



People and Culture

Our best-in-class practices are acknowledged by a number of certifications around the world.



In 2021, we were certified as Global Top Employer for the seventh consecutive year by the Top Employers Institute with awards in 64 countries around the world.

We also hold local certifications and awards in numerous countries, a testament to our successful people and culture practices and a source of pride for our employees.



We have employees in over 70 countries around the world



Figures as of December 2020 *Including parent company

How we do business

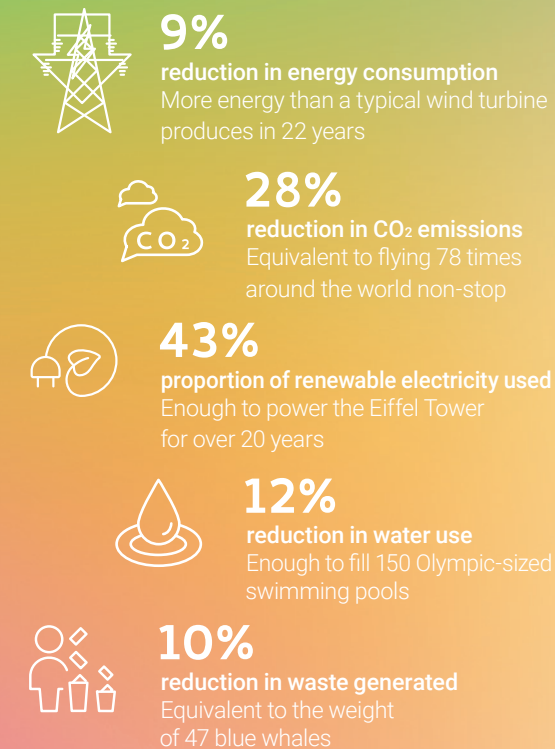
Our global outlook makes us dynamic and creative, and our Asian heritage also means we are precise, quality-driven, and always thinking about the long-term.

We make decisions that take into account the needs of our consumers, shareholders, employees and wider society to fulfill our responsibilities towards them, aiming to exceed their expectations.

At the core of this is our respect for human rights, improved social and environmental impact and good governance: it provides the foundation for how we do business and guides us in making the right choices in everything that we do.



Sustainability in numbers



Data period: 2015–2020
For more information on our sustainability numbers, see JT.com

Six principles

OPENNESS ABOUT THE RISKS OF SMOKING

TRANSPARENCY ABOUT OUR PRODUCTS

COMMITMENT TO THE DEVELOPMENT OF REDUCED-RISK PRODUCTS

YOUTH SMOKING AND VAPING PREVENTION

ACCOMMODATING SMOKERS AND NON-SMOKERS

RESPECT FOR LOCAL NORMS AND CULTURES



OUR JOURNEY

JTI – Japan Tobacco International – is a leading international tobacco and vaping company, with headquarters in Geneva, Switzerland.

JTI began 22 years ago when Japan Tobacco acquired the non-US operations of RJ Reynolds. Since then, our international workforce of over 40,000 employees has driven two decades of growth.

We own some of the world's best known brands, including Winston, the number two global cigarette brand, and Camel. Other major international brands are MEVIUS and LD.

Our portfolio brings together the rich heritage of traditional tobacco as well as the latest technical and scientific innovation in Reduced-Risk Products (RRPs)*.

*RRPs: products with the potential to reduce the risks associated with smoking.

A brighter future for consumer choice

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.

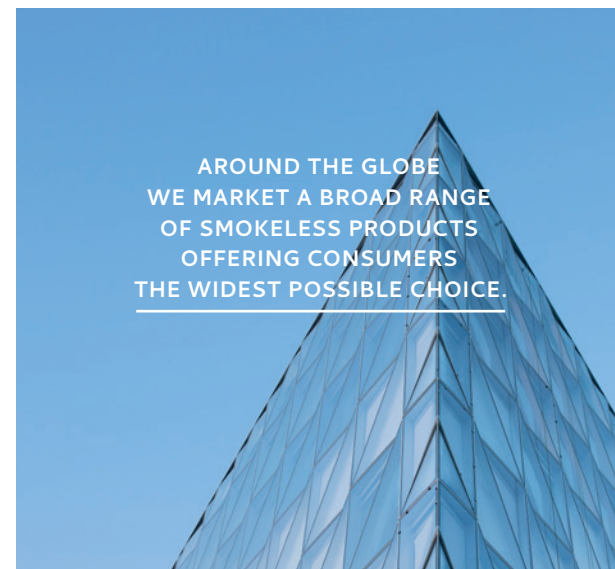
Flagship brands

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

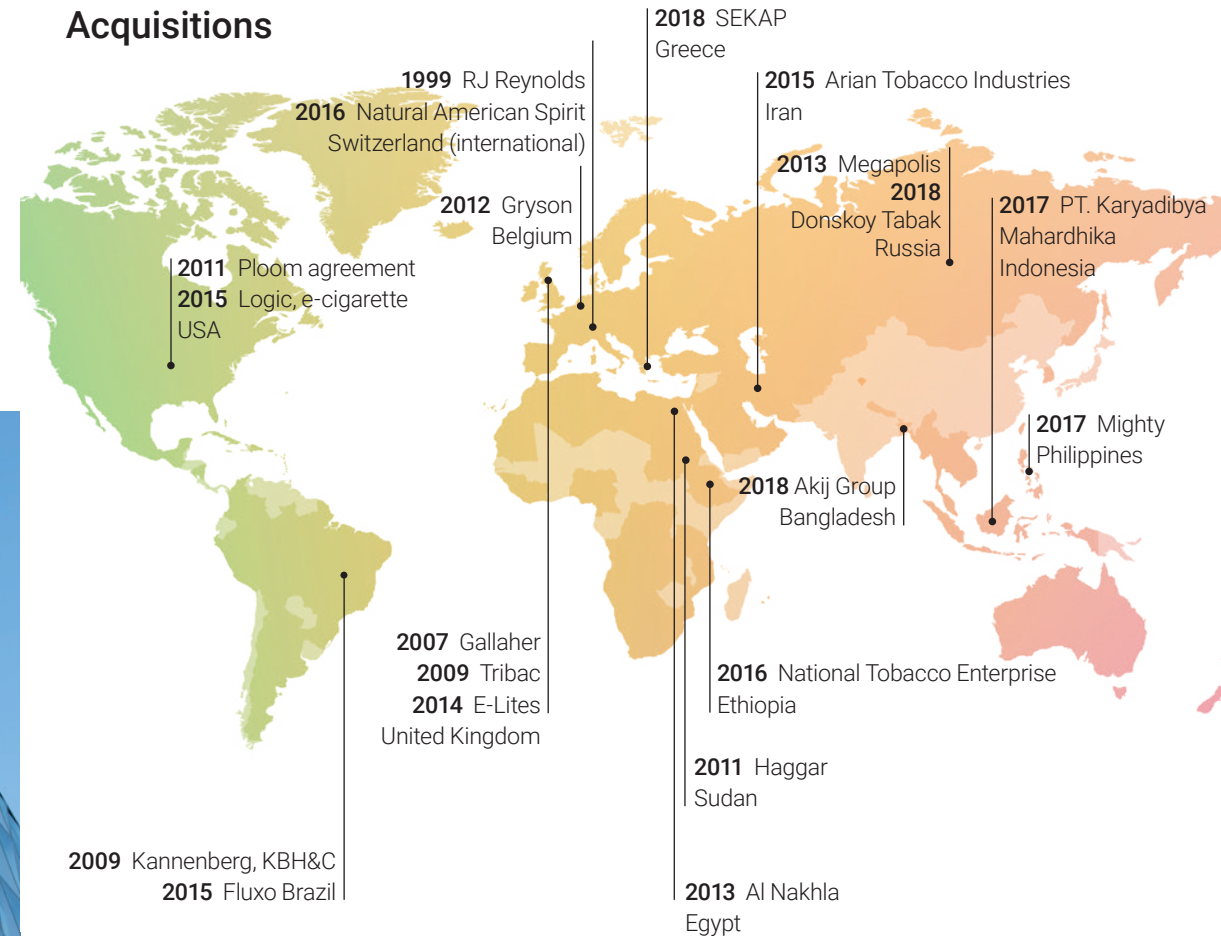


Reduced-Risk Products

With our two leading brands we are a global player in the heated tobacco product and e-cigarette business.



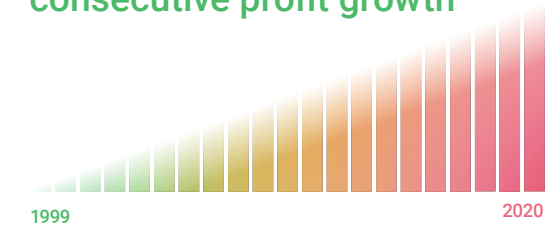
Acquisitions



Our growth

Since the year of our creation in 1999 we have continued to grow significantly as a company. 2020 marks our 22nd consecutive year of profit growth*.

More than 20 years of consecutive profit growth



2020 performance at constant FX basis*

\$ 12.3 BILLION IN CORE REVENUE	+ 7.0% CORE REVENUE GROWTH VS. 2019
\$ 3.7 BILLION ADJUSTED OPERATING PROFIT	+ 16.8% ADJUSTED OPERATING PROFIT GROWTH VS. 2019

* At constant FX. For more information on our performance, see the '2020 Financial Results' on jti.com

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