
HEMOFARM FOUNDATION REPORT

(for the period from 01/01 until 31/12/2018)

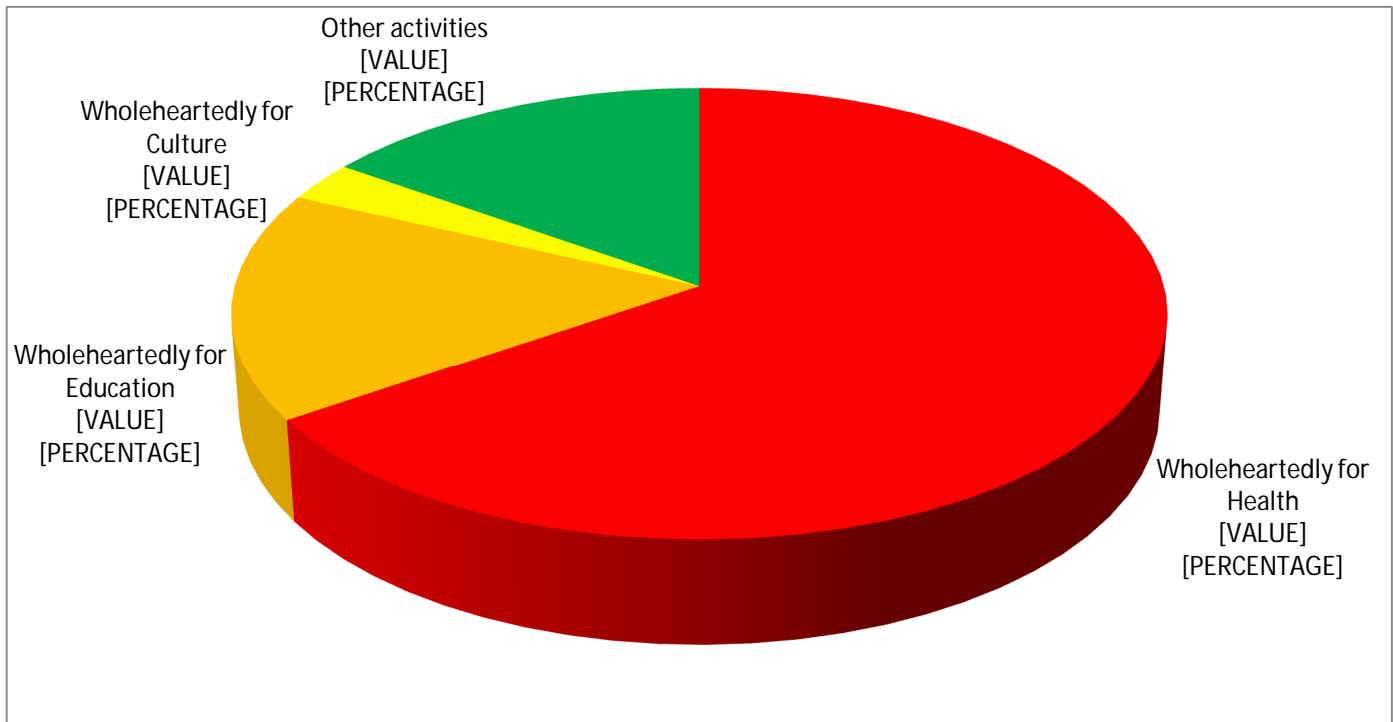
In 2018, Hemofarm Foundation carried out 86 activities in the amount of EUR 490,200.12 aimed at improving health of individuals, supporting the Serbian healthcare system and improving the quality of life in the community.

Most activities – 27 were carried out within the programme Wholeheartedly for Health, in the amount of EUR 320,919.02 which accounts for 65.47% of the total spent budget for the programmes of donations and sponsorships.

Within the programme Wholeheartedly for Knowledge, 19 activities in the amount of EUR 80,421.08 were implemented, while 3 activities in the amount of EUR 14,042.39 were conducted within the programme Wholeheartedly for Culture. The amount of EUR 74,817.63 was spent for implementation of 12 activities within the programme Other Activities.

There were 173 partnerships with stakeholders – institutions of the system, international community, civil sector, media and respectable individuals.





WHOLEHEARTEDLY FOR HEALTH

The funds from the budget allocated for the programme WHOLEHEARTEDLY FOR HEALTH amounted to EUR 325,506.80 in 2018. The following activities were carried out within this programme: Hemofarm Foundation Academy – programme of education of medical professionals and pharmacists, DON'T LET IT BURST campaign for prevention of high blood pressure, and other activities such as donations of medical equipment and devices and support to organization of expert conferences, on which a total of EUR 25,616.83 was spent.

HEMOFARM FOUNDATION ACADEMY

Continuous support to the Serbian healthcare system is carried on by educating doctors and pharmacists within the Hemofarm Foundation Academy project. There were 127 continuous medical education programs attended by 11,934 healthcare professionals in the indicated period. Activities within the Hemofarm Foundation Academy project were implemented in the total amount of EUR 166,591.68.

DON'T LET IT BURST campaign

The campaign 'Don't Let it Burst' was initiated with the aim to raise the awareness about the importance of healthcare and encourage people to regularly check their blood pressure. High blood pressure is the most frequent disease today and there are more than 2 billion adults around the world with this serious health problem. As much as a half of the population in Serbia suffer from high blood pressure. Health statistics warn that untreated high blood pressure leads to 69 percent of myocardial infarctions and as much as 84 percent of strokes. In 2016 only, 6639 people died from direct consequences of high blood pressure in Serbia. As a memory of those who were unable to fight this disease, Hemofarm Foundation released 6639 red balloons in the sky over the capital at the beginning of the Fun Run within the 31st Belgrade Marathon. Within this campaign, on April 22nd we contributed to preventive action against hypertension by offering the citizens of Serbia to check their blood pressure for free and get doctor's advice in more than 90 healthcare institutions across our country within the preventive examinations organized by the Ministry of Health. The symbol of the project was a red ball symbolizing high blood pressure, based on the 'Red ball' project of the American artist Kurt Perschke. The campaign was also supported by the football club Red Star (Crvena Zvezda), whose footballers came out to the field wearing T-shirts

with the campaign title 'Don't Let it Burst' at the game Crvena Zvezda – Čukarički, and from their side pointed out to the importance of prevention and significance of regular controls of blood pressure, while 10 red balls, as a warning symbol, were kicked towards the stadium audience. Measuring of blood pressure was organized in 11 towns across Serbia (Belgrade, Novi Sad, Zrenjanin, Zaječar, Vršac, Kraljevo, Šabac, Kragujevac, Niš, Leskovac, Požarevac). The campaign was completed by donating 306 blood pressure meters to 81 institutions of the healthcare system in the territory of Serbia. Employees of Hemofarm company and Hemofarm Foundation joined the blood pressure measuring action campaign the employees how to prevent the consequences of this illness by regular controls and therapy. Owing to the campaign 'Don't Let It Burst', we achieved and confirmed partnerships with the following stakeholders – Serbian Ministry of Health, Institute of Public Health 'Milan Jovanović – Batut', Regulatory Authority of Electronic Media (REM), and 6 TV channels with national coverage. Approximately 4 million people saw the campaign on social networks, we recorded 334 posts and 120 media announcements. Owing to our partnership with REM, which included free-of-charge broadcasting of the TV clip 'Don't Let It Burst' on 6 channels with national coverage, we made savings in the budget in the amount of EUR 73,000.

The campaign 'Don't Let It Burst' won 8 awards in 2018: Silver Drum Award in the category OOH at the 25th Golden Drum Festival in Portorož, Slovenia; and also at 'Kaktus Festival 2018' for the best campaign in the category of

integrated communications and the media. The Association of Serbian Market Communication (UEPS) presented two awards in the category of promotional integrated campaign – health and BTL activities at non-standard locations. Three silver awards were presented in the categories of OOH (Out-of-home advertising), creative use of the media and socially responsible and humanitarian project in non-profit sector.

6th JUNE – NATIONAL DONOR DAY

The National Donor Day was established at the initiative of Hemofarm Foundation, upon performing activities within the campaign on organ donation and transplantation 'The Most Important Call in Life' in 2016, and the Law on Transplantation of Human Organs was adopted in 2018, which is also the biggest success of this campaign. The Law is important for the people who have been waiting for transplantation for years because it would increase the number of donors and transplantations, thereby reducing the waiting lists.

Judging by the number of announcements, the interest of the media, as well as professional and general public, a public appeal made on the occasion of the National Donor Day in favour of adopting the new law on human organ transplantation made the biggest impact in 2018. At that time, there were 47 announcements in the press and electronic media in total, with commercial value estimated at EUR 308,350.

OTHER ACTIVITIES IN THE AREA OF HEALTH

Within this programme, 8 donations were given in the total amount of EUR 25,616.83. Donations were given to the Gerontological Society of Serbia for organizing the 10th International Gerontological Congress held in Belgrade on 18 and 19 May 2018, the Pharmacists' Association of Vojvodina for organizing a symposium on 'Prevention of Breast Cancer' held in Novi Sad on 12 May, the Clinical Centre of Serbia for procurement of office supplies to equip the office of the transplantation team at the Cardiac Surgery Clinic and the Association of Dialysis, Transplanted and Chronic Kidney Patients at the Clinic and Hospital Centre 'Zvezdara' from Belgrade to procure blankets and digital medical balance for dialysis patients at the dialysis center in the Clinic and Hospital Center Zvezdara.

There were also donations of devices and equipment to healthcare institutions in underdeveloped municipalities in B&H: Public Healthcare Institution Healthcare Center 'Sveti Sava' **Šekovići**, Public Healthcare Institution 'Healthcare Center' **Kneževo**, Public Institution Healthcare Center **Donji Vakuf** and Healthcare Institution Healthcare Center **Ključ**, for purchasing medical equipment – devices in order to improve working conditions. This included purchasing of ECG monitor, defibrillator, medical aspirator etc.

WHOLEHEARTEDLY FOR KNOWLEDGE

Within the programme WHOLEHEARTEDLY FOR KNOWLEDGE, we are implementing a SCHOLARSHIP programme which includes scholarships for children of Hemofarm employees, scholarships to the best students of medicine, pharmacy, pharmaceutical engineering and environmental protection engineering, as well as aid to the children of deceased employees.

A total amount of EUR 82,347.08 was budgeted in 2018 for implementation of the programme WHOLEHEARTEDLY FOR KNOWLEDGE, while EUR 80,421.08 was spent in total for implementation of 19 activities in 2018.

Within the **SCHOLARSHIP** programme carried out by Hemofarm Foundation for many years in order to motivate the best students to gain knowledge and improve their skills, in 2018 we provided support for a total of **60 scholarship holders** out of which we supported 50 scholarship holders who are children of our employees (Serbia, Montenegro, Bosnia and Herzegovina) and 10 students of medicine, pharmacy, pharmaceutical engineering and environmental protection engineering (students of state universities of the Republic of Serbia) selected through the open call. The total amount spent for support to the children of employees in 2018 is EUR 49,563.38. The amount of EUR 9,700.59 was spent for supporting the best students of medicine, pharmacy, pharmaceutical engineering and environmental protection engineering (10) in 2018.

In October 2018, an open call for 10 general scholarships for the school year of 2018/2019 was announced for the best final year students at the **faculties of medicine; faculties of pharmacy**, study programmes: pharmacy, medical biochemistry; **faculties of technology**, study programmes: pharmaceutical engineering, organic chemical technology, chemical engineering, biochemical engineering, graphic engineering, inorganic chemical technology, environmental protection engineering; **faculties of chemistry**, study programmes: analytical chemistry, applied chemistry, inorganic chemistry, organic chemistry; and **faculties of physical chemistry**).

In 2018, we successfully completed the second cycle of **Mentorship Programme** as a kind of additional support to the scholarship holders, aimed at providing knowledge and skills necessary to enter the labour market.

The programme is focused on encouraging personal and professional development of the youth and boosting the capacities of future pharmaceutical and medical professionals and experts, as well as creating a positive environment for employment of young people in Serbia.

Mentors in the programme are company experts from marketing and sales, quality assurance and quality control, research and development, project management office, production areas and other divisions. This project is a positive example of inter-divisional cooperation in the company.

This programme included a total of 16 activities, in specific: 2 trainings for mentors and mentees, 7 open lectures, joint attendance of a cultural event, as well as two study visits to Hemofarm factory in Vršac (Solid Dosage Forms Plant, Injectables Plant, Warehouse Plant, QC: chemical laboratory, microbiological laboratory, quality assurance division and product development and registration) with organized professional lectures of colleagues, employees of Hemofarm AD company. The following topics and areas were covered in the programme: Personal and professional development; Good communication skills – key to success; How to present yourself to an employer successfully; Activism in a community; Empathic leader: How to actually connect with people and achieve more, Biotechnology – tectonic disturbance; and Human Cell Atlas – Google Maps of Human Body. This programme also included two regular meetings of mentorship pairs and the CEO, Ronald Seeliger. A study visit to PETNICA Science Center near Valjevo was also organized.

A total of EUR 20,214.79 was spent for implementation of the Mentorship Programme in 2018.

Within the programme WHOLEHEARTEDLY FOR KNOWLEDGE, we sent aid to the children of deceased employees of Hemofarm AD. for which we allocated a total of EUR 942.32 in 2018.

WHOLEHEARTEDLY FOR CULTURE

By investing in programmes in the area of culture and art, Hemofarm Foundation invests in people and their ideas which are a driver of development of the modern society. In 2018, EUR 14,042.39 was spent for this programme.

Once again in 2018, Hemofarm Foundation was a partner to the 15th Belgrade Dance Festival, providing support in the amount of EUR 8,500. We also helped the Association Krokodil to organize the 10th jubilee KROKODIL Festival, where the award-winning documentary 'The Most Important Call in Life' by Hemofarm Foundation was shown within the debate programme. After the film was shown at the Center for Cultural Decontamination in Belgrade, the viewers had the opportunity to talk to the film authors, journalist Danica Vučenić and director Mateja Rackov.

Within the programme Other Activities in Culture, we supported the publication 'Journalism as Destiny' by the author Backo Gregorić in the total amount of EUR 1,692.39.

OTHER ACTIVITIES

25 YEARS OF HEMOFARM FOUNDATION

Hemofarm Foundation celebrated **25 years of existence** during which it carried out as many as 2,000 activities in the total value of EUR 12 million. Over the past 25 years, Hemofarm Foundation donated medical devices and equipment and thus supported and helped many institutions of the healthcare system, clinical hospital centers, maternity hospitals and healthcare centers, as well as schools and kindergartens, cultural institutions, sports associations and events. We initiated and completed numerous socially important infrastructural projects and implemented hundreds of projects in the area of education, culture, environmental protection and sports with the aim to improve the quality of life of all citizens.

On the occasion of this significant anniversary, Hemofarm Foundation established **Excellence Award** which will be given to individuals, institutions or organizations for outstanding contribution in the area of health, education and culture each year, starting from 2018. The award is a tangible support for development of ideas and projects which change the face of our society for the better.

For contribution to education, science and long-lasting support to young people in Serbia, the first Excellence Award of Hemofarm Foundation was presented to Vigor Majić, director of Petnica Science Center. The Excellence Award, along with the statue in the shape of a crane as the symbol of perseverance and longevity – work of the artist Aleksandar Vac – also comprises the financial part in the amount of EUR 10 thousand. The award, established this year and combining all Foundation values – improvement of the entire society by raising quality of life, encouraging personal responsibility for own health and solidarity with others - was presented to Mr. Majić by the CEO of Hemofarm, Ronald Seeliger.

The Hemofarm Foundation Excellence Award Committee was established in 2018. The Committee has seven members: Dr. Ronald Seeliger, CEO of Hemofarm Group, Vigor Majić, Director of the Science Center Petnica and the first winner of the Excellent Award of Hemofarm Foundation, Veran Matić, Chairman of the Management Board of B92 Fund and the Co-Chair of the Philanthropy Council of the Government of Serbia, Dr. Đorđija Petkoski, Professor at Wharton Business School of the University of Pennsylvania, Prof. Dr. Vera Artiko, Director of Nuclear Medicine Center, Prof. Dr. Svetozar Putnik, Director of Cardiac Surgery Clinic at the Clinical Center of Serbia and Nikola Ivica, PhD candidate at the Massachusetts Institute of Technology (MIT) in Boston.

A short documentary was made on the occasion of **the 25th anniversary of Hemofarm Foundation**, showing the values of both Hemofarm foundation and the company and their employees in the best possible way, and also its history, work results, scope of support to the healthcare system, activities of the Foundation by which it continuously works on improvement of quality of life of each individual and society and also future directions of the Foundation's activities.

On the day the jubilee was celebrated, we established and launched a new, redesigned website of the Foundation and also a new blog on the topic 'How to Keep Heart of Society', for which many prominent individuals,

representatives of international community wrote, including Axel Dittmann, former German Ambassador to Serbia, Ronald Seeliger, CEO of Hemofarm, Borka Pavićević, founder and director of Center for Cultural Decontamination, Veran Matić, Chairman of the Management Board of B92 Fund, Vigor Majić, director of Petnica Science Center, Vladimir Arsenijević, writer, Srđan Šaper, founder of I&F Mc Cann Group, Borislav Miljanović, director of Represent System, Robert Čoban, founder and owner of Color Press Group, Branko Rosić, deputy editor-in-chief of the magazine 'Nedeljnik', Slobodan Georgiev, journalist in BIRN, Ana Martinoli, assistant professor at the Faculty of Drama Arts in Belgrade, Ivana Zarić, author of the TV show 'Three Points' on TV N1, Tibor Jona, PR manager, Dragan Ambrozić, programme editor at Belgrade Youth Center, primarius Ivana Burazor, MD, PhD, cardiologist.

The jubilee and 25 years of successful work were celebrated at the Hilton Hotel in Belgrade, with 180 guests, highest representatives of the system institutions, international community, social and cultural life of the country. A total of EUR 66,493.20 was spent on this programme section.

In addition to the blog 'How to Keep Heart of Society;', Hemofarm Foundation also launched the blog on the subject 'Because I Care', for which many respectable individuals, representatives of both international and local community wrote: Norbert Beckmann – Dierkes, director of Konrad Adenauer Foundation in Serbia and Montenegro, Anthony Diver, General and Creative Manager of the Agency Mosquito, Manchester, Mia David, assistant professor at the Faculty of Technical Sciences in Novi Sad, Dr. Ana Martinoli, associate professor at the Faculty of Drama Arts in Belgrade, Ivan Lalić, executive director of Mixer Festival and Prof. Dr. Dragan Dankuc, Head of the Ear Nose Throat Clinic at the Clinical Center of Vojvodina and professor at the Faculty of Medicine in Novi Sad.

ORANGE BIKE RIDE 2018

More than 500 people participated in a mass bike ride, Orange Bike Ride 2018, held on 23 June as a part of the cycling festival. Their message is that cycling is healthy, cost-efficient and the most acceptable solution for city traffic in terms of the environment. At the initiative of Hemofarm Foundation, our colleagues from both the Foundation and the company Hemofarm joined the race organized by the association 'Beograd Velegrad' and embassy of the Netherlands, with the slogan 'Keep going. Bike for Health', so that they could contribute to raising the level of safety, reducing noise and pollution in the city.

FAST RESPONSE ACTIONS – PEOPLE TO PEOPLE

For this programme, a total of EUR 8.324,43 was spent on implementation of 12 activities in 2018. A donation was given to the association Creative Educational Center KEC from Belgrade – a portable EIBraille computer for blind Milica Ilic was donated, the employees of STADA IT SOLUTIONS were supported to participate in Belgrade Business Run in Belgrade in June, and funds were donated to chess club from Sabac to organise 'Memorial Chess Tournament Ljubiša Šormaz'.

Colleagues from Hemofarm and Hemofarm Foundation once again expressed their humanity and compassion by collecting more than half a ton of sweet and salty snacks intended for our young fellow citizens who come to warm, bathe, have lunch, spend the night and attend classes at Belgrade's Children's Street Shelter.

The employees in Vršac, Belgrade, Šabac and Dubovac also continued to collect bottle plugs in 2018, which were given to the Social and Humanitarian Paraplegic and Tetraplegic Association PARAKVAD VŠ from Vršac (about 500 kg of plugs) on the International Day of People with Disabilities.

A total of EUR 74,817.63 was spent on implementation of 13 (12+1 Excellence Award of Hemofarm Foundation for Vigor Majić) activities within the programme section Other activities in 2018.

(DONATED USED EQUIPMENT)

In order to provide help and support to institutions and organisations aimed at improving process of education and providing better performance of regular activities, in 2018 Hemofarm Foundation gave 24 donations consisting of used office furniture, computer equipment and other equipment without carrying value. Faculty of Pharmacy, Belgrade University, was donated a dish dryer, precision electronic balance, conductometer, device for testing hardness of tablets and a device for testing disintegration of tablets, while two incubators were donated to the laboratory for microbiological testing. The donations were also given to the Association of Deaf and Hard of Hearing People in Vojvodina, Novi Sad for the magazine for Deaf and Hard of Hearing People 'Voice of Silence' (a lap-top was donated), Higher Court in Pančevo (computer equipment – 8 computers and 2 lap-tops were donated), and two incubators were donated to the School of Chemistry and Medicine and General Hospital in Vršac, each. The School of Chemistry and Medicine was donated computer equipment (12 computers); the music school 'Josif Marinković' in Vršac was donated 2 computers; Association for Assistance to Mentally Disabled People 'OPEN HEART OF THE WORLD' in Vršac (2 computers). Various office furniture and 1 computer were donated to the General Hospital in Vršac for the Gastroenterology Ward; Special Psychiatric Hospital 'Dr Slavoljub Bakalović' in Vršac was donated office furniture and 1 note book; Office equipment was also donated to the Tourist Organization Vršac from Vršac, Primary School Vuk Karadžić from Vršac, National Theater 'Sterija' from Vršac, cultural and artistic society 'Đorđe Maletić' in Jasenovo, Chess Club 'Bora Kostić'-Vršac and local community Veliko Središte that is in integral part of the City Pensioners Association Vršac. Laboratory and production equipment and furniture without carrying value were donated to the Faculty of Technology and Metallurgy at the University of Belgrade.

NETWORKING/PARTNERSHIPS

In order to improve public policy in the field of health and philanthropy, Hemofarm Foundation became a member of the **Philanthropy Council** within the Office of the Prime Minister Ana Brnabić. The Foundation is also a **member of the Advisory Board of the National Alliance for Local Economic Development – NALED and Management Board of the Serbian Philanthropic Forum.**

AWARDS

For its work and social engagement in 2018, Hemofarm Foundation was awarded 13 local, regional and international recognitions for the activities implemented in the field of health, care for an individual and community, including also the Best Practice Award of STADA Group, and it was announced the leading foundation in Serbia by the magazine 'Diplomacy&Commerce' in 2017.

The campaign 'The Most Important Call in Life' won the 'Impact' award for the best non-profit socially useful campaign in 2017 at the competition first time held in Serbia in organisation by the regional agency Brodoto. The same campaign was awarded 'PRiznanje 2018' – the award of the Serbian Public Relations Association, as the best communicated socially responsible campaign in 2017. The documentary 'The Most Important Call in Life' by the author Danica Vučenić and director Mateja Rackov, also won the award at the festival in California 'Impact DOCS Awards'.

The campaign 'Don't Let It Burst' won 8 awards in 2018: Silver drum award in the category OOH (Out-of-home advertising) at the 25th Golden Drum Festival in Portorož, Slovenia; and at 'Kaktus Festival 2018' for the best campaign in the category of integrated communications and the media.

The Association of Serbian Market Communication (UEPS) presented two awards in the category of promotional integrated campaign – health and BTL activities at non-standard locations. Three silver awards were presented in the categories of OOH (Out-of-home advertising), creative use of the media and socially responsible and humanitarian project in non-profit sector.

SOCIAL NETWORKS

Hemofarm Foundation is the leading foundation also on social networks. Thanks to constant presence and high level of interaction with the target public, brand awareness of the Foundation reached 2 million people on social networks last year, which we consider an exceptional success.

