

INSIDE KOREA

JAN/FEB 2021 | JTI KOREA INSIDE NEWSLETTER

2021 JTI Goals!

 **5467** MMU

Brand portfolio expansion

While **expanding our brand portfolio**, we will realize our potential with **the continued and successful national launch of SKUs**.

FF capability building activities

We plan to support more influential activities to build sustainable and **agile organization** and **Field Force capabilities**.

Consumer targeting

Through data mastering, we will strategically divide the **consumer segment** to develop an **optimized portfolio** and **minimize risk**.

Various welfare programs

We are preparing various Employee Value Proposition (EVP) programs for this year as well. For work-life balance, **Family Leave**, which provides fathers with 4-week maternity leave, will also be implemented!

JTI Korea selected as a Top Employer for the second consecutive year!



JTI Korea was awarded Korea Top Employer 2021 as well as Asia-Pacific Top Employer 2021 by the Top Employers Institute, a global organization that recognizes excellence in people practices. JTI Korea was highly praised for providing an excellent working environment and conditions for employees, focusing on managing and fostering talent, and consistently working on employee career development and welfare.

JTI will continue to put its employees first and strive for a better working environment and organizational culture.

The No. 1 KPI in 2020 is Cheonan Asan Branch. Congratulations!

The No. 1 KPI in 2020 is Cheonan Asan Branch. Congratulations! Cheonan Asan Branch was selected as the No. 1 in the 2020 KPI achievement category with the highest performance. Please congratulate Cheonan Asan Branch on receiving the award for making a great contribution to the company's development!



LBS Mix Green Super Slim 1mg launched on January 4!

Now you can enjoy refreshing Mix Green in a 'slim' stick

The newly product is LBS Mix Green, which has been well received, in a super slim stick. This product is intended to attract new consumers who smoked super slim products from other brands and to increase customer satisfaction by adding new flavors to the 1mg lineup. With the release of LBS Mix Green Super Slim 1mg, JTI Korea has strengthened its super slim product line and completed the LBS lineup with a total of eight products.



Pilot test for the improved withdrawal of showcases at closed stores

The process of withdrawing showcases at closed stores has been greatly simplified for sales representatives' efficient route management!

During the pilot operation of Suwon and Incheon Branches throughout November, the employees gave positive feedback such as efficient PPOSM management and addressing the lack of space in Ray vehicles. Thanks to this response, the process has been expanded nationwide since January 25. We look forward to your ideas and feedback for effective showcase management!

Post-introduction feedback from Suwon/Incheon Branches

PPOSM management has become more convenient!

Vehicle space issues have been resolved.

It was good to focus more on other stores as we could spend less time on closed stores.

Regulatory Trend

Crackdown on the exposure of cigarette ads outside of retail stores

In December, through consultations with the Ministry of Health and Welfare (MoHW) and related associations, we derived self-corrective actions instead of crackdown on the exposure of cigarette advertisements outside of retail stores. Accordingly, the MoHW extended the crackdown schedule from January to July this year. As agreed, the tobacco industry will implement and complete corrective actions before the crackdown date. We ask for a lot of support from our sales representatives so that corrective actions can be carried out within the grace period.

Expansion of tobacco definition

From January 2021, the government expanded the definition of tobacco to acknowledge not only tobacco leaves but also products made from tobacco parts other than leaves as raw materials. As a result, the same level of tax as existing cigarettes will be imposed on all e-cigarette products on the market, including those that have not been taxed. CA&C is committed to creating a sustainable business environment through tobacco regulation monitoring.

Competitor News

KT&G

Dec.8 RAISON achieved the first No. 1 in sales among regular brands in Korea



Jan.6 SOLID 2.0 expanded sales nationwide

BAT

Dec.1 BAT Korea reviewed the launch of glo pro slim in Korea



Dec.2 glo entered KakaoTalk Store and Naver Smart Store

Philip Morris

Dec.10 IQOS held trade-in and coupon discount events



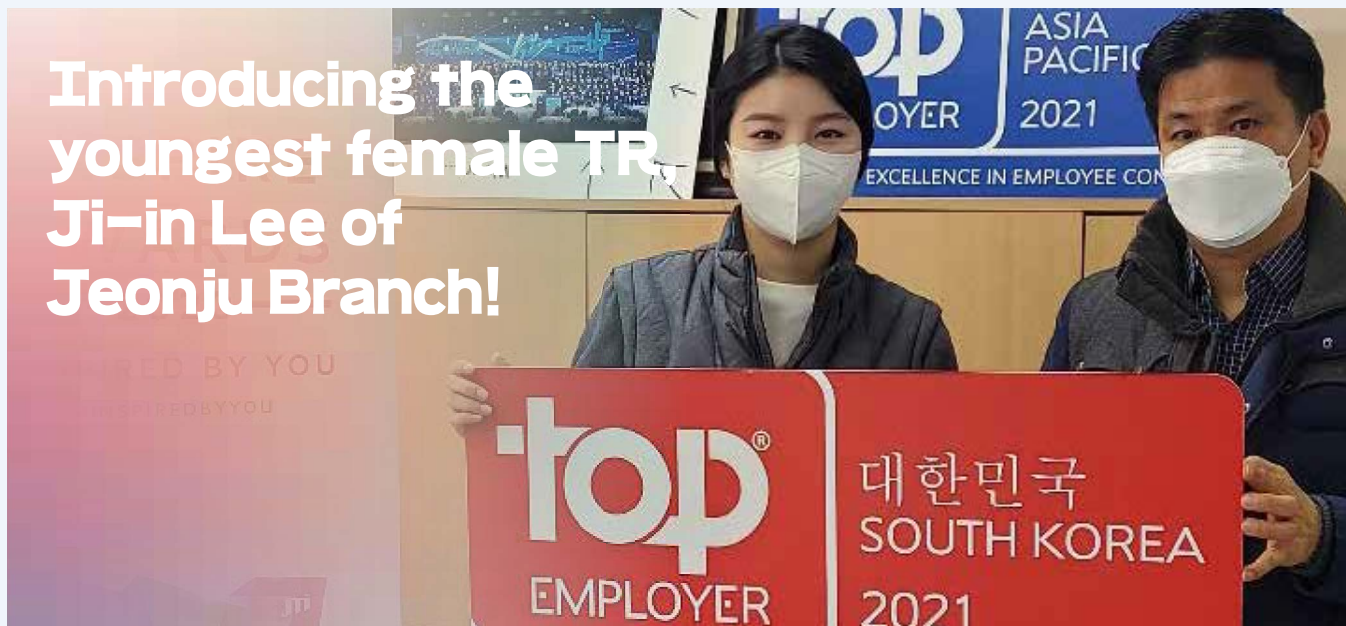
JTI Korea donated smart devices for education



While online classes have become common due to COVID-19, some neighbors are having difficulty accessing them because of the lack of learning devices. For them, JTI Korea donated a fund for educational smart devices to the Community Chest of Korea on December 17. The fund will be used to provide smart devices for education to marginalized neighbors in the contactless era.

JTI will continue to engage in social contribution activities to help improve the quality of people's lives and create a better society.

Introducing the youngest female TR, Ji-in Lee of Jeonju Branch!



Ji-in Lee of Jeonju Branch is...

- JTI Korea's first new female TR
- "There is only the start in sales, but there is no end"...
- Aiming to become a TR recognized for her work skills!



Q. Hello Ji-in, please introduce yourself briefly.

A. Hello, this is TR Ji-in Lee. I am honored to join the company and has been working in Jeonju Branch since last November.

Q. Please tell us why you applied for JTI Korea and what you want to achieve at the company.

A. I was 20 years old when I worked as a sales representative at my first job. At that time, I felt a sense of accomplishment and confidence in achieving results, and I steadily developed an interest in the sales profession. Then, I became interested in tobacco sales and applied for JTI Korea. I was hired as a TR, but if I have an opportunity in the future, I would like to experience a variety of positions, including field marketer.

Q. What is the goal you want to achieve at the company this year?

A. The current goal is to have a clear understanding of my work at the branch and to rank number one in the KPI evaluation. I want to be recognized as a competent TR by participating in the cycle (NPD), SKUs distribution,

visibility improvement activities, and the engagement program to achieve outstanding performance indicators.

Q. What would you like to say to current or future female FF colleagues?

A. I was told that I'm the first female who was hired as a new TR. Both the branch manager and P&C department at the headquarters must have put a lot of thought into the decision, so I should lead a good example for more women to have the opportunity to work as TRs. I think there is only the start in sales, but there is no end. Regardless of gender, I believe that if I can be recognized for my work skills, I can become the TR the company needs!

Q. Lastly, please say a word to the branch manager and colleagues!

A. To live up to your expectations, I will work hard to become a member useful for the branch/company and prove with performance indicators! I may make mistakes sometimes, but I will show you how I grow gradually with your help and feedback.

Relay Book Recommendation, “Let’s Read Together”

Kevin’s book recommendation

『Broad and Shallow Knowledge for Intellectual Conversation』

Q. Do you have any books you would like to recommend to your colleagues?

A. I recommend <Broad and Shallow Knowledge for Intellectual Conversation> that I learned from JTI Reading Communication. There are two reasons. First, you can find the answers to your worries and questions in real life from the thoughts of sages. Another reason is that reading strengthens your thinking muscles so that you can be wary of biased views and find your own answers. In particular, I was impressed by the story about the “Epic of Gilgamesh,” which left the messages five thousand years ago “Those who are obsessed with the desires and selfishness before them cannot find happiness” and “Growth can give sustainable happiness.”.



Q. What is the charm of reading?

A. There are largely two things: “Self-esteem for spending time” and “conversation with cool people.” It’s fun to binge-watch on YouTube or Netflix over the weekend but that’s not really meaningful. On the other hand, books make the weekend meaningful. Conversations with wise people are a bonus. Even without spending tens of thousands of dollars on lunch with Warren Buffett or going to Seattle to meet Jeff Bezos, you can feel and learn about their perspectives, values, and insights. On top of that, it’s exciting to compare their thoughts and my own. Books can give such a magical time and space.

Q. Finally, please recommend the next person to recommend books!

A. I recommend Sotaro-san, a hidden avid reader who gifted me the book <Never Split The Difference>!

Welcome Newcomers!



Seung Hwan Roh
CA&C ASSOCIATE
HQ / Nov. 9, 2021



Han Saem Park
TERRITORY
REPRESENTATIVE
Suwon Branch /
Nov. 9, 2020



Ji Woong Jung
TERRITORY
REPRESENTATIVE
Wonju Branch /
Dec. 28, 2020



Hea Rin Jeon
L&D TRAINEE
HQ / Jan. 13, 2021



RATH RANACHAN
EXPLORE MANAGEMENT
TRAINEE (Finance)
HQ / Nov. 16, 2020



Seung Hwan Choi
COMPENSATION &
BENEFIT MANAGER
HQ / Dec. 9, 2020



Sung Un Jung
TERRITORY
REPRESENTATIVE
Suwon Branch / Jan. 11, 2021



Byeong Jun Kim
CA&C TRAINEE
HQ / Jan. 13, 2021



Yun Sung Lee
DRIVER
HQ / Nov. 2, 2020



KULSAMRIT DUTSADA (KID)
EXPLORE MANAGEMENT
TRAINEE (Marketing)
HQ / Nov. 16, 2020



Ji In Lee
TERRITORY
REPRESENTATIVE
Jeonju Branch /
Nov. 30, 2020



Sung Tae Joo
TERRITORY
REPRESENTATIVE
South Seoul Branch /
Jan. 11, 2021



Soo Hwan Jung
FP&A TRAINEE
HQ / Jan. 13, 2021



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