



Dear fellow JTI employee,

You may have read an online news article yesterday entitled “Big Trouble at Big Tobacco”, which alleges a series of wrongdoing by JTI and JTI distributors in connection with the illicit trade of cigarettes.

I write to assure you that the story, as sensationalistic and salacious as it is, is nothing more than an attempt at vengeance on the part of disgruntled former employees. This story has been shopped around by these former employees to various media outlets over the course of the last two years or so. They were apparently finally successful in manipulating at least one organization into believing them.

Firstly let me tell you that the former employees in question were terminated following a thorough internal investigation - conducted by a major law-firm of international repute - that stemmed from a series of complaints that we had received from other JTI employees as to the conduct of these former employees. Amongst other reasons, the terminated employees engaged in a pattern of various JTI Code of Conduct violations including misappropriation and misuse of company funds and resources, falsification of company records and conflicts of interest. They went as far as impersonating law enforcement officials and creating or “photo shopping” documents to pass them off as authentic governmental documents. Since their termination last year they have made repeated threats to damage the company’s reputation and made outrageous demands for “compensation”. And they have done this by using pseudonyms and fictitious personalities via email and otherwise. In short, we are dealing here with deceptive and manipulative individuals.

Secondly, and more importantly, none of the outrageous allegations against JTI in the article is grounded in reality. Each one of them is either a fabrication, a lie, a distortion or worse. We have decided to not dignify these with a line-by-line rebuttal as the goal of the article is not to establish any kind of truth but to paint JTI in as bad a light as possible and hopefully get the attention of credible and reputable media and other third-parties. I can assure you that JTI in every respect has complied, complies and will continue to comply with the highest standards of corporate behavior and all applicable laws. Over the years we have established an exemplary and solid relationship with various governmental agencies around the world engaged in the fight against illicit trade, including the European Union’s Anti-Fraud Office (OLAF), the United Kingdom’s Customs authority (HMRC) and many, many more national customs and law enforcement authorities. Anything that would suggest that we are saying one thing while doing another is simply, flat-out, untrue. As ever, JTI remains at the full disposal of any law enforcement



authority that would care to contact us on any subject, including any of the spurious allegations made in the article.

Once again, you can be assured that you work for one of the greatest companies in the world and that part of what makes it so great is a relentless focus on responsible corporate behavior. We expect this from each other as well as from our suppliers and distributors. If anything, the vendetta which is the basis for this article simply proves that JTI has the courage to apply its principles by firing employees who do not live up to them.

Thank you for your attention and do not hesitate to contact me with any questions.

Best regards,

Paul R. Bourassa
Senior Vice President
Legal, Regulatory Affairs & Compliance