention, but ultimately success depends on all elements of society working together.

TOP EMPLOYER



JTI continually strives to create a working environment where everyone feels involved, respected and connected.

JTI has been recognised as a UK Top Employer for the twelfth consecutive year by the Top Employers' Institute.

JTI is also the first company in the UK to achieve both Investors In People 'We invest in people' and 'We invest in wellbeing' at **PLATINUM** level, the highest possible award for these accreditations.

INVESTORS IN PEOPLE™
We invest in people Platinum

INVESTORS IN PEOPLE®
We invest in wellbeing Platinum

Our newly published UK DEI Plan ensures that our way of working recognises people's differences and creates a sense of belonging, making our business stronger.



UK Gender pay gap

reduced by 14% since 2017 to -0.9%

43%

43% of UK Managerial Positions
are occupied by women

3

UK ERGs Launched:

Race, Pride and Women in Business

COMMUNITY INVESTMENT

The JTI Community Investment programme supports a number of charities across the UK who work to make society more inclusive for adults from excluded and under-represented groups.

JTI UK employees are a key part of this programme with each entitled to volunteer up to 50 hours per year, providing much needed additional support to charities.



23 current partnerships with UK charities



73% of JTI UK employees taking part in volunteering



7000 adults who benefitted from JTI's charitable support



1900 made a positive transformative change



3500 adults developed new skills

OUR SUSTAINABILITY IMPACT IN NUMBERS



19%

reduction in CO₂ emissions from our own operations since 2019



33%

proportion of renewable electricity used in 2023



29%

reduction in water use since 2015



88%

of all packaging of JTI products sold is reusable or recyclable*



45+

Human Rights Assessments since 2018

Scope: JTI

For more information on our sustainability numbers, see [jti.com](https://www.jti.com)

*2023 end-of-year results.

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Follow us on X @UKJTI

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