

PRESS RELEASE

Winter messages in JTI Bulgaria's "Are you going to tell me what to do?" campaign

Sofia, December 12, 2024 – JTI Bulgaria continues its "Are you going to tell me what to do?" initiative with a focus on outdoor winter activities. The campaign encourages responsible consumer behavior and aims to reduce pollution caused by improperly discarded filters from tobacco products.

"Proper waste disposal is a significant step toward preserving the environment. Through this campaign, we aim to draw consumers' attention to the importance of responsible behavior and encourage them to think before discarding their filters in inappropriate places, such as in the snow," said Dimitar Naydenov, Corporate Affairs Manager at JTI Bulgaria.

The "Are you going to tell me what to do?" campaign is being held for the second consecutive year. Earlier this year, a summer edition focused on promoting responsible consumer behavior at the beach. The winter edition builds on these efforts with new seasonal messages shared via radio and social media. These messages emphasize the importance of small, everyday actions, such as disposing of filters in the proper places for that, and their impact on keeping the environment clean.

The communication campaign is carried out by JTI Bulgaria in accordance with Article 23 of the Ordinance on reducing the impact of certain plastic products on the environment.

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JTI is a leading international tobacco and vaping company selling its products in more than 130 countries. It is the global owner of both Winston, the number two cigarette brand in the world, and Camel, outside the USA. Other global brands include MEVIUS and LD. JTI is also a major player in the international vaping market with its heated tobacco brand, Ploom, and e-cigarette brand, Logic. Headquartered in Geneva, Switzerland, the Company employs about 46,000 people and was awarded Global Top Employer for the tenth consecutive year in 2024. JTI is a member of the JT Group of Companies. For more information, visit www.jti.com