

JTI DIGITAL LANDSCAPE

REQUEST FOR PROPOSAL

April 2023



**"Let's Buy Smarter &
Spend Better Together"**

Confidentiality agreement

This document is published by JT International S.A. (JTI)

It contains JTI confidential and proprietary information, and under no circumstances should it be delivered or disclosed to any person not employed by JTI, its authorized agents or affiliated companies without the express written authorisation of an officer of JT International S.A.

Copyright © 2020 – JT International S.A. – All rights reserved

© JTI

JTI

CONFIDENTIALITY NOTICE AND DISCLAIMER

The terms of this Request for Proposal (RFP) and all other information provided by JTI in connection with this initiative must be treated as **strictly confidential and proprietary**. All data, business information, or other documents prepared are to be used solely for the purpose of responding to this inquiry. Access shall not be granted to third parties except upon **prior written consent** of JTI and upon the written agreement of the intended recipient to treat the same as confidential. We may request, at any time, that all or part of our material be returned or destroyed. The unauthorized disclosure of the RFP or any part, or failure to observe other requirements contained in this document will result in your immediate disqualification from further consideration as a bidder.

In submitting a proposal, your company agrees that all materials associated with, attached to, or referenced by your proposal may be incorporated into any subsequent contractual agreements between your company and JTI. All costs associated with the development and delivery of a proposal are to be borne by the bidder and shall not be reimbursed in any manner by JTI.

The submission of such a proposal in no way obligates JTI to any bidder and JTI reserves the right to reject any or all bids, in part or in total, to accept any bid if considered best for JTI's interest, and to waive any informalities and minor irregularity in bids received. Your response to this RFP indicates your understanding that this is not a contract or offer of business by JTI and does not give the successful bidder or bidders any measure of exclusivity. All information and documents submitted by your company will become the property of JTI, and none will be returned.

JTI makes no warranty or representation that any information provided by JTI is complete or accurate. All such information is provided only so as to indicate the scope of JTI's requirements. You are solely responsible to undertake whatever investigation and due diligence you consider appropriate in order to verify the accuracy of any information provided to you.

JTI reserves the right to:

- ✔ Reject any and all proposals without obligation or liability to the potential suppliers.
- ✔ Withdraw this RFP at any time before or after submission of bids, providing written notice to all involved parties.
- ✔ Modify the evaluation procedure described in this RFP with prior written notice to all involved parties.
- ✔ Accept other than the lowest priced offer.
- ✔ Negotiate with one or more participants.
- ✔ Award a contract on the basis of initial offers received, without discussions or requests for best and final offers.
- ✔ Decide not to award any contract to any supplier responding to this RFP.
- ✔ Award a contract to one or more suppliers.
- ✔ Award its total requirements to one supplier or apportion those requirements among two or more suppliers as JTI may deem.

CONTENTS

<u>A. INTRODUCTION</u>	4	C.4 Technical Requirements	12
A.1 JTI	4		
A.2 Our Engagement	4	<u>D. RESPONSE</u>	13
		D.1 Executive Summary	8
<u>B. PURPOSE OF THE RFP</u>	5	D.2 Additional proposal details	8
B.1 Responses	5		
B.2 Schedule	5	<u>E. APPENDICES& ANNEX & REFERENCES</u>	14
B.3 Queries	6		
B.4 Evaluation Criteria	6		
<u>C. CONTEXT</u>	7		
C.1Project Scope and Objective	7		
C.2 General requirements for our digital landscape	8		
C.3 Scope and deliverables for the digital landscape overhaul	9		

A. INTRODUCTION

This document has been developed to assist JTI in the identification and evaluation of its partner for JTI Digital Landscape.

JTI will conduct a review of the responses received from this RFP. Based on the results of this analysis, it may be necessary to interview. JTI then will evaluate all of the information and determine which is the most qualified supplier(s) to assist JTI.

A.1 JTI

JTI – Japan Tobacco International is a leading international tobacco and vaping company headquartered in Geneva, Switzerland. Our goal is to become the most successful and most responsible tobacco company in the world.

Further information about JTI globally can be found in Appendix 1 of this document.

A.2 Our Engagement

At JTI, we recognize that our products are legal but generate controversy. As such, we do not encourage adult consumers to smoke or vape. Also, we are committed to youth access prevention: minors should not smoke or vape. We acknowledge the risks associated with smoking. We are committed to developing alternative products with the potential to reduce the health risks and fostering the understanding between smokers and non-smokers. Wherever in the world we

operate and market our product, we are respecting local legislation, norms and cultures.

Our approach to sustainability is not only focused making the right decisions for our company, but also for our people, our suppliers, our customers, society while preserving natural resources.

We have publicly committed to 11 targets for the JT Group Tobacco Business and 3 absolute requirements. These are supporting the Sustainable Development Goals and reflect on the need integrate sustainability as a key component of future growth.

For more information visit JTI Sustainability:

<https://www.jti.com/about-us/sustainability/our-approach-sustainability>

JT Group Sustainability:

<https://www.jt.com/sustainability/index.html>



B. PURPOSE OF THE RFP

The objective of this RFP is to provide sufficient information for qualified companies to submit written proposals within the terms of this RFP.

B.1 Responses

The bids to this RFP must be received no later than **May 19th, 2023 – close of business** and be valid for one-hundred twenty (120) days following the close of bidding.

All responses should be sent by email to both the Procurement Manager and should include the following:

- ✔ Full Response document
- ✔ Fully completed Cost Tracker document
- ✔ Documents, project plans and spreadsheets in Office format
- ✔ Submission must be by email, not exceeding 20MB

Please be specific:

Do not submit generic marketing materials, broadly descriptive attachments, or other general literature.

B.2 Schedule

Indicative timetables for evaluation and award of this RFP are as follows:

EVENT	DEADLINE
Distribution of Brief	27.4.2023
Brief Deep Dive (group session)	2.5.2023
Receive proposal pdf	19.5.2023
Presentation of the Proposal (individual session)	22-23.5.2023
Selection decision and project kick-off	Beginning of June

Presentations will be organized virtually through Microsoft Teams. You will be given a 2-hour time slot in which you must allow at least 30 minutes for a Q&A session. Time slots will be allocated in advance of the presentation date.

B. PURPOSE OF THE RFP

B.3 Queries

All queries arising from this document should be addressed via email to the Procurement Manager.

PROJECT MANAGER	PROCUREMENT MANAGER
Celine Blanchoud Yasutaka Iwata	Alexandre Gueynard Global Procurement manager
JT International S.A. 8, rue Kazem-Radjavi CH-1202 Geneva / Switzerland	JT International S.A. 8, rue Kazem-Radjavi CH-1202 Geneva / Switzerland
E-mail: celine.blanchoud@jti.com yasutaka.iwata@jti.com	E-mail: alexandre.gueynard@jti.com

You must not discuss any issue relating to this requirement, or seek advice concerning it, from any other employee of JTI, professional adviser or consultant to JTI, unless authorized by the Procurement Manager.

B.4 Evaluation Criteria

JTI will evaluate the submissions and presentations based on, but not limited to the following selection criteria:

- ✔ Bidder's capabilities and ability to service JTI and affiliates;
- ✔ Scope of services and delivery standards;
- ✔ Bidder's references and reputation;
- ✔ Bidder's value-added services;
- ✔ Cost – demonstrated value proposition.

We are not evaluating responses on the sole criterion of price, and therefore reserve the right not to select the lowest, or any bidder, even if all stated requirements are met.





C. CONTEXT

C.1 Project Scope and Objective

The eventual scope of this RfP is overhauling JTI's digital landscape, which is comprised of our current [corporate website](#) at the core, complemented by microsites such as the career platform, science communication website and other smaller websites (see C3 d.). Over the years, add-ons and ad hoc updates have been pushed to serve various agendas. This resulted in creating a disjointed digital ecosystem, which is no longer in line with our corporate messaging.

Both content and branding on our website and the greater digital landscape must be aligned with the new corporate purpose (due early May) and the new corporate brand (due this summer, and in the meantime, [current branding guidelines available here](#)). We hope to receive a proposal that articulates the vision of an ideal digital landscape – offering engaging content with appealing visuals for our various audiences.

In the last couple of years, prework for jti.com revamp has been conducted. Your proposal should consider the insights gained from the prework: Audience missions, JTI Corporate Digital Ecosystem Discovery Summary and Next Steps, JTI Metrio & Sustainability Content Issues Summary. Please see attached in the folder “Annex Global Comms.zip.”

Our priority is the revamp of jti.com which was launched roughly 6 years ago. Corporate Communications is the owner of the corporate website and responsible for our external communications channels; however, we have other stakeholders and content owners such as colleagues from People & Culture (HR), Science communications, Sustainability, as well as our parent company JT. Each team is an integral part of our

digital landscape and must work closely together either as an owner of a site or stakeholder.

Objectives of our corporate website

It should serve as JTI's shop window to the world as well as a bridge to our social media presence and other satellite websites. It is one of our main communications channels where we can tell our stories in depth without constraints.

Note:

New branding to be launched in Q3

Limited product/brand information disclosure due to legal age requirements



C. CONTEXT

C.2 General requirements for our digital landscape

Consistent look and feel, UX

Optimal mobile UI and UX

Fast loading speed worldwide

SEO optimization

Accessibility

W3C compliant

Ensure all the latest international laws are observed and that the websites are compliant (i.e. GDPR, Cookie Policy - One Trust)

Visually impactful content - images and videos

Improved and clear user journeys

Sharable smaller pieces of content from our websites to social media (videos, contact us form subcategories)

Easy updating of company information such as revenue, employee numbers, etc. biannually

A turnkey solution

- The best-in-class CMS and up-to-date system
- Visual content is enhanced (as per the current digital trends)
- User-friendly CMS to execute small to medium content and design updates autonomously (including videos upload)

- CMS user guidelines for our specific instance
- All our website design to follow our new branding (launch in Q3 2023)
- Draft environment + live environment minimum

Organized file storage and clear naming conventions

Optimized video asset hosting

Content, design, and CMS guidelines to be created at the end of the project

Geolocation: website language to be automatically selected based on availability, browser setting and/or geolocation. English by default.

Web analytics plug-in and dashboard for timely and swift reporting



C. CONTEXT

C.3 Scope and deliverables for the digital landscape overhaul

This section details the requirements of each individual website (a, b, c) managed by various internal stakeholders.

a.JTI.com website revamp project management 2023 Q3-Q4

Creative content strategy and design for the revamp. After the revamp, we will mostly produce and maintain content in-house

A dedicated (support) team – which would be seen as an extension of ours – which can deliver timely, quality, and consistent service with seamless communications. Proactivity will be mandatory (spot issue, come up with a solution and implement swiftly, share best practices and how to implement onto the website) and provide ad hoc support to market colleagues with their market page updates (37 complex pages and 41 simple pages)

Integrated into the website are FMS (Feedback Management System) and a geolocation feature

b.Jobs.jti.com (Careers website) 2024 Q1

Objectives

Provide an outstanding candidate/employee onboarding experience to attract and retain talents

Showcase relevant content

- JTI culture and what it's like to work for JTI
- address questions that candidates may have

- in line with our corporate messaging
- the opportunities and “what’s in it” for the candidates
- pique curiosity

Offer best-in-class UX

- easy access and usage
- spontaneous applications
- in line with the new look & feel of jti.com,
- and lead visitors to learn more on jti.com
- Guide visitors to jti.com to learn more with a smooth transition between the two sites
- Serve as a bridge to our social media accounts with smaller sharable content

Scope of work

- Content strategy and copywriting
- Design and UX
- Build and launch

Dependencies

- Functional specifications and ATS (SuccessFactors) integration
- Jti.com revamp (to ensure consistency but avoid redundancies)



C. CONTEXT

C.3 Scope and deliverables for the digital landscape overhaul

- New corporate branding

What to consider

- Elements we have already worked on:
 - UX experience findings
 - Best practices
 - Previous work/proposal on wireframes
- System limitations
 - ATS SuccessFactors limitations

c.Jt-science.com 2024 Q1-2

Objectives of the website

- To inform, educate and collaborate with all those interested in learning about the science behind Reduced-Risk Products (RRP) - from consumers to scientists and the regulatory community
- To achieve this, JT Science needs to meet the following requirements:
 - **Non-commercial:** an information platform featuring the science on RRP
 - **Factual:** introduce the science in a factual manner without our own views or opinions.
 - **Publication basis:** share data or results published in external conferences or journals to keep factuality and objectivity. Currently, in-house, or unpublished data

are out of scope.

Website revamp

Requirements

- User journey and sitemap that optimize the existing content
- Better linkage between jti.com and our social media accounts
- Improved UI for our publication library 'Resource Hub'
- The consideration of a direct mailing/newsletter approach to a registered community
- New page creation on the scientific studies and our products such as Ploom X
- illustrations and animations to make the science understandable by public
- Rebranding the website to be aligned to the new purpose, corporate branding and jti.com
- Benchmarking of competitors' scientific websites
- Creation of templates for oral/poster scientific presentations and web
- Project management for the revamp and smaller projects
 - Update the Resource Hub page in a timely manner
 - Update the event section yearly.
 - Exclude spam emails from the contact us form inquiries



C. CONTEXT

C.3 Scope and deliverables for the digital landscape overhaul

d. Website hosting:

- <https://www.jti.com/>
- <https://jobs.jti.com/>
- <https://www.jt-science.com/>
- Metrio microsite (scheduled to be launched on June 9)
- Voluntary Ingredients Disclosure microsite
 - <https://humanrights.jti.com/>

C.4 Technical Requirements

Infrastructure and platform security

Highlights of required infrastructure and platform security include:

- Geographically disparate data centers in Amazon Web Services or Azure provide full 24/7 security and redundancy in the case of incidents
- Platforms should be distributed over multiple data centers to protect against geographic or regional failures, operating in a live-live setup across multiple centers providing high capacity and resilience
- Auto-scaling allows capacity to be added on demand
- Host Intrusion Detection System (HIDS) and Intrusion Prevention System (IPS) prevent DoS (denial of service), DDoS (distributed denial of service layer 3/4/7) and block attack patterns
- Elastic load balancing, operating at application protocol level
- Backup policy for servers and databases (daily backup with 14-day retention as a standard)
- Enterprise-grade antivirus and antispam protection
- Information Security Management System – ISO/IEC 27001:2013
- Quality Management System – ISO/IEC 9001:2015
- Service Organization Control (SOC) Reports 1, 2 and 3 through Amazon Web Service or Azure
- Accreditation towards 'Bureau Veritas Scheme for Personal Data Protection against the GDPR'
- Current accessibility standards: WCAG 2.1 AA would be the minimum required for the EU/UK. So we'd like AA or above.



C. CONTEXT

C.4 Technical Requirements

Application Security

- Web Application Firewall natively integrated with technology stack
- 256-bit SSL certificate for data in transit, with TLS 1.2 using 2048-bit public key
- HTTPS for all Private Platform
- SHA512 salted encryption to protect passwords
- Encrypted databases implemented
- Full audit log of all activity – application logs and server logs
- Multi-factor login process for optimal security and convenience
- Strong password policy

D. RESPONSE

D.1 Executive Summary

The Executive Summary should include:

- ✔ Overview of solution
- ✔ Value Proposition
- ✔ Agency team structure
- ✔ Approach and deliverables: Your vision of JTI's ideal digital landscape and its governance
- ✔ Implementation/Timing
- ✔ Mockup of sitemap and homepage for jti.com
- ✔ Budget (phases, milestones, grand total, breakdown per website)
- ✔ Client references including names and numbers

D.2 Additional proposal details

Terms and Conditions (not applicable to suppliers under a valid contract with JTI for similar services):

- ✔ Agreement to JTI's supplier Standards (Appendix 3)
- ✔ Agreement to JTI's standard payment terms: 60 days from invoice receipt
- ✔ Agreement that JTI does not accept to prepay for services without any deliverables (travel and expenses receipt or project milestones sign off).

Using the Cost Tracker (Appendix 4) please ensure JTI gets full transparency on your costing model highlighting:

- ✔ Roles, seniority level and respective rates.
- ✔ What is your annual staff turnover?
- ✔ How do you ensure you are sufficiently staffed?

NOTE:

The Cost Tracker roles may be different from your standard. If the naming of your own resources is different than the ones provided, please overwrite with a description of the role responsibilities. If you have any uncertainty on how to complete, then please contact the Procurement Manager within this RfP.

Resources:

E. APPENDIX & ANNEX & REFERENCE

The following Appendices form an integral part of this RFP:

1. [About JTI](#)
2. [JTI Code of Conduct](#)
3. [JTI Suppliers Standards](#)
4. [Cost Tracker \(see separate excel sheet\)](#)
5. [T&C](#)

Annex:

Global Comms

ATAI Help Document

IT Security Form

Travel policy for third parties

References: **Websites displaying the content in an engaging manner** (text, pics, video, social)

<https://exposure.co/>

<https://www.exposure.co/publications>

<https://stories.tennesseetitans.com/the-new-touchdown-king>

<https://www.pmi.com/japan-becoming-a-smoke-free-country>

Purpose stories to be published on jti.com on May 9 (for inspiration): here are the links (note that the content has not been fully approved just yet)

Creating fulfilling moments. Creating a better future: <https://jti-stories.exposure.co/b3c175b993e987d309a831e9cb934aa2>

Live barns: <https://jti-stories.exposure.co/9498d6ef3abaf73bc25282dae6881637>

Fulfilling moments: <https://jti-stories.exposure.co/e09b7d124ac06c1bb3d99261bb385198>

Better future: <https://jti-stories.exposure.co/2853b56976a480eb15e35b6e0e83e2e6>

Designing fulfilling moments: <https://jti-stories.exposure.co/392f1d58a939bd13de5dad95112a7e5a>

AIT: <https://jti-stories.exposure.co/2620a78c67decd7f3a429e122dad750a>

Ploom X: <https://jti-stories.exposure.co/1848915567565b16d37aa369a3426ee9>