



JT Group

2025 Third-Quarter Results

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*Please be reminded that the figures shown on these slides may differ from those shown in the financial statements as they are intended to facilitate the reader's understanding of individual businesses.

*For details of each term, please refer to annotations on slide 17.

FORWARD-LOOKING STATEMENTS



This presentation contains forward-looking statements. These statements appear in a number of places in this document and include statements regarding the intent, belief, or current and future expectations of our management with respect to our business, financial condition and results of operations. In some cases, you can identify forward-looking statements by terms such as “may”, “will”, “should”, “would”, “expect”, “intend”, “project”, “plan”, “aim”, “seek”, “target”, “anticipate”, “believe”, “estimate”, “predict”, “potential” or the negative of these terms or other similar terminology. These statements are not guarantees of future performance and are subject to various risks and uncertainties. Actual results, performance or achievements, or those of the industries in which we operate, may differ materially from any future results, performance or achievements expressed or implied by these forward-looking statements. In addition, these forward-looking statements are necessarily dependent upon assumptions, estimates and data that may be incorrect or imprecise and involve known and unknown risks and uncertainties. Forward-looking statements regarding operating results are particularly subject to a variety of assumptions, some or all of which may not be realized.

Risks, uncertainties or other factors that could cause actual results to differ materially from those expressed in any forward-looking statement include, without limitation:

1. increase in awareness of health concerns related to smoking;
2. regulatory developments; including, without limitation, tax increases and restrictions on sales, marketing, packaging, labeling and use of tobacco products, privately imposed restrictions and governmental investigations;
3. litigation around the world alleging adverse health and financial effects resulting from, or relating to, tobacco products;
4. our ability to further diversify our business beyond the traditional tobacco industry;
5. our ability to successfully expand internationally and make investments outside Japan;
6. competition, changing consumer preferences and behavior;
7. our ability to manage impacts derived from business diversification or business expansion;
8. economic, regulatory and political changes, such as nationalization, terrorism, wars and civil unrest, in countries in which we operate;
9. fluctuations in foreign exchange rates and the costs of raw materials; and
10. catastrophes, including natural disasters.

2025 Nine-Month Results

2025 Nine-Month Consolidated Results:

Strong growth continued in the tobacco business



(JPY BN)	2025 Jan-Sep	vs. 2024
At constant FX		
Core revenue*	2,580.3	+15.3%
AOP*	849.0	+27.2%
Reported		
Revenue*	2,634.0	+13.2%
AOP*	814.7	+22.1%
Operating profit*	762.9	+20.8%
Profit	511.7	+15.7%
Continuing operations	511.4	+16.6%
Discontinued operations	0.3	-

Revenue and AOP ¹⁾

- Significant growth driven by strong organic performance and the inclusion of VGR ²⁾ in the tobacco business

¹⁾ AOP=Adjusted operating profit ²⁾ VGR= Vector Group Ltd.

Currencies (Tobacco business)

- Unfavorable to AOP, mainly due to the depreciation of emerging currencies vs. JPY

Operating profit

- Increase driven by AOP growth, partially offset by adjustment items due to higher intangible assets amortization costs related to the VGR acquisition

Profit

- Increase driven by operating profit growth, partially offset by higher corporate income tax expenses

*Revenue/Core revenue, AOP and operating profit are based on continuing operations. 2024 results figure have been restated on a like-for-like basis.

Note: The results for fiscal year 2024 and fiscal year 2025 on a reported basis have been adjusted to include the impact of hyperinflationary accounting in accordance with the requirements stipulated in IAS 29. The results for fiscal year 2024 and fiscal year 2025 on a constant FX basis have been calculated to exclude amounts of revenue and profit that have increased due to hyperinflation in certain markets.

Tobacco Business Volume Performance:

Strong first half momentum continued



(BnU)	2025 Jan-Sep	vs. 2024
Total volume	438.6	+2.2%
Combustibles	428.5	+1.7%
GFB	314.5	+2.4%
RRP	10.1	+27.0%
HTS	8.1	+37.8%

Combustibles

- Inclusion of VGR and strong organic performance
- Continued share momentum in many markets
- In key markets, combustibles industry volume remained under pressure mainly in Japan and the UK, while it performed better in Russia and Turkey

RRP

- On-going volume and share growth across markets, driven by Ploom
 - Continued strong performance of Ploom AURA in Japan

Tobacco Business Financial Performance:

Double-digit growth driven by strong top-line performance



(JPY BN)	2025 Jan-Sep	vs. 2024
Core revenue	2,428.5	+14.4%
at constant FX	2,463.1	+16.1%
AOP	845.4	+20.8%
at constant FX	879.7	+25.7%

Volume

- Positive volume contribution, mainly driven by the EMA cluster, including the VGR contribution

Price/Mix

- Strong pricing contribution in several markets, such as the Philippines, Russia and the UK

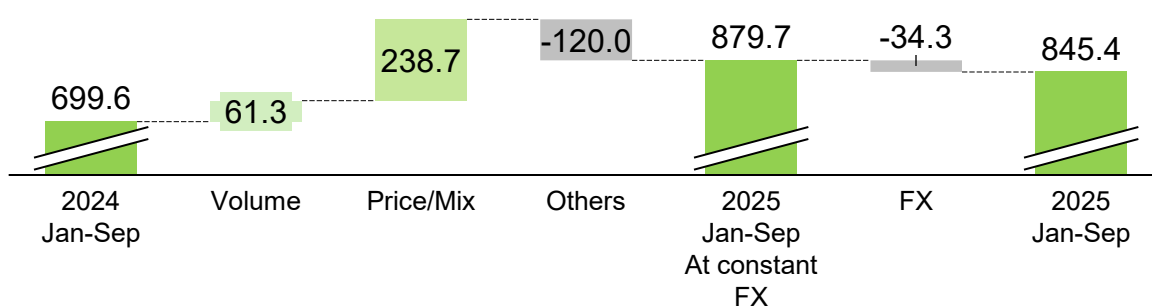
Others

- Incremental investments towards Ploom
- Inflation-led cost increases in the supply chain

Currencies

- Unfavorable to AOP, mainly due to the depreciation of emerging currencies vs. JPY

Roadmap of AOP variance (JPY BN)

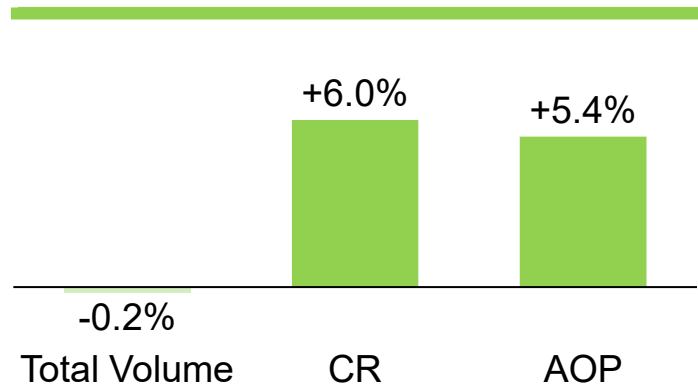


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Tobacco Business Results by Cluster



ASIA



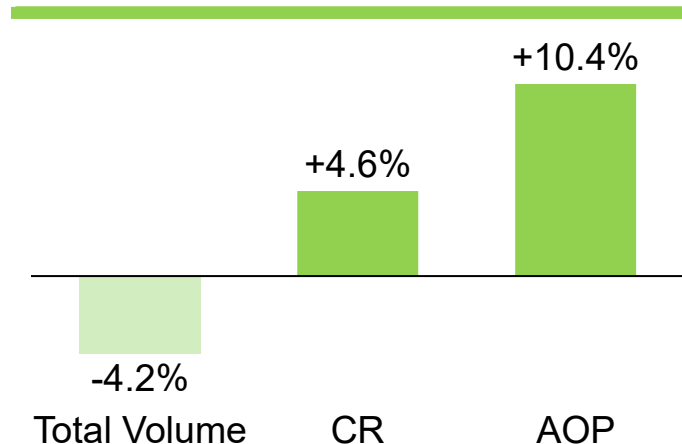
Total Volume

- Market share gains, mainly in Taiwan
- Ploom volume growth in Japan
- Lower combustibles industry volume, mainly in Japan & Taiwan

CR/AOP

- Pricing contribution, mainly in Japan & the Philippines, offset the negative volume contribution

WESTERN EUROPE



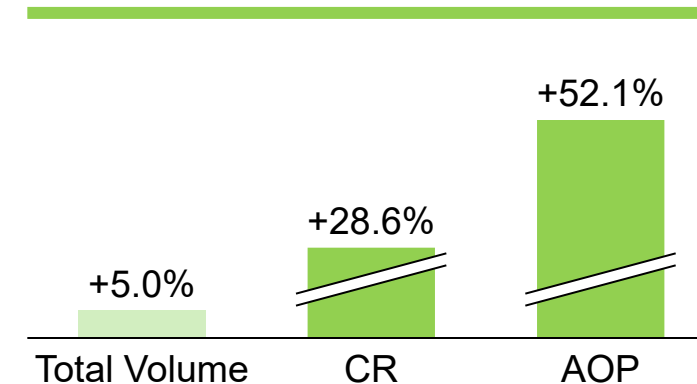
Total Volume

- Market share gains, mainly in Italy & the UK
- Ploom volume growth in many markets
- Lower combustibles industry volume, mainly in the UK
- Unfavorable inventory adjustments, mainly in Italy & Spain

CR/AOP

- Pricing contribution, mainly in Italy & the UK, offset the negative volume contribution

EMA



Total Volume

- Inclusion of VGR
- Market share gains, notably in Turkey
- Higher industry volume in Russia & Turkey

CR/AOP

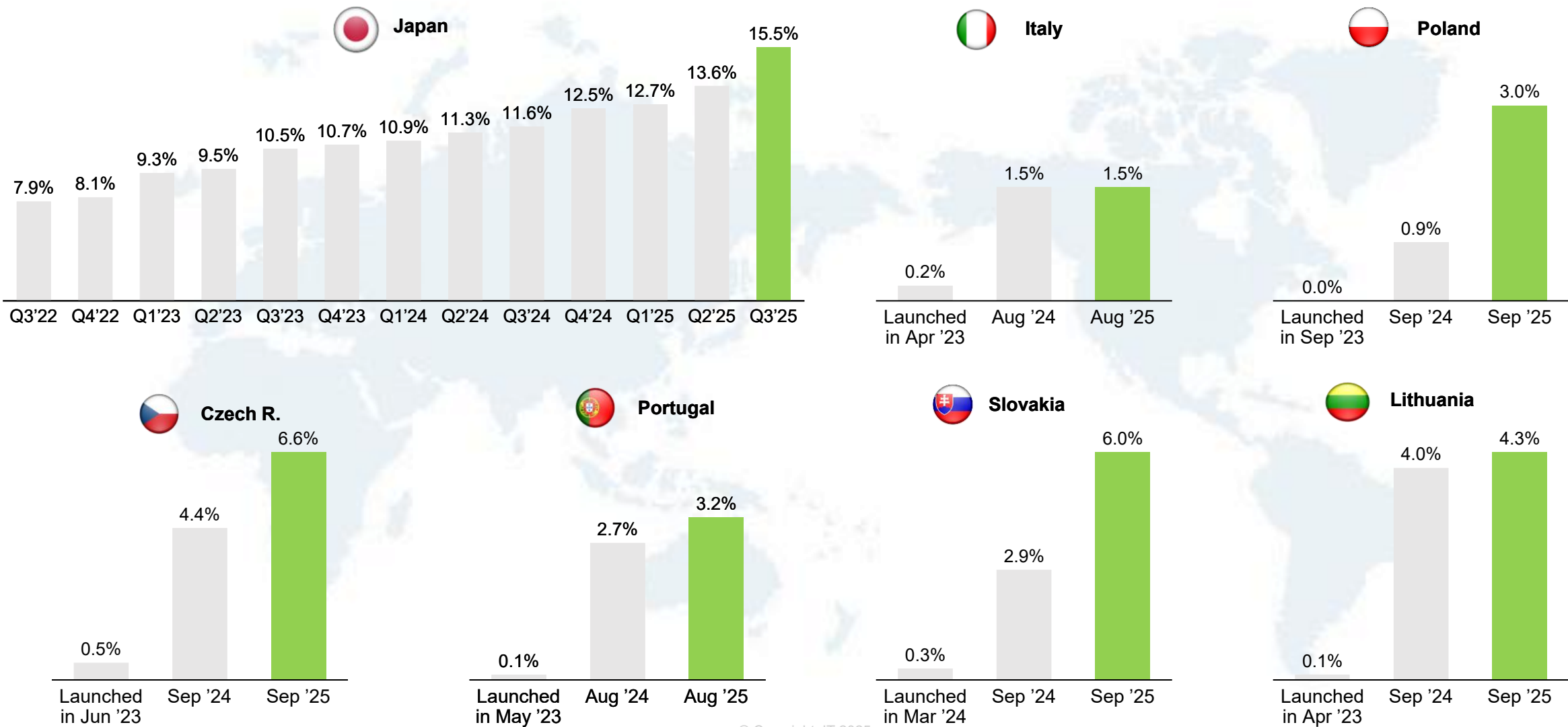
- Positive volume contribution, mainly in Turkey & the USA
- Pricing contribution, mainly in Russia & Turkey

- Incremental investments towards Ploom and inflation-led cost increases

Ploom: Steady share gains continued across the global footprint



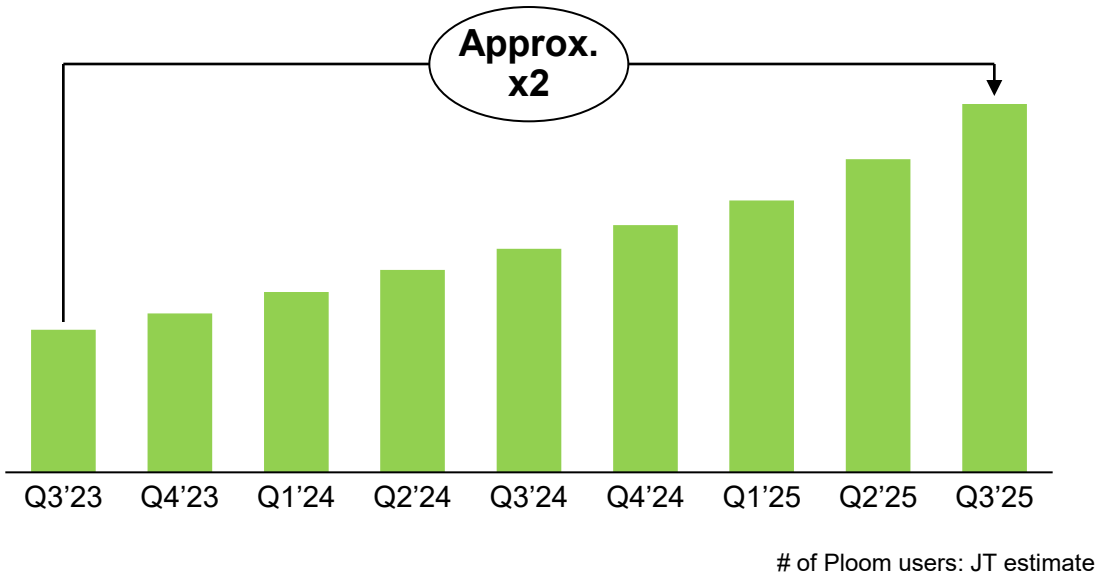
HTS SoS



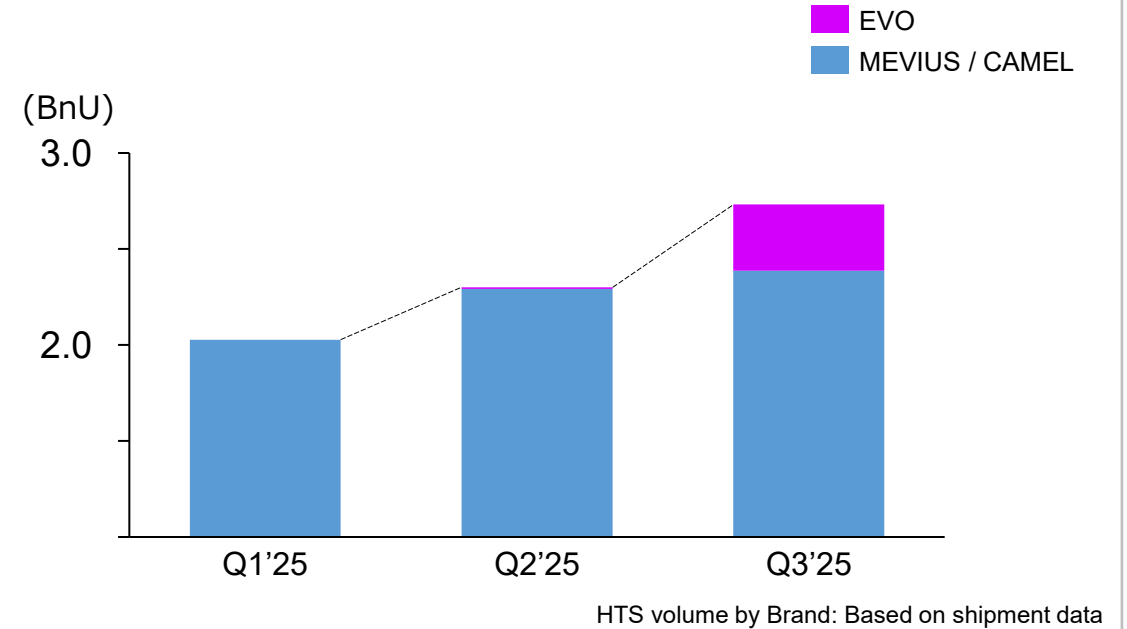
Ploom in Japan: Ploom AURA boosting our presence in HTS



of Ploom users



HTS volume by Brand



- Ploom AURA continues to perform strongly since its May launch in Japan
 - Ploom AURA drives faster Ploom user growth with higher new customer acquisition ratio compared to previous models
 - HTS volume accelerated, with growth of existing brands and EVO
- At the end of October, Ploom AURA has been launched in 8 markets, aiming to expand to approximately 15 markets by end of 2025

Processed Food Business

(JPY BN)	2025 Jan-Sep	vs. 2024
Revenue	115.2	+1.8
AOP	5.5	-0.8

Revenue

- Increase mainly driven by price revisions in the frozen and ambient foods business

AOP

- Decrease as the revenue growth was offset by higher raw material costs

Full-year Revised Forecasts

2025 Consolidated Revised Forecasts:

Upward revisions driven by robust momentum in tobacco business



(JPY BN)	FY2025 Revised forecasts	vs. Previous forecasts	vs. 2024
At constant FX			
Core revenue*	3,326.0	+109.0	+13.2%
AOP*	923.0	+71.0	+24.3%
Reported			
Revenue*	3,456.0	+181.0	+13.1%
AOP*	903.0	+89.0	+21.6%
Operating profit*	845.0	+94.0	+168.9%
Profit	562.0	+68.0	+213.5%
Continuing operations	555.0	+62.0	+221.3%
Discontinued operations	7.0	+6.0	-
FCF	280.0	+44.0	+109.5Bn

Core revenue: +109.0 JPY BN

AOP: +71.0 JPY BN (at constant FX) / +89.0 JPY BN (reported)

- Upward revision driven by the tobacco business
 - Easing of unfavorable FX impacts on AOP, mainly due to major currencies expected to be stronger vs. JPY, compared to the previous forecasts

Operating profit: +94.0 JPY BN

- Upward revision, mainly driven by the increase in AOP

Profit (continuing operations): +62.0 JPY BN

- Upward revision, driven by the increase in operating profit

FCF: +44.0 JPY BN

- Upward revision, driven by the increase in AOP

*Revenue/Core revenue, AOP and operating profit are based on continuing operations. 2025 previous forecasts and 2024 results figure have been restated on a like-for-like basis.

Note 1: The forecasts for fiscal year 2025 on a reported basis shown above have been adjusted to include the impact of hyperinflationary accounting in accordance with the requirements stipulated in IAS 29. The forecasts on a constant FX basis have been calculated to exclude amounts of revenue and profit that have increased due to hyperinflation in certain markets.

Note 2: Excluding a provision of 375.6 BN yen related to a comprehensive settlement of the Canadian litigations, which was recorded as operating expense in the fiscal year ended December 31, 2024, operating profit and profit from the continuing operations are expected to increase by +22.5% and +21.5% YoY, respectively.

Tobacco Business: Upward revision reflecting strong results



Volume

	FY2025 Revised forecast	Previous forecast
Total volume	An increase of approx. 2.0% vs. 2024	A decrease of approx. 1.0% vs. 2024

Volume assumption

- Upward revision driven by improved industry volume in certain markets, strong share momentum in combustibles and continued HTS growth

Financials

(JPY BN)	FY2025 Revised forecasts	vs. Previous forecasts	vs. 2024
Core revenue	3,163.0	+168.0	+13.8%
at constant FX	3,162.0	+112.0	+13.8%
AOP	950.0	+90.0	+20.0%
at constant FX	970.0	+72.0	+22.5%

Financials

- Upward revision driven by higher total volume and strong pricing momentum

Currencies

- Easing of unfavorable impact to AOP, mainly due to major currencies expected to be stronger vs. JPY, compared to the previous forecasts (previous forecast: -38.0 JPY BN vs. revised forecast: -20.0 JPY BN)

Note: The forecasts for fiscal year 2025 on a reported basis shown above have been adjusted to include the impact of hyperinflationary accounting in accordance with the requirements stipulated in IAS 29. The forecasts on a constant FX basis have been calculated to exclude amounts of revenue and profit that have increased due to hyperinflation in certain markets.

Processed Food Business Revised Forecasts



Processed Food Business

(JPY BN)	FY2025 Revised forecasts	vs. Previous forecasts	vs. 2024 variance
Revenue	162.0	-3.0	+4.8
AOP	8.5	-	+0.4

Revenue

- Downward revision reflecting sales performance in the frozen and ambient foods business

AOP

- Unchanged, as downward revision in revenue is expected to be offset by lower costs

Closing remarks

Nine-month results

- In the third quarter, the strong business momentum in the tobacco business continued. As a result, AOP at constant FX increased by 27.2%, driven by robust top-line growth
- The newly launched Ploom AURA ecosystem strengthened our presence in the HTS segment, even though competition remained intense

Full-year revised forecasts

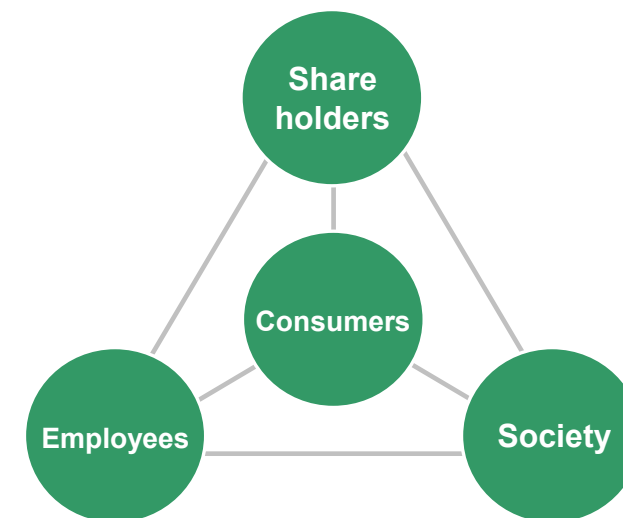
- Upward revision across all indicators, reflecting the strong performance in the tobacco business and the easing of negative FX impact, resulting in record-high figures across all indicators, from revenue to profit

Shareholder returns

- Annual dividend guidance to be revised upward by JPY 26 to JPY 234* based on the upward revised full-year forecast and our shareholder return policy (interim: JPY 104 / year-end: JPY 130)
 - The dividend for the current period is determined based on the payout ratio calculated on the continuing operations basis

*The dividend payout ratio based on the profit from the continuing operations is 74.9%

Fulfilling Moments,
Enriching Life



<Definitions>



Adjusted operating profit
(AOP)

Operating profit + amortization cost of acquired intangibles arising from business acquisitions + adjusted items (income and costs)*
* Adjusted items (income and costs) = impairment losses on goodwill ± restructuring income and costs ± others.

~ at constant FX

Constant FX is computed using the same foreign exchange rates as in the equivalent period in the previous fiscal year for the tobacco business. Results at constant FX are provided additionally and are not an alternative to financial reporting under International Financial Reporting Standards (IFRS).

Core revenue at constant FX
(consolidated)

The sum of revenues in the pharmaceutical business, processed food business, and others, as well as the core revenue at constant FX in the tobacco business.

Core revenue
(tobacco business)

Core revenue includes all revenue excluding those from distribution, contract manufacturing and other peripheral businesses.

Profit

Profit attributable to owners of the parent company.

Reduced-Risk Products
(RRP)

Products with the potential to reduce the risks associated with smoking. In JT's portfolio, these products include HTP, E-Vapor and Oral.

Heated tobacco sticks
(HTS)

Heated tobacco products that directly heat tobacco sticks. One stick is equivalent to a stick of cigarettes.

Combustibles

Combustibles include all tobacco products excluding contract-manufactured products and RRP.

<Definitions>



Total volume	The volume of tobacco-based products which excludes contract-manufactured products, RRP devices and related accessories.
Combustibles volume	The shipment volume of combustibles which excludes contract-manufactured products and RRP.
RRP volume	RRP sales volume in cigarette-stick equivalent. This excludes RRP devices, RRP related accessories, etc.
HTS volume / Ploom volume	Sales volume of HTS (Ploom) in cigarette-stick equivalent. This excludes Ploom devices, Ploom related accessories, etc.
Global Flagship Brands (GFB)	GFB includes four Brands namely Winston, Camel, MEVIUS and LD.