

PRESS RELEASE

JTI Bulgaria awarded for best project in human resources by BAPM

Sofia, Bulgaria, 24 April 2024 – At an official ceremony held on April 11, 2024, in Sofia, JTI Bulgaria was honored with the award in the category 'Best HR Project for Small/Medium Enterprises'. During the ceremony for the presentation of the annual HR awards by the Bulgarian Association for People Management (BAPM) for 2023, the winners in a total of 9 categories were announced.

JTI Bulgaria took first place in the category with the project 'Move. See. Help.' This project not only focuses on the physical and mental well-being of the company's employees but also has a charitable aspect. Through it, the company encourages its employees to lead a more active lifestyle, with every effort they make within the program generating a donation to the Jamba Career Center for People with Disabilities.

Participants in the project had the opportunity to earn points by visiting natural and cultural landmarks in Bulgaria from a list of over 300 sites or through physical activities such as walking, running, swimming, and cycling. According to the Bulgarian Association for People Management, the project represents a unique symbiosis that combines charity, active community participation, and improving employee engagement within the organization.

"This award is recognition of our efforts in creating an inclusive environment. The 'Move. See. Help.' project not only promotes the active lifestyle of our employees but also provides opportunities for development and support for people with disabilities. This is at the heart of our commitment to society and our goal of inclusiveness and equal opportunities for all." - Kosara Ivanova-Krendeva, People and Culture Manager at JTI Bulgaria

The HR awards contest is a platform for sharing and recognizing innovative and successful practices in the field of human resource management at the national level. Its goals include promoting and recognizing achievements and creating added value for organizations. The contest encourages the creative approach in developing new and unique projects that are effectively implemented in practice during the respective year.

50 applications were admitted to the final stage of evaluation in the 9 categories of BAPM contest for 2023. The number of participants in the 20th edition of the contest is record-high and almost double compared to the applications for 2022. In the category 'Best HR Project for Small/Medium Enterprises,' only 7 projects were admitted to the final stage. The evaluation procedure for the projects includes three stages: first, the compliance of the application with the regulations is evaluated, then its eligibility according to the categories is verified, and finally, the applications are evaluated according to the specific criteria for each category.

JTI Bulgaria winning the Best HR project award in the Small and Medium Enterprises category from BAPM highlights the company's dedication to fostering an improved environment for growth, where everyone, regardless of their abilities, can fit in.

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JTI is a leading international tobacco and vaping company selling its products 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. Other global brands include MEVIUS, LD and Sobranie. JTI is also a major player in the international vaping market with its heated tobacco brand, Ploom, and e-cigarette brand, Logic. Headquartered in Geneva, Switzerland, the Company employs about 46,000 people and was awarded Global Top Employer for the ninth consecutive year in 2023. JTI is a member of the JT Group of Companies. For more information visit www.jti.com.