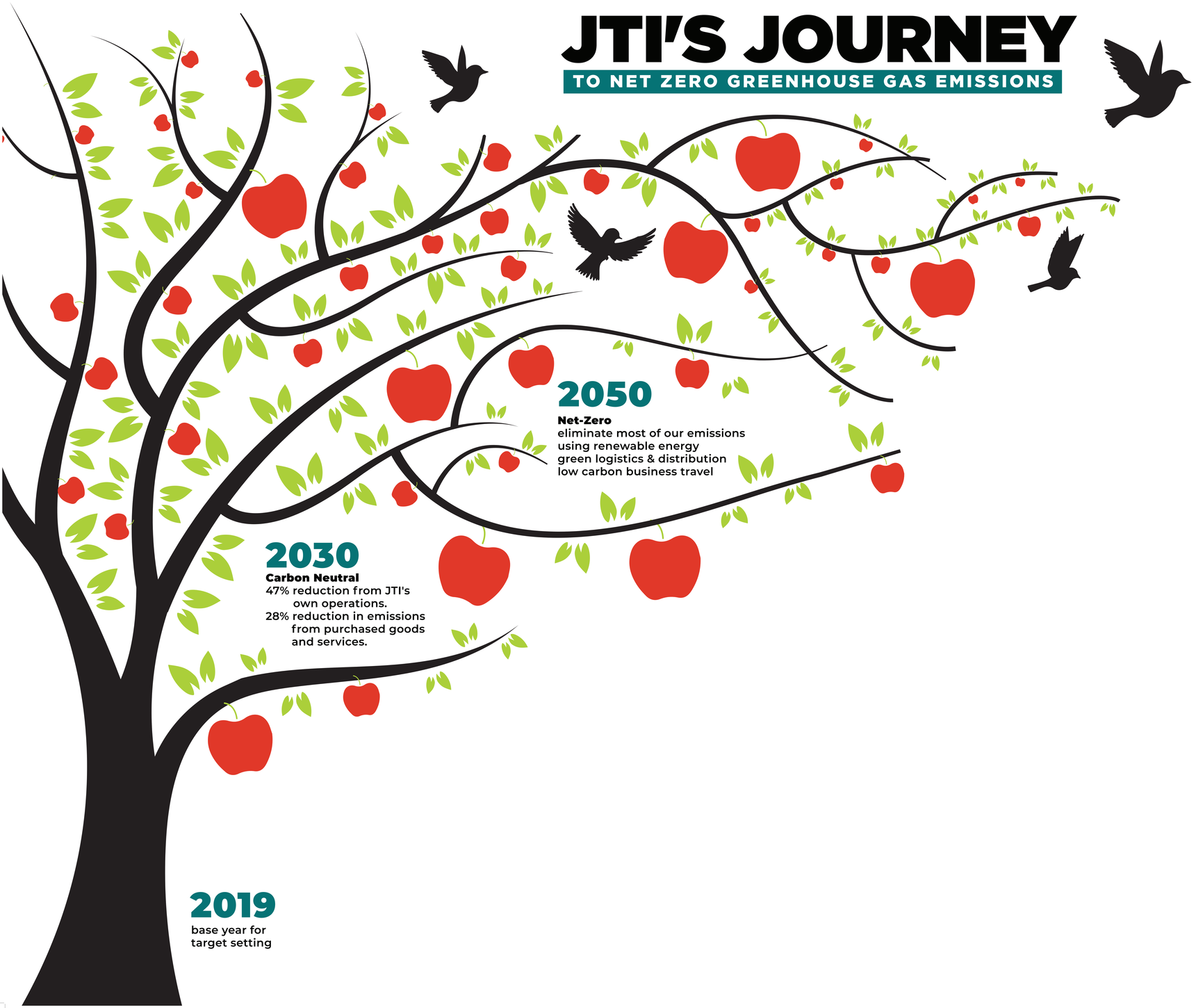
JTI'S JOURNEY

TO NET ZERO GREENHOUSE GAS EMISSIONS



2050

Net-Zero
eliminate most of our emissions
using renewable energy
green logistics & distribution
low carbon business travel

2030

Carbon Neutral
47% reduction from JTI's own operations.
28% reduction in emissions from purchased goods and services.

2019

base year for target setting