JTI Bulgaria Certified Top Employer for the 13th Consecutive Year

Sofia, 16 February 2026 – JTI Bulgaria has been certified as a Top Employer for the 13th consecutive year, following an in-depth and independent assessment conducted by the Top Employers Institute. The certification confirms the company's long-term commitment to sustainable HR practices, talent development, and the creation of an inclusive and supportive work environment.

The certification covers more than 20 key areas, including leadership, work environment, onboarding, talent attraction and development, learning and development, wellbeing, rewards and recognition, employee engagement, ethics and integrity, diversity, equity, and inclusion.

Compared to the global standard of certified Top Employers, **JTI Bulgaria has achieved higher results in a number of strategic areas**, including learning and development, performance management, employee mental health, as well as employee engagement and active dialogue.

"The Top Employer certification is a recognition of the people of JTI Bulgaria and the culture we build together every day. It reflects our consistent focus on development, employee mental wellbeing, and engagement, as well as our ambition to create an environment where everyone can unlock their potential and grow both professionally and personally," said **Kosara Ivanova-Krendeva**, People & Culture Manager at JTI Bulgaria.

"This recognition is further proof that JTI Bulgaria's success is built on a strong team, clear values, and a long-term vision. Investing in our people is a key pillar of the company's sustainable development," stated **Andrey Palitko**, Country Manager of JTI Bulgaria.

The recognition comes at a key moment for JTI Bulgaria, with the opening of the company's **new office in Sofia** — a space designed to encourage greater collaboration and improved comfort. The new working environment reflects the organization's stage of development and supports its ambition to offer conditions that foster engagement, efficiency, and a healthy work–life balance.

JTI has also been recognized as **Top Employer Europe** for the 13th consecutive year and **Top Employer Global** for the 12th consecutive year, placing the company among only 17 organizations worldwide to receive the global distinction. This further strengthens JTI's position as an employer of the highest international standard.

For more information:

Gergana Boneva

Corporate Affairs & Communication

Tel.: +359 878 998 879

E-mail: gergana.boneva@jti.com

JTI

JTI, a member of the JT Group, is a modern and dynamic international company, passionate about quality and innovation. It sells its products in over 130 markets with the goal of bringing exceptional tobacco and nicotine experiences to its adult consumers. JTI is the global owner of both Winston and Camel, respectively the second and third largest combustible brands in the world. Other global brands include MEVIUS and LD. It is also present 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 twelve consecutive years in 2025. For more information,

visit www.jti.com