

Press Release

For immediate release



JTI Global certified Equal Opportunities and Equal Pay Employer

2024 - 2027

Casablanca, December 13, 2024 – JTI Global is proud to announce that it has once again been awarded the distinguished Global Equality Standard (GES) certification from Ernst & Young (EY), reaffirming the company’s unwavering commitment to diversity, equity, and inclusion (DEI) across its global operations.

EY’s GES is the only worldwide DEI certification that measures **equal opportunities and equal pay** on a global scale. It allows multinational businesses to assess the extent to which DEI is embedded throughout their global operations. The certification is a challenging process and requires evidence of comprehensive practices that protect and promote a level playing field for all

employees. The certification is awarded after several months assessment process, including consultation with JTI employees across different geographies and countries.

As a leader in promoting a culture of DEI, JTI was one of the first multinational companies to earn the GES certification in 2021 (2021 – 2024). This year, the company has improved its score by 11% compared to 2021, marking significant progress in its journey and reinforcing its status as a global role model in the workplace. This recognition is based on a comprehensive and thorough assessment of JTI's workplace **culture, processes, and operations**, which includes recruitment practices, career progression, wellbeing programs, and leadership opportunities.

Showcasing JTI's full commitment to this issue, the company has established a board-level Diversity, Equity and Inclusion Advisory Council. Chaired by CEO Eddy Pirard, the Council is made up of six members of the Executive Committee. It is responsible for advising on strategies and best practices within the organization in order to advance diversity, equity and inclusion across the company.

For JTI, gender equality is a formal business priority. The company is fully committed to increasing the representation of women in leadership positions as well as reaching gender parity at all levels. To achieve this purpose, JTI implemented a number of talent management and recruitment measures including diverse and balanced interview panels, as well as a 50-50 equal gender slate of candidates within the final round of the interview process for leadership positions.

Furthermore, the company launched a one-year professional development sponsorship program specifically for women and established a global employee resource group called "TogetHER". This internal network is fully inclusive and open to all JTI employees, with women and men as allies. The network is focusing on raising awareness, building support and create the right environment for the advancement of women.

Within the "TogetHER" group, the "Ailes pour ells" initiative works to create an enabling environment for women to support each other through mentoring, coaching and sponsoring-for women, by women. In 2023, the initiative was behind the launch of Just a Call Away, a program aiming to be the first point of call for women who are facing challenges.

The GES certification is also recognition of the company's continued efforts to guarantee equal pay for equal work. As a certified Global Equal Pay employer, the company has established a system that ensures all JTI business entities have and maintain pay equity across, sustaining fairness and transparency in compensation practices.

JTI also put in place significant program to improve the quality of its work environment for all employees, including mental and physical wellbeing programs, personal development programs, and flexible working schedules with up to 50% of work from home.

“We are proud of this renewed certification globally, and of the retention of our certification in Northern & Western Africa. This shows our full commitment to equal pay for equal work, beyond all kinds of discrimination. In this regard, our compensation packages are always determined based on the positions and the type of work they require, and never depend on the people occupying these positions. We are also proud of the fact that we were the first company in the region to award a 20-week (4 months) paid parental leave to our employees who become new mothers or fathers, with no difference between genders.” Natali Dincer, People & Culture Director, JTI Northern & Western Africa.

In Morocco, JTI puts special emphasis on providing equal career opportunities without any discrimination, as demonstrated by the diversity of nationalities in the cluster offices based in Casablanca, the Women in Sales initiative, and the almost perfect gender balance among its employees (51% male, 49% female). This is further confirmed by the company’s policy in terms of job posting and recruitment that ensures the process is fully transparent both for internal and external candidates. In terms of employee’s wellbeing, JTI implemented multiple programs to focus on employee’s physical and mental fitness.

JTI’s continuous commitment to improving workplace equality in Morocco reflects both its internal values and its broader corporate responsibility. The company remains focused on empowering its people to thrive and is dedicated to further advancing equality in the years to come.

###

Pour plus d’information, veuillez contacter:

Loubna Sabir

Corporate Affairs and Communications Director
Northern & Western Africa

+212 5 20 49 90 48

loubna.sabir@jti.com

À propos de JTI :

JTI, société internationale de tabac, commercialise ses marques dans plus de 130 pays. L'entreprise fournit un large choix de produits traditionnels et à risques réduits, ayant le potentiel de réduire les dangers associés au fait de fumer. A l'échelle mondiale (en dehors des États-Unis), l'entreprise possède à la fois Winston, la deuxième plus grande marque de cigarettes, et Camel. Ses autres marques internationales incluent MEVIUS et LD. JTI joue également un rôle de premier plan sur le marché du vapotage, notamment via Ploom, dans la catégorie des produits de tabac chauffé, et Logic, sa marque de cigarette électronique. L'entreprise, dont le siège est basé à Genève, en Suisse, emploie près de 46'000 personnes et s'est vu décerner la distinction Global Top Employer pour la dixième année consécutive en 2024. JTI est membre du JT Group of Companies. Pour plus d'informations, visitez www.jti.com.

JTI a choisi le Maroc comme hub pour son cluster Afrique du Nord depuis 2011 et l'a étendu à l'Afrique de l'Ouest depuis 2022. Les produits de JTI commercialisés au Maroc sont Camel, Winston, Glamour, Monte Carlo et LD.

JTI a été certifiée Top Employer pour la 7ème année consécutive au Maroc. Elle est de plus #1 des entreprises certifiées Top Employer pour la 3e année consécutive confirmant ainsi son statut d'employeur national et international de référence.