

MEDIA INFORMATION

JTI Bulgaria is a Top Employer for the 11th consecutive year

Sofia, January 23, 2025 – JTI Bulgaria has once again been recognized by **Top Employers Institute** as one of the best employers in the country. For the eleventh consecutive year, the company demonstrates its commitment to creating a supportive and motivating work environment, where employees feel valued, inspired, and encouraged.

Founded in 2007, JTI Bulgaria is a key player in the tobacco industry, offering a portfolio of well-established brands and employing a team of 65 professionals across its offices in **Sofia, Plovdiv, and Burgas**.

"This recognition is a confirmation of our continuous efforts to create a workplace where every employee feels valued and motivated. We believe that JTI Bulgaria's success is driven by the dedication and professionalism of our team, and we will continue to invest in their growth and well-being," said **Marton Pataki, Country Manager of JTI Bulgaria**.

An example of an innovative HR approach

In April 2024, JTI Bulgaria won the "Best HR Project in a Small/Medium Enterprise" award from the Bulgarian Association for People Management (BAPM). The awarded project, **"Move. See. Help."**, encourages physical activity among employees while supporting Jamba, a career center for people with disabilities. According to BAPM, the project represents a unique synergy, combining charity, active community involvement, and enhanced employee engagement within the organization.

"At JTI Bulgaria, we believe that the company's success is directly linked to the success and engagement of our people. That is why we actively invest in their development through a variety of training and career growth programs. At the same time, we offer flexible benefits packages, allowing each employee to choose what is fit for them. The BAPM award for the 'Move. See. Help.' project is a recognition of our commitment to creating an environment where colleagues not only develop professionally but also have the opportunity to contribute to important social causes. This is part of our culture – fostering activity, team spirit, and solidarity both inside and outside the company," shared **Kosara Ivanova-Krendeva, People & Culture Manager** at JTI Bulgaria.

Global recognition for JTI

JTI is among the 17 companies worldwide certified as a Global Top Employer by the Top Employers Institute, further solidifying its reputation as a leading organization in employee well-being and workplace excellence.

About Top Employers Institute

Top Employers Institute is the global authority in recognizing excellence in HR practices. In 2025, the institute certified over 2,400 companies in 125 countries, positively impacting the lives of more than 13 million employees worldwide.

The Top Employers certification program evaluates organizations based on their people strategy, work environment, learning and development, talent acquisition, diversity and inclusion, and employee well-being initiatives.

With this prestigious recognition, JTI Bulgaria once again reaffirms its position as an employer of choice, offering not only excellent working conditions but also an environment that fosters both personal and professional growth.

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For more information:

Gergana Boneva

Corporate Affairs Associate

Mobile: +359 884 616 241

E-mail: gergana.boneva@jti.com

For JTI:

JTI, a member of the JT Group of Companies, is a leading international tobacco company, selling its products in more than 130 markets. It is the global owner of both Winston and Camel, respectively the second and third largest cigarette brands in the world. Other global brands include MEVIUS and LD, and in Bulgaria - Sobranie. JTI is also a major player in the Reduced-Risk Products category with its heated tobacco brand, Ploom, vaping brand, Logic, and Nordic Spirit nicotine pouches. Headquartered in Geneva, Switzerland, the Company employs over 46,000 people and was awarded Global Top Employer for the eleventh consecutive year in 2025. For more information, visit www.jti.com.