

# JTI x JT to launch Ploom X across Japan

As previously published by *Markets Insider*, Japan Tobacco Intl. (JTI) has announced the launch of Ploom X, its next generation heated tobacco device. Ploom X will gradually be made available across Japan including in convenience stores and select tobacco retail stores.

Although its official launch date is August 17, 2021, Ploom X will be available for sale pre-launch at the CLUB JT online shop from July 26.

Developed in collaboration with JT in Japan and JTI, the group's international subsidiary, the device is applied to heated tobacco sticks, the company's priority category.

"Ploom X is the first global device developed by JT and JTI, bringing together all of our global resources to offer the best user experience of our time. We are delighted to be able to offer this new innovative product to adult consumers across Japan, the world's leading heated tobacco market and where product standards and quality are of the highest importance.

"Listening to consumers globally, we have created a proposition that is aligned with today's lifestyles and choices. This proposition offers a more authentic tobacco taste, new connectivity possibilities and several options to personalize the device to everyday needs. We are continuing to build on our growing presence in the fast-moving heated tobacco sticks category and respond to the increasingly demanding needs of adult consumers around the world," comments a company representative.

The cutting-edge device adopts the aesthetic and innovative "Nastro" design, with a more intuitive user experience and no buttons on its surface. In addition to the ability to precisely control heating temperature, Ploom X is equipped with a new heating technology, HEATFLOW, which focuses on air flow, significantly improving user experience.

Ploom X is also equipped with Bluetooth functionalities that connect with users' smartphones and enable consumers to note battery status and lock the device. Bluetooth functionalities can be implemented by installing a compatible browser and registering the device on the Ploom X Club website.

Along with the device, improved heated tobacco sticks are scheduled to rollout. These benefit from carefully blended tobacco leaves picked by experts for their suitability to the HEATFLOW technology. The regular tobacco stick flavor is blended with lamina, the most aromatic part of the tobacco leaf. With a range of 12 products, more than ever before, users can enjoy the delicate and rich taste of tobacco according to their preference.

Note: HEATFLOW is a registered trademark of JT. Other product and service names mentioned in this text are the registered trademarks or trademarks of their respective companies.