

## **MEDIA INFORMATION**

For immediate release



### **JTI on the EU TPD vote in the European Parliament** *EU “supersizes” UK tobacco products*

**London, October 8, 2013** – Following today’s vote at the European Parliament (EP) on the revision of the Tobacco Products Directive, JTI issued the below statement:

While we support the European Commission’s objective of reducing youth smoking, the Proposal to revise the Tobacco Products Directive will not achieve this goal. It has not properly been thought through, lacks reliable evidence and is unlikely to have an impact on smoking rates.

Increasing the size of health warnings to 65 % will not deliver any public health benefit when all legitimate tobacco packs in the EU already carry large health warnings. Many of the proposed measures, including the menthol ban, will make it easier and cheaper for criminals to produce and sell cigarettes that are not tested, not regulated and not taxed. The illicit trade in tobacco is already costing EU countries around EUR 12.5 billion<sup>1</sup>a year.

#### **Commenting on the vote, Jorge da Motta, UK Managing Director, JTI said,**

“The EU is set to ban 43% of cigarette packs and 64% of RYO pouches sold in UK shops.

“It is astonishing that the European Parliament has decided to take forward a policy for tobacco products which will effectively force consumers of these products to ‘supersize’ their tobacco purchases.

“Increasing the lowest price of a legitimate packet of cigarettes and pack of rolling tobacco above the “illegal street price” also risks tempting many more smokers to buy from criminals who don’t care who their customers are or about the quality of the product that they sell.”

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<sup>1</sup> Project Star report, KPMG: 16 April 2013

JTI, a member of the Japan Tobacco Group of Companies, is a leading international tobacco manufacturer. It markets world-renowned brands such as Camel, Winston and Mevius (Mild Seven). Other global brands include Benson & Hedges, Silk Cut, Sobranie, Glamour and LD. With headquarters in Geneva, Switzerland, and about 27,000 employees worldwide, JTI has operations in more than 120 countries. Its core revenue in the fiscal year ended December 31, 2012, was USD 11.8 billion. For more information, visit [www.jti.com](http://www.jti.com)