
DIRECTOR'S REPORT ON PROGRAM ACTIVITIES FOR THE PERIOD FROM 1/1/2024 TO 31/12/2024

SUMMARY

For 32 years, Hemofarm Foundation has conducted **nearly 2,500 activities** through health, education, and culture programs. It has supported **around 3,850 young people**, future leaders in the fields of medicine, pharmacy, and technology, many of whom are now employed with Hemofarm Group. **More than 200 outstanding individuals and experts** in the respective fields have written blogs for the Hemofarm Foundation website, advocating for a healthier, fairer, and more compassionate society. **With nearly 100,000 followers** and a **multi-million reach**, Hemofarm Foundation is the leading corporate foundation on social media. Over the past **10 years**, we have received more than **60 awards** for our socially responsible work.

CORPORATE SOCIAL RESPONSIBILITY PROGRAMS

From **01/01/2024 to 31/12/2024**, Hemofarm Foundation organized **67 activities**, including **30** within the **Health Program**, **34** within the **Education Program**, and **3** within the **Culture Program**.

HEALTH PROGRAM

HEMOFARM FOUNDATION ACADEMY

From **01/01/2024 to 31/12/2024**, **61 continuing medical education programs** were organized, attended by **21,445 healthcare professionals**.

"THE MOST IMPORTANT CALL IN LIFE" CAMPAIGN

Hemofarm Group and its Foundation, in partnership with the **Ministry of Health of Serbia**, patient associations **"Together for a New Life"**, **"Donorship is Heroism"**, and **"PAN Transplant"**, and in cooperation with **B92 Fund**, continued the campaign to increase the number of donors and organ transplants: **"The Most Important Call in Life."**

The individuals who gave consent for the organs of their deceased family members to be donated, patients awaiting organ transplants or those who have undergone transplant surgery, and doctors highlighting the magnitude of this issue and the importance of organ donation are the true ambassadors of the campaign, with the goal to increase the number of donors and save the lives of around **2,000 people**, including **40 children**, who are currently waiting for transplants.

Three Key Events of "The Most Important Call in Life" in 2024:

June 6 – National Donor Day, established by Hemofarm Foundation in 2016. At a press conference, the Serbian Minister of Health, Zlatibor Lončar, called for national unity on this crucial issue and encouraged the **Serbian Orthodox Church** to take a stance on organ donation and motivate people to become donors.

October 16 – At 11:59 AM, a symbolic installation of **2,000 hourglasses** was placed at Republic Square, representing the **2,000 people on Serbia's transplant waiting list**. The message "**Time is running out.**", and the slogan "**Become Better People. Be a Donor.**" were intended to raise awareness and create a responsible, compassionate society that embraces organ donation as the **most humane act**. A renewed appeal was made to the Serbian Orthodox Church to publicly support the **National Transplantation Program** and encourage believers to accept organ donation. The event had a significant impact, generating **144 media releases** with a commercial value of **€372,494** and reaching **1,154,109 people** on social media.

On October 22, 2024, The **Serbian Orthodox Church** issued an official statement titled "**A Word on Organ Transplantation and Certain Insinuations.**" The statement reaffirmed that the Church **supports organ transplantation** under specific conditions:

- The donor voluntarily consented to organ donation, and
- The donor's family gave posthumous consent.

The Church stated that the above is preconditioned by the fact that the death was confirmed by a **medical expert commission** in accordance with medical ethics. The Holy Assembly of Bishops of the Serbian Orthodox Church also affirms **living organ donation**, provided the donor's life is not endangered.

The road to the goal is still long - for clearing the waiting list for organ transplantation in Serbia, at least ten donors per million inhabitants are needed, which is why we organized the panel "**The most important call in life: Why is it important to be a donor?**" on **Wednesday, October 23, 2024**, welcomed the Church's public statement and emphasized that "transparency of the healthcare system and national unity are necessary to increase the number of donors in Serbia". Panelists included: **Dr. Aleksandra Plećaš Đurić**, National Coordinator for Organ Transplantation at the Clinical Center of Vojvodina, **Nikola Stanojević**, a campaign participant whose family consented to donate a relative's organs, saving four lives, **Veran Matić**, Founder of B92 Fund and a campaign partner. The session was moderated by **Ana Stamenković**, journalist at RTS.

To promote campaign, **18 personal stories** were published to encourage the public to view organ donation as the **most humane act**.

In **2024**, with the consent of **9 donors**, **44 organ and tissue transplants** were performed, an increase from **32 in the previous year**.

To support the campaign within a limited budget of €105,000, Hemofarm Foundation secured an additional **€190,000 in pro-bono support** from partners and sponsors. **Visibility was ensured** through LED and LCD screens (OOH) across **70 locations in 11 Serbian cities** from **October 16 to December 31, 2024**. Only in **Belgrade**, the campaign was displayed at **58 locations**, thanks to **Alma Quattro**. In **Vršac, Šabac, Čačak, Niš, Kragujevac, Novi Sad, Pančevo, Zrenjanin, Sombor, and Subotica**, the campaign was visible at **12 locations**, thanks to the support of **Babbler Media Group, Center Millennium, and Inceptus Premier**. **Cineplexx**, a leading cinema chain, also gave support, by displaying the campaign message "**Become Better People. Be a Donor.**" before **20,000 movie screenings** in Belgrade, Novi Sad, Niš and Kragujevac between **October 16 and December 31, 2024**. **Vivid Moment agency** ensured the campaign video was played in **eight health centers** in **Belgrade** (Zemun, Voždovac), **Niš, and Novi Sad**, reaching over **400,000 people**. The campaign video was also shown in **850 Naxis taxi vehicles**, which transported over **700,000 passengers (300,000 monthly)** during this period. **National TV broadcasters RTS, cable**

televisions N1, Nova S, and Newsmax agreed to air a **30-second campaign video free of charge from November 25 to December 31, 2024**, totaling **over 70 broadcasts** worth **€20,000**. Radio Beograd 202 aired the campaign's radio commercial for **free**.

The campaign "**The Most Important Call in Life**" was first launched in **2016**. At that time, the number of donors **tripled** as the campaign, supported by various institutions, organizations, festivals, and esteemed individuals, raised public awareness about the importance of organ donation. The **National Donor Day** was also established on **June 6**.

In **2019**, we launched the "**Second Half of the Match for Life**" and invited our top athletes to participate. We decided to leverage national pride to reverse the situation, as surrounding countries had a significantly higher number of organ donors than Serbia, placing us at the bottom of the European rankings. Our sports champions—Ivana Španović, Maja Ognjenović, Dejan Stanković, Dejan Savić, Branko Lazić, Dragan Škrbić, and Zoran Tošić—delivered a powerful message: "**I am a donor! Because I support Serbia.**" These proven champions made a **tremendous impact** in **dispelling prejudices, increasing the number of donors, and saving lives**.

Then the **biggest public health crisis—COVID-19** came about. The **national transplant program was nearly shut down**, with only **two transplants performed in 2022**. Therefore, at the request of the **Ministry of Health of Serbia** and the **Republic Health Insurance Fund**, we **relaunched the campaign in 2023**, reinvigorating the culture of organ donation and increasing the number of transplants to **32**.

Organ donation is a precious gift of life, saving and improving lives. We urge everyone to support organ donation, as it is the only way to build a **responsible and humane society**, which should be in the interest of all of us.

Become Better People. Be a Donor.

THE "UNBREAKABLE" CAMPAIGN

As of **July 1, 2024**, the **SOS helpline 0800 001 002**, established as part of the "**Unbreakable**" project to combat depression and the stigma surrounding mental health, was taken over by the **Special Psychiatric Hospital Gornja Toponica** and its doctors, led by the hospital director, **Dr. Milan Stanojković**. The helpline remains **free and anonymous**, available to Serbian citizens **Monday to Friday from 9 AM to 3 PM**.

The necessity of the "**Unbreakable**" **SOS helpline** was evident on **Friday, November 1, 2024**, when the **canopy of the Novi Sad Railway Station collapsed, tragically killing 15 people**. Over the weekend, only one **SOS line**, operated by the **Center "SRCE" in Novi Sad**, provided support to the distressed population. They were joined by the **Association of Psychologists of Serbia**, which formed a crisis response team and invited people to contact them via email at projektnitim@gmail.com. However, with **only two organizations and no strong systemic support**, they struggled to respond to the overwhelming number of messages from citizens seeking comfort and encouragement. **No state-run psychiatric institution with an SOS helpline publicly announced its availability to provide help and support**.

"A CUP OF COFFEE WITH A PSYCHOLOGIST" PANEL SESSIONS

In its **5th anniversary year**, "**A Cup of Coffee with a Psychologist**" project continued to attract a **large audience**. From **January 1 to December 31, 2024**, **nine panel sessions** were held featuring **influential experts and individuals** on various mental health topics. Discussions covered **post-holiday depression, love, perimenopause and menopause, unresolved trauma, youth under pressure, loneliness, andropause, and New Year stress**.

The panel **"Youth Under Pressure"** was held in **Belgrade and Kragujevac**, upon invitation from the **ENGRAM Association of Psychology Students**. In collaboration with **Marko Đorđević** (screenwriter and director of the film 'Za danas toliko' ("That's It For Today ")), **Alter Tise Agency**, **MCF Megacom Film**, and **Cineplexx Cinema**, a **free screening** of the film was organized, which has been attracting cinema audience since the beginning of the year. In **May 2024**, together with partners from the **Faculty of Philosophy in Belgrade** and **Art Community Dorćol Platz**, we celebrated **five years of "A Cup of Coffee with a Psychologist."** For the **second year in a row**, the project received a **certificate of appreciation from the Faculty of Philosophy, University of Belgrade**. In **2023**, **Hemofarm Foundation** was recognized for its contribution to **mental health awareness**, while in **2024**, the award was given to **Dragan Ilić, psychologist and journalist**, who moderates the panel sessions.

"A Cup of Coffee with a Psychologist" is one of **Hemofarm Foundation's most recognized projects**, perfectly aligned with our mission—**Caring for People's Health**—and positively contributing to the **image and reputation of Hemofarm and its Foundation**. This project exemplifies **public-private partnerships** and has an extensive audience following the panel sessions **both live and online**. Since early **2024**, the **panel sessions have garnered nearly 80,000 views on YouTube**. However, some sessions, such as **"Depression—How It Develops and How to Overcome It"**, continue to grow in viewership, **surpassing 640,000 views**, making it one of the most popular and engaging mental health topics in the public eye. As a result, the **Hemofarm Foundation's YouTube channel** has seen an increase in subscribers, now reaching **7,800 followers**.

OTHER HEALTH-RELATED ACTIVITIES

Hemofarm Foundation supported the **Association of Students of the Faculty of Technology and Metallurgy in Belgrade** for organizing the **TechnoKon Congress for Students of Technology and Metallurgy**. The Foundation also supported the **Scientific Section of the Faculty of Technology in Novi Sad** in organizing the **Student Scientific Conference**. Additionally, support was provided to the **Association of Psychologists and Psychology Students ENGRAM** from Kragujevac for the **"Closer to Psychotherapy" conference**, aimed at promoting mental health. The **Center for Social Improvement in Belgrade** received support for the **"Let's Socialize and Learn Together" project**, which enables children without parental care to develop positive role models, adopt proper values, and establish healthy habits through an individualized mentorship model with volunteers from the Faculty of Humanities.

EDUCATION PROGRAM

In **2024**, a total of **31 lectures** were held as part of the **Hemofarm Foundation's Mentorship and Internship Program**. Students from medical, pharmaceutical, technological, and biological faculties gained **practical knowledge and work experience** in various sectors of the company, where they were introduced to the **company's mission, values, compliance, regulations, business development, production processes**, and more. Part of the lectures focused on acquiring **soft skills**, such as **change management, stress management, personal efficiency, and feedback culture**, to facilitate **easier adaptation to a new work environment**.

As part of the **Mentorship Program**, scholarship holders participated in an interactive workshop on public speaking and overcoming the fear of public speaking. They also attended a lecture on artificial intelligence development, titled **"How to Understand, Use, and Survive AI"**. Based on an evaluation by Hemofarm's Culture & People Sector, conducted in agreement with the Foundation and mentors, three Hemofarm Foundation scholarship holders were considered for potential employment in Hemofarm. For the **2024/2025 academic year**, the **Hemofarm Foundation's General Scholarship Call** attracted nearly **100 applicants** from **medical, pharmaceutical, technological, biological, and technical faculties** (electrical and mechanical engineering). In collaboration with the **Culture & People sector**, **10 outstanding students** were selected (**three from the Faculty of Pharmacy, two from the Faculty of Medicine, one from the**

Faculty of Mechanical Engineering, one from the Faculty of Electrical Engineering, two from the Faculty of Biology, and one from the Faculty of Technology).

On **December 17, 2024**, a formal **contract-signing event** was held at the **Hemofarm Business Center in Belgrade**, officially launching the new **Scholarship Support Program cycle**. During the event, the **CEO of Hemofarm Group, Ronald Seeliger**, welcomed the new generation of scholarship holders and shared his personal and professional experiences gained throughout his extensive career at Hemofarm. Former scholarship holders shared their experiences and insights about the program with the new generation. For the **2024/2025 school year**, **58 candidates** applied for the **Employee Children's Scholarship Program**, of whom **50 met the eligibility criteria**.

CULTURE PROGRAM

As part of the program, the Foundation supported the **MISKER MICRO TACTICS Festival**, a cultural event promoting **innovative, sustainable, and socially engaged ideas** in design, architecture, urban planning, new technologies, art, music, and communication. The Foundation also supported the **17th BELDOCS Festival**, one of the leading international documentary film festivals in this region, as well as the **House of Culture "Stevan Mokranjac"** for the **58th Mokranjac Days**, one of Serbia's oldest music festivals.

PEOPLE TO PEOPLE

Throughout **2024**, we published a total of **26 author's articles** within the **employer branding initiative "Our People. Their Stories."** and the **"A Cup of Coffee with a Psychologist" project**. All of our blogs communicate the core purpose of **"Caring for People's Health"**, encouraging **responsibility and solidarity**. To further **enhance Hemofarm's image and reputation** and support the **Culture & People sector in attracting young future employees**, the **"Our People. Their Stories." employer branding initiative** continued in 2024. **Fifteen inspiring stories** of colleagues—**ambassadors of health and knowledge champions**—were shared, receiving **outstanding reception** from both internal and external audiences. Leading **mental health experts, distinguished professors, and public figures** contributed to the **Hemofarm Foundation Blog**, supporting and believing in the Foundation's efforts in mental health awareness through **"A Cup of Coffee with a Psychologist" project**.

Employees of the **Hemofarm Foundation and its scholarship holders** joined in selling the **100th anniversary issue of "LiceUlice" magazine**, supporting the **network of street vendors**. For **14 years**, **LiceUlice has provided direct support to marginalized groups**, helping them achieve **greater social and economic inclusion** in society.

Following an **appeal from the "Drop-In Center for Children" in Belgrade**, employees of Hemofarm from **Belgrade, Vršac, and Šabac** quickly responded by donating **school supplies** for more than **400 children living in absolute poverty**, who started school in the fall of 2024. The **donation, worth RSD 350,000**, included **backpacks, pencil cases, notebooks, coloring pencils, art supplies, exercise books, pencils, and erasers**, all **packed into 24 boxes** and delivered just days before the **International Day of Charity on September 5**, a day that is dedicated to encouraging people around the world to help the community through volunteer activities.

Approximately **30 employees of Hemofarm and Hemofarm Foundation** participated in a **10 km cycling ride**, supporting the **Mental Health Movement initiative "Start the Conversation, Change the Route"**, emphasizing the importance of **mental health care through regular physical activity**. This **symbolic ride**, held ahead of **World Mental Health Day on October 10, 2024**, gathered many citizens—**adults and children**—to promote **solidarity and empathy for those struggling with various mental disorders**. Physical activities, such as **walking or cycling**, not only contribute to **better health** but also help **reduce**

stress and anxiety, which is why it is recommended to **dedicate 15 to 30 minutes a day to this form of recreation and relaxation**.

By organizing the **first "Badminton Open 2024 by Hemofarm Foundation" tournament**, we joined the **celebration of Hemofarm Company Day**. The tournament brought together **13 mixed doubles teams** from **Vršac, Niš, Zaječar, Belgrade, and Romania**, not just as a **sports competition** but as a **true festival of team spirit, solidarity, and mutual support**. Once again, we demonstrated the **importance of health care** and how sports can be a **powerful tool for promoting and adopting healthy lifestyle habits**.

In collaboration with the **Culture & People sector**, Hemofarm Foundation has, for the **second consecutive year**, implemented the **global STADA Group initiative "Caring Day."** On **December 9**, more than **200 employees** from Hemofarm in **Serbia (Vršac, Šabac, and Belgrade), Bosnia and Herzegovina (Banja Luka and Sarajevo), and Montenegro (Podgorica)** voluntarily donated **blood**, promoting donation as the **most humane act**. Since **2005**, the **Voluntary Blood Donor Sections at Hemofarm**, with **more than 850 members**, have organized **over 150 blood donation drives**, collecting around **7,400 units of this precious liquid**.

SOCIAL NETWORKS

For 10 years, we have been the leading corporate foundation on the social networks Facebook, Instagram and LinkedIn with close to 100,000 followers and a reach of over five million people in 2024. Only in the month of October, when the campaign "The most important call in life: "Become better people. Become a donor" continued, the competition for the job of project manager at Hemofarm Foundation was opened, one of the most successful panel sessions "A Cup of Coffee with a Psychologist" was held, and the competition for a new generation of scholarship holders was announced, we had a multi-million reach. Hemofarm Foundation is the leading corporate foundation in the country in terms of the number of followers, interactions, likes, shares, as evidenced by the 530 applications for the job of the Foundation's project manager, which is considered a kind of record of applicants for the job in the Hemofarm group. A large number of applications shows the positive image of the Foundation in the public eye. We are recognized not only for the significant impact we make in the area of social responsibility, but also for the integrity and values we represent. This level of interest further strengthens our credibility, builds trust with key stakeholders and advances our position as a leading company and its Foundations in the field of health and social responsibility.

MEDIA PRESENCE

In 2024, Hemofarm Foundation had a total of 854 announcements in the media, which represents almost a third of all announcements of Hemofarm Group in Serbia (of which there were 2,732), of which it was mentioned in the media 813 times in a positive context and only 41 times in a neutral context. There were no negative comments. The Foundation does not have contracts for the lease of media space, so this data is an exceptional success that testifies to the relevance of the topics and content related to the public. The commercial value of all announcements during 2024 is EUR 1,600,015.75.

AWARDS

In 2024, we were presented with **5 awards for the campaign on organ donation and transplantation "The Most Important Call in Life" and one recognition for the director of the Foundation Suzana Đorđević**. Four awards were won at the regional festival of creativity "BalCannes" in Rovinj, namely the Grand Prix for the best socially responsible project of the year, the Grand Prix for the best advertiser of the year and two gold awards in the categories Health and Pharmacy and Community Care. We also won a special

award - "Disrupt Star" for the best socially responsible project in 2023 at the Disrupt Awards competition. With these awards, the number of recognitions we have received in the previous 10 years exceeds 60 awards. **Suzana Đorđević, director of Hemofarm Foundation, received the PRO PR Globe People Achievement Awards for 2024** for her contribution to the communications industry at the global, regional and local level.