

MEDIA INFORMATION

For immediate publication

JTI among Germany's best employers for eleventh time in succession



Cologne, January 26, 2024 – the Top Employers Institute has officially announced Germany's best employees for 2024. JTI (Japan Tobacco International) Germany has once again received this accolade and is hence one of the country's most attractive employees for the eleventh time in succession now.

This award pays homage to the fact that the largest employer in Germany's tobacco sector is sustainably fulfilling the highest standards in the relevant areas – including digital processes, working environment, HR strategy and management style, along with employee development and employer branding – and has been focusing on outstanding working conditions for more than a decade now.

In particular, the Top Employer Institute has highlighted the company's tailored onboarding process – which complies with the highest standards and is considered a pioneer, above all in the area of employer branding and among young talent. On their very first day, new colleagues receive a personal welcome and a welcome gift as well as initial onboarding and a complete technical set-up. JTI then supports them with continuous introductions to the various areas to help them integrate successfully into the company. It also pays homage to the established culture of values, which enables employees to be challenged and encouraged in their potential and to develop it freely. The 'New Ways of Working' are creating the decisive framework for this. Among other things, these include enabling staff to work from home for up to 50 percent of working hours and work from abroad for up to 10 days a year. The company's relocation to its new smart offices at I/D Cologne will pave the future-oriented path to further development and implementing these measures. State-of-the-art offices focusing on sustainability and collaboration offer cutting-edge opportunities for all employees to become proactively involved.

"Being praised as a Top Employer each year for more than a decade now is an important honour for us and stands testament to our progressive development", states Director of People & Culture,

Ulf Zedler. “Each and every one of us makes a crucial contribution towards making this company an outstanding, attractive employer. Active participation and collaborative working are always the focus of our activities, as it is ultimately all colleagues who jointly shape and practice our values and culture.”

JTI has received this accolade in a total of 47 countries, additionally receiving ‘Top Employer Europe’, ‘Top Employer Africa’, ‘Top Employer Asia Pacific’, ‘Top Employer North America’ and ‘Top Employer Middle East’ awards. Furthermore, the company was named a ‘Global Top Employer’ for the tenth time in succession.

In Germany, JTI has more than 1,800 members of staff at its manufacturing site and research & development centre, both located in Trier. With its more than 100 employees, the Cologne site steers the entire Germany Market. Furthermore, around 200 Sales Force members of staff are responsible for all of Germany.

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The Top Employers Institute is an internationally-acknowledged authority for recognising outstanding HR practices. With its certification programme, it helps spread these practices and enrich working environments. The Top Employers Institute’s certification programme allows participating companies to be validated, certified and recognised as a preferred employer. The Top Employers Institute was established more than 30 years ago and to date has certified 2,053 Top Employers in 121 countries/regions across the globe. These certified Top Employers have a positive impact on the lives of more than 9.5 million employees worldwide.

JTI (Japan Tobacco International) is a globally-leading tobacco and vaping enterprise. We manufacture and market internationally-renowned brands such as Winston, Camel and American Spirit. With our Logic e-cigarettes and Ploom heat-not-burn products, we are also a worldwide player within the vaping sector. Our company headquarters are located in Geneva, Switzerland. JTI operates in more than 130 countries and has in excess of 40,000 members of staff. For further information, please go to jti.com.

With around 2,200 employees, **JTI Germany** is the largest employer within the tobacco sector in Germany. At our Trier-based production site and the neighbouring Research & Development Center, more than 1,800 employees have created globally-valid quality benchmarks. The entire German market is managed by more around 100 members of staff at JTI’s offices in Cologne. Furthermore, around 200 Sales Force colleagues are responsible for liaising with retailers throughout Germany. Our market share is constantly growing and is meanwhile in excess of 10 percent. Our most important brands in Germany are American Spirit, Camel and Winston. For further information, please go to jti.com/Germany.