



JTI to invest further in the Canton of Geneva

New ambitious architectural project to be completed by the end of 2013

Geneva, February 23, 2010. – Japan Tobacco International (JTI) today unveiled its plan for further investment in Geneva with a new building for its international headquarters. The aim is to build offices totaling approximately 25 000 sq. meters in the Sécheron area of the city by the end of 2013. World-renowned architecture firm *Skidmore, Owings & Merrill LLP (SOM)*, together with Geneva-based architects *group8*, were selected for the implementation of this large-scale project.

“Geneva is key to JTI’s long-term growth”, explains Frits Vranken, Senior Vice President Business Development & Corporate Strategy. “Our company has been located in this city for more than four decades. We felt it was time for the company to invest in its own building. It offers us more flexibility as we grow and plan for the future.”

JTI moved in 2007 to Carouge, Geneva. However, the acquisition of UK-based Gallaher Group Plc the same year, and JTI’s growth projections, compelled the Company to reconsider its needs. “Currently, 700 employees work for our international headquarters in three separate buildings, and we expect there will be about 1000 in the next four years”, adds Frits Vranken. “Our long-term objective is to have everyone under one roof.”

“The location itself was inspiring”, states Kent Jackson, Design Director at SOM. “It has a unique combination of international organizations close by, gardens, the lake and the mountain backdrop. Few city sites allow you the opportunity to create such harmony with their surroundings. The design is based on an elemental form, which we raise from the ground to enhance the open space. We want the building both to be distinctly recognizable by pedestrians at ground level, and to have an articulated roofscape that will be identifiable to Geneva.”

Well established in the Canton, *group8* played a key role in developing Geneva’s international landmarks. « We are delighted to contribute to the creation of JTI’s new worldwide headquarters in partnership with the renowned architecture agency SOM», commented Daniel Zamarbide, partner and co-founder of *group8*. « The audacity and technical complexity of its architecture, along with the specific attributes of the site are challenges that we are thrilled to take up. Geneva and Switzerland deserve this ambitious project which will further contribute to the city’s international reputation».

Japan Tobacco International (JTI) is a member of the Japan Tobacco Group of Companies (JT), a leading international tobacco product manufacturer. It markets three of the top five worldwide cigarette brands: Winston, Mild Seven and Camel. Other international brands include Benson & Hedges, Silk Cut, Sobranie of London, Glamour and LD. With headquarters in Geneva, Switzerland, and net sales of USD 9.6 billion in the fiscal year ended December 31, 2009*, Japan Tobacco International has more than 25,000 employees and operations in 120 countries. For more information, visit www.jti.com.

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* Unaudited results



Note to the editors:

About SOM

Skidmore, Owings & Merrill LLP (SOM) is one of the leading architecture, urban planning, interior design, and engineering firms in the world, with a 75-year reputation for design excellence and a portfolio that includes some of the most important architectural accomplishments of the 20th and 21st centuries. Since its inception, SOM has been a leader in the research and development of specialized technologies, new processes and innovative ideas, many of which have had a palpable and lasting impact on the design profession and the physical environment. The firm's longstanding leadership in design and building technology has been honored with more than 1,300 awards for quality, innovation, and management.

The American Institute of Architects has twice recognized SOM with its highest honor, the Architecture Firm Award — in 1962 and again in 1996. The firm maintains offices in Dubai, Chicago, New York, San Francisco, Washington, D.C., London, Hong Kong, Shanghai, and Brussels.

About group8

group8 is an architectural team whose research and development pushes the boundaries of design. With innovation and production of creative strategies as main objectives, group8 targets exemplary objects at all scales with economic and environmental efficiency. The insertion of a genuine cultural added value in each project feeds any action and reflection within the structure. The work culture of group8 enhances the pleasure and synergies through teamwork both locally and globally.

View photo of JTI architectural project: http://www.jti.com/press_home/img_pr_feb_2010