



MEDIA INFORMATION

For immediate release

Leadership change at the largest employer in the tobacco industry in Germany ***Gian Luigi Cervesato joins JTI Germany as Managing Director for the German market***

Cologne / Trier, August 2022 - Gian Luigi Cervesato (civil name Jean Louis) has assumed the role of General Manager for the German market organisation of JTI (Japan Tobacco International) as of 1 August. He succeeds Mark Rock, who is taking his well-deserved retirement after 35 years with JTI.

"Mark has made an enormous contribution to the success of our company. In his role as General Manager for Germany, he has led one of our most important markets and has accelerated the market's successful course of the past years," says Stefan Fitz, Regional President Western Europe. "With Gian Luigi, we have found a successor who has likewise achieved significant growth in key markets such as Spain and Italy, and I am sure that he will continue the JTI success story in Germany". JTI is the fastest growing tobacco company in Germany and the number 1 brand in make your own with Winston, which is also a pioneer in the reduction of plastic packaging.

Gian Luigi Cervesato began his career at JTI in 2009, most recently serving as General Manager for the Italian market. Prior to joining JTI, he held marketing and sales positions with Procter & Gamble, Bacardi, BAT and Coca Cola in BeNeLux, West Africa, the United Kingdom, Turkey, Italy and Poland. Cervesato is an Italian citizen, born and raised in Belgium. "I am looking forward to the exciting task and working with the great team we have here in Germany," says Gian Luigi about his new role.

Following this change, the management of JT International Germany GmbH thus consists of the managing directors Gian Luigi Cervesato (General Manager German Market), Marco Bordignon (Entity CFO) and Peter Kilburg (Factory Head).

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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, please visit 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 are applied worldwide. The entire German market is steered from Cologne, where we have around 100 employees. Our roundabout 200 field force colleagues foster contacts with trade partners 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 further information please visit jti.com/Germany.