



JTI Batangas Begins Alliance for Water Stewardship Certification Journey

MALVAR, BATANGAS — As water security becomes an increasingly important consideration for manufacturers worldwide, JT International Asia Manufacturing Corp. (JTI AMC) is taking the next step in strengthening responsible water management at its Batangas manufacturing facility. This October, the site will undergo the Alliance for Water Stewardship (AWS) certification audit, marking another milestone in JTI's long-term strategy to strengthen responsible water management and build more resilient manufacturing operations.

The audit forms part of JTI's global sustainability commitments, which include reducing freshwater withdrawal across its tobacco operations by 35 percent by 2030 from a 2019 baseline, continuously improving water recycling across its manufacturing network, and certifying 100 percent of its eligible production facilities, based on water risk, under the AWS Standard by 2030.

"Water is no longer simply an operational resource for manufacturers—it has become a strategic resource that requires long-term investment and shared responsibility," said Ali Fereidouni, Environment, Health and Safety Director of JT International Asia Manufacturing Corp. "Through the Alliance for Water Stewardship framework, we are strengthening water efficiency, enhancing recycling capabilities, and supporting the long-term sustainability of the communities that share this vital resource. AWS helps us translate our sustainability commitments into measurable actions and meaningful outcomes."

To support these goals, JTI has allocated more than PHP85 million in combined capital (CapEx) and operational (OpEx) investments toward water stewardship initiatives, infrastructure upgrades, and water management improvements at its Batangas facility. A key project was the expansion of the wastewater treatment capacity from 90 cubic meters to 170 cubic meters per day, enabling more water to be recovered and reused within daily operations instead of relying solely on freshwater sources.

These investments also support the facility's preparation for the upcoming AWS certification audit, which evaluates not only how organizations manage water within their operations but also how they contribute to the long-term health of the watersheds they share with surrounding communities.

These investments have already contributed to measurable improvements in water efficiency and recycling performance. In 2025 alone, the Batangas facility recycled approximately 10,684 cubic meters of water, achieving an 8.6 percent recycling rate, surpassing JTI's 2025 global target of six percent. Despite an annual allowable water consumption of approximately

140,000 cubic meters, the facility consumed only about 124,000 cubic meters, demonstrating the impact of these investments on improving water efficiency and reducing freshwater withdrawal.

These efforts are particularly significant given the facility's location within the LIMA Technology Center–Special Economic Zone in Malvar, Batangas, where JTI operates alongside more than 200 manufacturing locators that share common infrastructure and water resources. Operating within one of the country's largest industrial estates reinforces the importance of managing water as a shared resource among businesses and surrounding communities.

This is what distinguishes the Alliance for Water Stewardship from conventional environmental certifications. Rather than evaluating only what happens within a factory, AWS assesses how organizations understand water risks, improve water quality, engage stakeholders, and contribute to the health of the shared watershed. The framework recognizes that protecting water resources requires collaboration among businesses, government agencies, utilities, and local communities.

Beyond certification, JTI remains committed to continuously improving water performance, strengthening stakeholder engagement, and contributing to the long-term sustainability of local watersheds and surrounding communities. Through sustained investment, innovation, and collaboration, JTI aims to contribute to a more resilient and sustainable future for both its operations and the communities it serves.

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