

MEDIA INFORMATION

For immediate release



JTI earns dual recognition as “TOP Employer Germany” and “Kununu Top Company 2025”

Cologne/Trier, February 10th, 2025 – JTI (Japan Tobacco International) has been named one of Germany’s Top 10 employers, receiving the "TOP Employer Germany" certification for the 12th consecutive year. The company has also been awarded the Kununu "Top Company 2025" seal, reflecting outstanding satisfaction of current as well as former employee. These recognitions reaffirm JTI’s position as an industry-leading employer, known for its commitment to a supportive and thriving workplace culture.

JTI was officially honored as a Top Employer Germany during an awards ceremony in Berlin on February 6, 2025. Accepting the award on behalf of the company was Timur Özgür, JTI Area Sales Manager East, who represented JTI’s 2,000+ employees:

"It's an incredible honor to receive this award. At JTI, we don't just talk about a great workplace – we experience it every day. The opportunities we have, the culture we build, and the way we support each other truly make a difference. I'm proud to be part of a company where people feel valued, empowered, and able to grow."

Özgür was joined at the ceremony by colleagues from JTI’s People & Culture team, who play a key role in fostering the company’s dynamic work environment. Ulf Zedler, JTI Germany’s People & Culture Director, emphasized JTI’s commitment to its employees:

"Receiving this certification for the 12th year in a row is a major achievement, but what matters most is what it stands for—our dedication to our people. We are continuously investing in our employees’ growth, well-being, and success. This award inspires us to push even further and ensure JTI remains a place where everyone can thrive."

The Top Employer certification recognizes JTI’s excellence in areas such as career development, leadership, well-being, and company culture. Meanwhile, the Kununu "Top Company" seal is based entirely on feedback from current and former employees, making it an especially meaningful accolade.

"Being among the top 5% of companies awarded the Kununu Top Company seal makes this recognition even more special," adds Zedler. "It shows that our employees truly appreciate working at JTI and would recommend us as an employer. That's the best endorsement we could ask for."

As the largest employer in the tobacco industry in Germany, JTI remains committed to fostering an inclusive and engaging workplace, continuously raising the bar to ensure employees feel valued and supported. For more information about working at JTI Germany visit jobs.jti.com and follow JTI Germany on [LinkedIn](#) and [Kununu](#).

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JTI, a member of the JT Group of Companies, is a leading international tobacco company, selling its products in more than 130 markets. It is the global owner of both Winston and Camel, respectively the second and third largest cigarette brands in the world. Other global brands include MEVIUS and LD. JTI is also a major player in the Reduced-Risk Products category with its heated tobacco brand, Ploom, vaping brand, Logic, and Nordic Spirit nicotine pouches. Headquartered in Geneva, Switzerland, the Company employs over 46,000 people and was awarded Global Top Employer for the eleventh consecutive year in 2025. For more information, visit www.jti.com.

***JTI Germany** employs more than 2,200 people at its sites in Cologne and Trier. The company is the largest employer in the tobacco industry in Germany and a certified "Top Employer". JTI is the market leader in Make-Your-Own with Winston. It markets other internationally well-known brands such as Camel, American Spirit and Benson & Hedges. With its global brand Ploom, JTI offers potentially reduced-risk products in the heated tobacco category in Germany. For more information, visit www.jti.com/Germany.*