



MEDIA INFORMATION

For immediate publication

MILESTONE FOR GENDER EQUALITY: JTI RECEIVES GES CERTIFICATION

Cologne, October 04th, 2023 – JTI Germany has received the Global Equality Standard (GES) certification from Ernst & Young (EY). On a global level, the company was among the first to be recognized by EY for the GES in 2021. Now, JTI in Germany with locations in Trier and Cologne has been certified for its efforts towards equality and equal pay in the workplace.

One of the first certifications of its kind

EY's GES certification measures diversity, equity and inclusion (DEI) in the workplace. It is one of the first global DEI awards allowing companies to assess the extent to which DEI is embedded throughout their global operations. The certification is valid for three years, after which a reassessment process is required to ensure continuous improvements.

Ulf Zedler, People & Culture Director Germany:

"We are proud of this award and the recognition it brings to our initiatives. Equal opportunities are a central part of our DEI strategy. Flexible work models, a modern family leave policy and increasing representation of women in leadership positions are concrete examples of our commitment in this area. This is among the reasons why we are Top Employer in Germany and the GES certification further underlines that DEI is actively lived and promoted at JTI."

Equal Pay and Gender Equality at JTI

EY's certification report states: "JTI Germany fully complies with the principles of equal pay, these are firmly embedded in the company culture". Equal opportunities are another key aspect in the company's DEI efforts. The implementation of flexible working measures with JTI's 'New Ways of Working' (NWOW) two years ago, allows employees to work up to 50 per cent of their hours outside the office and a up to 10 days per year flexibly from abroad.

JTI's progressive family leave policy enables employees – regardless of gender, sexual orientation or how they become parents – to benefit from 20 weeks of fully paid family leave when welcoming a child. Together with NWOW, these initiatives promote flexibility, autonomy, and work-life balance for JTI's workforce.

In 2021, JTI has set itself the goal to have 30 per cent of leadership positions filled with women. Recently, this goal has been achieved and JTI has now committed to further increasing the representation of women to 40 per cent by 2030.

Diversity & Inclusion

At JTI, DEI is not only promoted by company policies, but also actively shaped and lived within the workforce through Employee Resource Groups (ERGs). These employee-led internal networks raise awareness and act as ambassadors for individual groups within the company. PRIDE Germany is one example of such an ERG which promotes inclusion of LGBTIQ+ colleagues.

One concrete improvement in the workplace that has come about thanks to this network is, for example, the gender-neutral toilet at JTI in Cologne. It allows employees and visitors of all genders and gender identities to use it without barriers. These and other efforts by PRIDE Germany were highlighted by EY in their evaluation. Recently, the internal women's network 'TogetHER' was founded at JTI in Germany. Both ERGs are open to all JTI employees and are additionally supported by funding and active participation from our leadership.

Gian Luigi Cervesato, General Manager Germany:

"Being the largest employer in Germany, diversity is central to our organization. We believe in the power of our people, regardless of their ethnic background, religion, age, skills, gender or sexual orientation. And we want to give everyone the opportunity to develop their full potential. I firmly believe that DEI make us stronger as a company – and that we are doing the right thing."

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Further information:

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JTI (Japan Tobacco International) is one of the world's leading tobacco and vaping companies. We produce and distribute internationally renowned brands such as Winston, Camel and American Spirit. We are also a global player in vapour products with the Logic e-cigarette and the Ploom tobacco heater. Our corporate headquarters are located in Geneva, Switzerland. JTI operates in more than 130 countries and employs over 40,000 people. For more information, visit [jti.com](https://www.jti.com).

JTI Germany is the largest employer in the tobacco industry in Germany with around 2,200 employees. In our Trier production facility and the neighboring research and development center, more than 1,800 employees set quality standards that apply worldwide. The entire German market is controlled from Cologne, with around 100 employees. Our approximately 200 field service colleagues maintain contact with the trade throughout Germany. Our market share is growing continuously and has now exceeded the 10 percent mark. Our most important brands in Germany are American Spirit, Camel and Winston. For more information, visit [jti.com/Germany](https://www.jti.com/Germany).