

Press Release

Japan Tobacco International (JTI) Unveils Its New Price List

Cairo, April 24, 2024 - Japan Tobacco International (JTI) unveiled a price update for its traditional cigarette products in Egypt, including the company's prominent brands like Winston, Camel, Gold Coast, and Nakhla Molasses.

This price update reflects JTI's ongoing commitment to providing high-quality products to its customers.

"At JTI, we are keen to deliver the best consumer experience, which requires continuous development of our operations. We are committed to providing the Egyptian consumers the highest quality products.", stated Mariana Magdy, General Manager of Japan Tobacco International (JTI) in Egypt.

The official prices in Egyptian pound for JTI's products in Egypt are as follows:

- Winston Red: EGP 55
- Winston Blue: EGP 55
- Winston Silver: EGP 55
- Winston Caster: EGP 55
- Winston Berry: EGP 57
- Camel Yellow: EGP 60
- Camel Blue: EGP 60
- Camel Activate: EGP 62
- Gold Coast: EGP 35

The company urges retailers and distributors to adhere to the official announced prices in order to protect the interests of consumers.

JTI aims to continue applying the highest standards of efficiency in its operations while maintaining a balance between meeting customer needs and adapting to economic changes.

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About Japan Tobacco International (JTI):

Japan Tobacco International (JTI) is one of the world's leading manufacturers of tobacco products, and the Japanese government owns 33% of its shares, making it the largest shareholder. Founded in 1985, the company has a presence in more than 130 countries through more than 400 offices, employing approximately 55,000 employees, in addition to 39 factories and 8 research and development centers.

The company has started investing in the Egyptian market since 2013, among the company's most famous products are Winston, Camel, Gold Coast and El Nakhla Hookah.