



JTI Becomes First Geneva-Based Multinational Headquarters Certified EQUAL-SALARY Employer

*Global Headquarters now Recognized for Equal Pay to Women and Men by the
EQUAL-SALARY Foundation*

Geneva, January 21, 2019 – JTI is the first Geneva-based multinational headquarters to be certified as an equal salary employer by the EQUAL-SALARY Foundation, a Swiss non-profit organization specialized in equal pay between women and men.

“We are delighted that our commitment to pay all our employees fairly is now recognized and endorsed by the independent EQUAL-SALARY Foundation,” said Guergana Andreeva, Global Talent Management Vice President. “Gender pay equity is essential to us. It establishes a culture of trust within our organization, and is a key asset in the recruitment of future talent. We strongly believe in the importance of embedding diversity and inclusion in our practices, of which equal pay is only one component,” she added.

The Foundation’s EQUAL-SALARY methodology was designed to allow companies to address any gaps and ensure all employees are paid equivalently for the same work. This certification follows an independent audit process, which occurs in several stages, including a review of employee pay data, the company’s remuneration strategy, as well as focus groups and surveys amongst randomly selected employees.

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JTI is a leading international tobacco company with operations 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 and has the largest share in sales for both brands. Other global brands include Mevius and LD. With its internationally recognized brand Logic, JTI is also a major player in the e-cigarette market and has, since 2011, been present in the heated tobacco category with Ploom. Headquartered in Geneva, Switzerland, JTI employs close to 40,000 people and was awarded Global Top Employer for four consecutive years. JTI is a member of the Japan Tobacco Group of Companies. For more information, visit www.jti.com.