

HEMOFARM FOUNDATION REPORT

(for the period from 01/01 to 31/12/2017)

Research by the Ninamedia agency has shown that Hemofarm Foundation is the leading healthcare foundation in Serbia and the first foundation founded by a company, by number of media releases and the impact it has.

In 2017, Hemofarm Foundation implemented 78 activities in the amount of EUR 479,022.53 aimed at improving health of individuals, supporting the Serbian healthcare system and advancing the quality of life in the community. **The majority of activities – 39, were implemented within the programme Wholeheartedly for Health, in the amount of EUR 331,864.24 which accounts for 69.30% of the total spent budget in the amount of EUR 479,022.53 earmarked for the Donation and Sponsorship Programmes.**

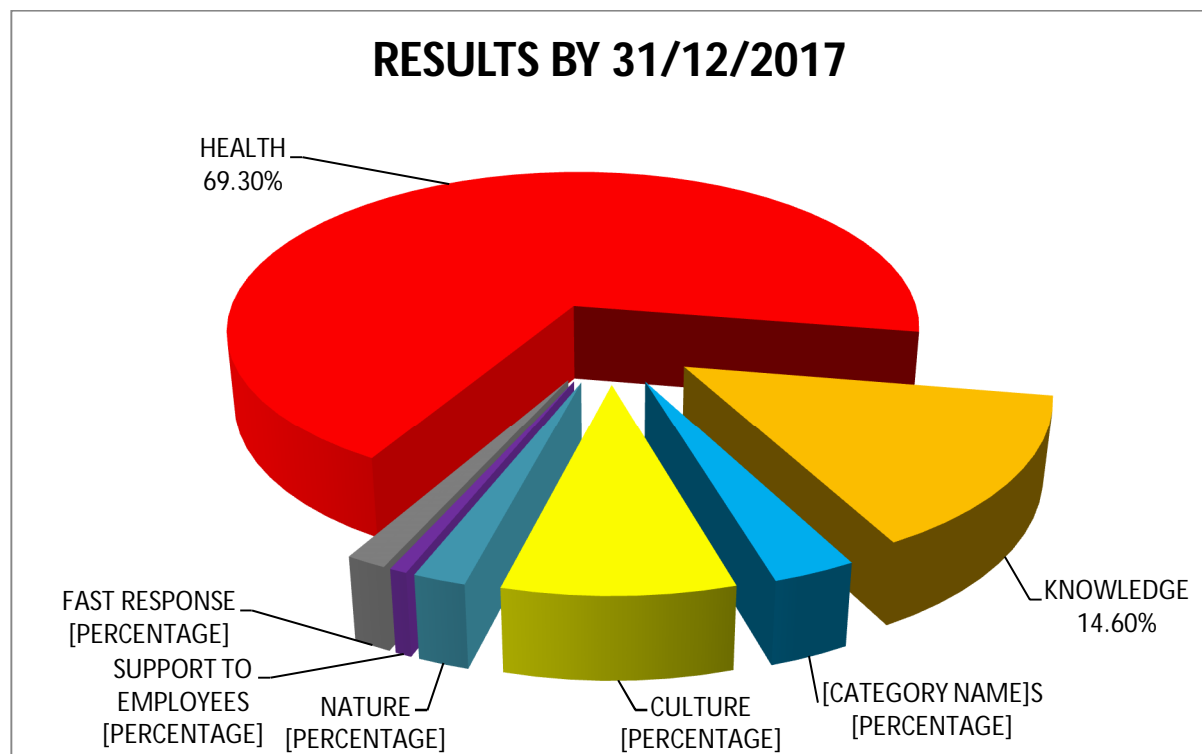
Within the programme Wholeheartedly for Knowledge, 14 activities were implemented in the amount of EUR 69,958.57, while within programme unit Wholeheartedly for Sports, one activity was implemented in the amount of EUR 15,142.80. Within the program unit Wholeheartedly for Culture, six activities in the amount of EUR 41,886.10 were implemented. Two activities were recorded within the programme unit Wholeheartedly for Nature, amounting to EUR 9,590.87. The amount of EUR 3,181.97 was spent for implementation of 3 activities within the programme unit Support to Employees and Pensioners of Hemofarm. Within the programme unit Fast Response Actions, 7 activities were recorded, amounting to EUR 7,397.98.

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

Hemofarm Foundation is the leading foundation on social networks. By the number of interactions on the social network Facebook, Hemofarm Foundation by far precedes the Novak Đoković Foundation and foundations established by companies - Delta, Carlsberg, Telenor, SBB, Trag Foundation, etc. On the social network Facebook alone, our content was seen by 325,145 people in two months.

In the indicated period, 569 media releases were recorded, which accounts for 10% of the overall share of presence of foundations according to the number of media releases. We were awarded three times in 2017. We won the VIRTUS award for company contribution on national level for the campaign of support to organ donation and transplantation programme in Serbia – THE MOST IMPORTANT CALL IN LIFE. We won the award KAKTUS, from the Festival of Integrated Communication for 'The Most Important Call in Life' campaign. The Mentorship

Programme for scholarship holders of Hemofarm Foundation was declared the best in the category of pro bono support of employees and it won the award presented by the Responsible Business Forum and Smart Collective.



WHOLEHEARTEDLY FOR HEALTH

Funds in the amount of EUR 349,708.29 were earmarked from the budget for the programme WHOLEHEARTEDLY FOR HEALTH in 2017. The following activities were implemented within this programme unit: Hemofarm Foundation Academy, education for neurologists, educational campaign 'Don't Be as Red as a Lobster' as well as other projects in the area of health, which included donations to the institutions of the Serbian healthcare system, "The Most Important Call in Life" project, campaign for prevention of cardiovascular diseases 'Paint it Red. Wholeheartedly' and other activities in the area of health.

Within the programme WHOLEHEARTEDLY FOR HEALTH, 39 activities were implemented in 2017 for which a total of EUR 331,864.24 was spent.

HEMOPARM FOUNDATION ACADEMY

Constant support to the Serbian healthcare system was continued through education of doctors and pharmacists within the Hemofarm Foundation Academy project. In 2017, 119 congresses

were held, attended by 9375 doctors and pharmacists. Implemented activities within the project of Hemofarm Foundation Academy amounted to a total of EUR 211,021.34.

By supporting the association 'Society of Serbian Neurologists', Hemofarm Foundation enabled holding of 'XI/XVII Congress of Serbian Neurologists with International Participation' which was held in November 2017 in Belgrade. For this purpose, the total amount planned by the budget and spent was EUR 14,400.

Educational campaign '**Don't be as Red as a Lobster**' was implemented with the aim to raise awareness of the harmful effects of the sun, and the activities were implemented on three locations, at Dino parks in Belgrade, Novi Sad and on Zlatibor mountain, in the period June – July 2017.

OTHER PROJECTS IN THE AREA OF HEALTH:

Within the programme WHOLEHEARTEDLY FOR HEALTH – Other projects in the area of health, 8 donations were given to institutions of Serbian healthcare system in 2017, in the total amount of EUR 33,623.38. With the aim to improve the quality of services in the Serbian healthcare system, donations were given to the General Hospital **Đorđe Joanović** in Zrenjanin for purchasing an EKG monitor, to the General Hospital in Vršac for implementing the project of renovating and refurbishing the gynaecology ward, to the Clinical Centre of Vojvodina for implementation of conceptual design for reconstruction of the building of Internal Medicine Clinic, to the special hospital for rheumatic diseases in Novi Sad for purchasing computer equipment in order to improve working conditions, to the General Hospital Studenica in Kraljevo for purchasing medical equipment (1 patient monitor VP-1200 VQTEM and 1 Infusion volumetric pump AMPALL IP 7700), to the Healthcare Centre Novi Sad in Novi Sad for the costs of printing a monograph on the occasion of 50th anniversary, to the Institute of Oncology and Radiology of Serbia for purchasing reagent for prostate cancer marker testing, for laboratory for biological response modifier, and to the Military Medical Academy Belgrade for adaptation and ongoing maintenance of the MMA premises.

Within the programme unit Other Projects in the Area of Health, section Congresses, Dr Nenad **Nedeljković** was supported in participating at the Congress of Orthodontists, organized by the European Orthodontic Society in Montreux, Switzerland in June 2017. In the period January – August 2017, a total of EUR 915.64 was spent for implementing this programme activity.

'The Most Important Call in Life'

In the period from 01 January until 31/12/2017, within the programme 'The Most Important Call in Life', 12 activities were carried out and EUR 26,250.79 was spent in total for their implementation. Hemofarm Foundation in partnership with the Ministry of Health of the Republic of Serbia continued with the national campaign 'The Most Important Call in Life' to raise awareness of citizens about the importance of organ donation and increase in the number of transplantations in Serbia with the aim of adoption of the new law on transplantation. The new law implies the so-called presumed consent, and it will significantly contribute to a higher number of donors and transplantations.

The campaign garnered public support from the highest government officials in Serbia –Serbian Prime Minister Ana **Brnabić**, Serbian Minister of Health **Zlatibor Lončar**, media advisor to the Serbian President Aleksandar **Vučić**, **Suzana Vasiljević**, Chairman of the Serbian Chamber of Commerce **Marko Čadež**, USA ambassador to Serbia Kyle Scott, German ambassador to Serbia Axel Dittmann, Chairlady of the Belgrade Fund for Political Excellence Sonja Licht, founders and creative directors of Mikser festival, Ivan and Maja **Lalić**, deputy manager of Atelje 212 Maša **Mihailović**, actresses from Atelje 212 **Ceca Bojković** and **Dubravka Mijatović**, actor Dragan **Bjelogrić**, writer **Vladimir Arsenijević**, chairman of the B92 Fund **Veran Matić**, director of Trag Foundation **Biljana Dakić**, journalist **Suzana Zlatanović** – Luna Lu, actress **Lena Bogdanović**, singer Tanja **Jovičević**, radio Studio B journalist and host **Uroš Milovanović**, N1 TV presenter **Miloš Milovanović**, singer Bojana **Vunturišević** with her band, and others.

Campaign was supported by founders, participants and audience at the events who had the opportunity to find out more about the programme of transplantation in Serbia and sign donor cards:

- **VIRTUS national philanthropy award** /organized signing of donor cards/January 2017
- **Belgrade Dance Festival** /organized signing of donor cards/March 2017
- **The 64th Martovski Festival** - Documentary and Short Film Festival at the Belgrade Youth Centre /April 2017
- **Jevremova - Street of Encounters** /organized signing of donor cards /April 2017
- **30th Belgrade Marathon** (80 employees from Hemofarm company from Belgrade, Vršac and Šabac participated in the Fun Run, half-marathon, relay half-marathon and marathon) /organized signing of donor cards / April 2017
- **Mikser festival** – the campaign was supported by actor and director **Dragan Bjelogrić**, a lecture was held on the importance of organ donation and transplantation along with signing of donor cards (donor **cards were signed by Ivan Lalić**, director of Mikser festival, Ratko Rakin, PR manager of Mikser festival and the host of top TV Adria 20 clubbing, as well as other members of the Mikser festival team) /organized signing of donor cards /May 2017
- **Company Day** /organized signing of donor cards/June 2017
- **National Donor Day** /organized signing of donor cards /June 2017
- **Krokodil festival** /organized signing of donor cards/June 2017
- Marking of **European Organ Donation Day** /October 2017

The National Donor Day – 6 June, established at the initiative of Hemofarm Foundation in 2016, was marked through a series of activities at several locations all across Belgrade. Within 'The Most Important Call in Life' campaign, famous people, doctors and citizens sent a joint message on the need to create a national consensus for adoption of the new law on transplantation.

Broadcasters with national frequency such as Radio Television of Serbia (RTS 2), PINK 2, RTV Studio B (STB) showed the documentary titled 'The Most Important Call in Life' by the author Danica **Vučenić** and director Matej Rackov on 6 June at different time slots.

On the occasion of the National Donor Day, a BLOG was launched on the website of Hemofarm Foundation, and those who wrote for it at the topic 'Why I decided to become a donor?' include the Serbian Prime Minister **Ana Brnabić**, German ambassador to Serbia Axel Dittmann, CEO of

Hemofarm AD and Vice President of STADA Group Dr Ronald Seeliger, director of B92 Fund **Veran Matić**, founder and director of Center for Cultural Decontamination **Borka Pavićević**, writer **Vladimir Arsenijević**, journalist **Branko Rosić**, director of Mikser festival **Ivan Lalić**, journalist **Danica Vučenić**, journalist **Suzana Zlatanović** - Luna Lu, founder and director of the fashion studio *Click* **Nenad Radujević**, TV presenter **Miloš Milovanović**, actor **Dragan Bjelogrić**, actress **Lena Bogdanović**, actress **Tanja Bošković**, independent expert for European integrations and public policies of the EU **Lola Joksimović**, PR manager of Mikser festival and TV Adria Clubbing show host Ratko Rakin.

Authors' texts posted within the BLOG have also been published by the leading printed media such as Vreme, Danas, Nedeljnik as well as the Internet and electronic media (Vreme, Danas, Nadlanu.com, RTV.rs) and shared on social networks.

Results of 'The Most Important Call' campaign in 2017:

- Serbia became a member of Eurotransplant in January 2017
- In 2017, Serbia recorded the biggest improvement in transplantation. According to the statistics and approved information of the Directorate of Biomedicine of the Serbian Ministry of Health, in 2017 there were 40 cadaveric donors in total, 97 explanted organs, a total of 92 transplanted organs, in particular - 62 transplanted kidneys, 23 livers and 7 hearts. It is estimated that approximately 160,000 donor cards were signed in the first half of 2017 alone.
- National Donor Day was marked on 6 June 2017
- 'The Most Important Call in Life' campaign got the main VIRTUS award for the best campaign on national level in 2016;
- 'The Most Important Call in Life' campaign was awarded at the Festival of Integrated Communication 'KAKTUS' in the category 'Individual Works – BTL'

WHOLEHEARTEDLY PAINT IT RED (PREVENTION OF CARDIOVASCULAR DISEASES)

Within the programme unit WHOLEHEARTEDLY FOR HEALTH, a charity fashion show 'Paint it Red. Wholeheartedly' was organized as part of the Belgrade Fashion Week programme, when numerous celebrities wore red dresses and emphasized the importance of cardiovascular diseases prevention. The fashion show featured models in red dresses, conveying the most important messages contributing to prevention of heart diseases, including: **Tamara Bakić**, **Biljana Krstić**, **Ana Sofrenović**, **Mira Hreljac**, **Katarina Gromilić**, **Lena Kovačević**, **Tanja Petrović**, **Snežana Savić**, **Dubravka Marković**, **Katarina Gojković**, **Nela Mihajlović**, **Suzana Petričević**, **Suzana Mančić**, and **Lokica Stefanović**. Their red dresses were designed by 17 of our famous designers, as their contribution to promotion of healthy lifestyle and treatment of cardiovascular diseases: **Ana Ljubinković**, **Alexandar Nikolich**, **Biljana Tipsarević**, **Boško Jakovljević**, **Boris Čakširan**, **Dejana Momčilović**, **Dragana Ognjenović**, **Iva Stefanović**, **Jelena Stefanović**, **Jovana Marković**, **Marija Sindelić**, **Predrag Đuknić**, **Svetlana Jačović**, **Valentina Obradović**, **Vlada Savić**, and **Verica Rakočević**.

The funds for implementation of this activity planned in the 2017 budget amounted to EUR 7,230.26, which was the precise amount spent.

OTHER ACTIVITIES IN THE AREA OF HEALTH:

Within the programme unit Other Activities in the Area of Health, 12 activities in the total amount of EUR 23,422.83 were implemented in 2017. The funds were earmarked for implementation of educational project 'Bad Words', broadcast on the first channel of the Radio Television of Serbia, financing publication/textbook 'Instrumental Methods' by the author Prof. Dr Mirjana Medenica and Prof. Dr Nataša **Pejić, professor** at the Department of Physical Chemistry and Instrumental Methods of the Faculty of Pharmacy of Belgrade University, as support in organizing the Symposium 'Impact of Pharmaceutical-Technological Parameters on the Efficiency of Therapy and Compliance in New-Generation Products', financing travel and stay of 15 children with diabetes to a camp on **Goč** mountain, financing 24 episodes of the second season of the TV series 'Science to Economy' broadcast on the first channel of the Public Media Service Radio Television of Vojvodina, covering expenses of travel of two students to the autumn assembly of the European Association of Pharmacy Students in Brno, Czech Republic, financing the purchasing of equipment – uniforms and shoes for the massage parlour 'Biosana' where the team consists of blind and vision impaired physical therapists, graduates of the Secondary Medical School who passed the professional examination, for marking the 55th anniversary of the Diabetes Society of the city of Novi Sad, for marking the World Diabetes Day ('Blue Circle around Ada' – marathon & race), for refurbishing chemistry classroom at the Third Belgrade Grammar School in Belgrade, for supporting the campaign 'One T-shirt, Worthy of Donation' for children with cancer, and for work of the Association of SOS Helpline for Women and Children Victims of Violence.

WHOLEHEARTEDLY FOR KNOWLEDGE

Within the programme unit WHOLEHEARTEDLY FOR KNOWLEDGE, the SCHOLARSHIP programme is implemented, implying scholarships for children of Hemofarm employees, scholarships for the best students of medicine and pharmacy, as well as aid to children of deceased employees. In 2017, the Mentorship Programme was launched as a form of additional support to scholarship holders of Hemofarm Foundation. The total amount spent for implementation of the programme WHOLEHEARTEDLY FOR KNOWLEDGE in the 2017 budget was EUR 69,958.57.

Within the **SCHOLARSHIP** programme, through which Hemofarm Foundation has motivated the best students to acquire new knowledge and improve their skills in the area of medicine and pharmacy for many years, **60 scholarship holders** were supported in 2017, 50 of whom are children of HF employees (Serbia, Montenegro, Bosnia and Herzegovina) and 10 are students of medicine and pharmacy (students at state universities in the Republic of Serbia) selected through public competition. The total amount spent from the budget for support to the children of HF employees was EUR 44,751.42. The amount spent in 2017 from the budget for support to the best students of medicine and pharmacy (10) was EUR 9,734. Competition for awarding scholarships for the school year 2017/18 was expanded, and students of pharmaceutical engineering and environmental protection engineering were invited, in addition to students of medicine and pharmacy.

The first cycle of **Mentorship Programme** intended for scholarship holders of the Foundation was launched with the aim to support the exchange of knowledge, experience and contacts between mentors and scholarship holders. The programme focuses on encouraging personal and professional development of young people such as strengthening capacities of future pharmaceutical and medical professionals and experts, and creating positive environment for employment of young people in Serbia.

Mentors within the programme are company experts from marketing and sales, quality assurance and quality control, research and development, project implementation office, production area, and the project is a positive example of inter-divisional cooperation inside the company.

Within the programme, in the period from March – December 2017, 7 open lectures were held, as well as 2 mentorship meetings of scholarship holders and their mentors with the CEO and mentor, Ronald Seeliger, and the following topics and areas were covered:

- Personal and professional development, motivational lecture, Dr Ronald Seeliger, CEO of Hemofarm AD and Vice President of STADA Group, March 2017
- Public appearance and presentation skills, **Sanda Savić**, Senior Director of Corporate Affairs and Communication of Hemofarm AD, April 2017
- Neuromarketing, Dr Nikolaos Dimitriadis, director of development at the Sheffield University, City College, May 2017
- Activism in community, **Veran Matić**, Chairman of the Management Board, B92 Fund, June 2017
- How to get the first job? Noha Elbadawy, international communication expert, and HR Division of Hemofarm AD, September 2017
- Functional Medicine in **Clinical Practice**, **Milka Popović, PhD (Biomedicine)**, November 2017
- Public Health, Natalie Ebert, MD and M.Sc. (Public Health), Germany, December 2017

In October 2017, a study visit was organized for scholarship holders and participants of the Mentorship Programme to the factory of Hemofarm AD in Vršac, including the production plant, high-bay warehouse, chemical and microbiological laboratory. Expert tour led by colleagues, employees of Hemofarm AD, as well as taking insight into achievements of cutting-edge technology in the field of pharmaceutical industry, was impressive and provided precious experience in getting to know the areas and processes of work in the company.

Within the final event of the first cycle of Mentorship Programme held on 20 December 2017 at MARSH open space in Belgrade, all programme participants, scholarship holders, mentors and lecturers were ceremonially presented with appreciation certificates for their participation in the programme.

The total amount spent for implementation of the Mentorship Programme, in the period March – December 2017 was EUR 14,253.97.

Within the programme WHOLEHEARTEDLY FOR KNOWLEDGE, the aid provided to the children of deceased employees of Hemofarm AD during school year 2016/17, and for a part of 2017/18, amounted in total to EUR 1,219.19.

WHOLEHEARTEDLY FOR SPORTS

Hemofarm Foundation was present at the 30th Belgrade Marathon, when 80 employees of Hemofarm from Vršac, Šabac and Belgrade took part in the Fun Run, half-marathon, marathon, and corporate relay race. The message of 'The Most Important Call in Life' was sent from the booth of Hemofarm and Hemofarm Foundation where all interested runners and spectators of the Belgrade Marathon were able to get additional information from the competent doctors of the Directorate for Biomedicine and representatives of the Foundation and sign donor cards. The total amount spent for implementation of this programme unit was EUR 15,142.80.

WHOLEHEARTEDLY FOR CULTURE

In partnership with the **Belgrade Dance Festival**, Hemofarm Foundation once again drew attention to 'The Most Important Call in Life' campaign and the importance of organ donation. German ambassador to Serbia Axel Dittmann and actors of Atelje 212 and participants of the Belgrade Dance Festival signed donor cards on that occasion. The programme of the Belgrade Dance Festival included the play 'Good Passports Bad Passports' by Helena Waldmann Company (Berlin, Germany).

Within the programme unit WHOLEHEARTEDLY FOR CULTURE, 6 activities were implemented in total. In addition to the partnership with the Belgrade Dance Festival for which the amount of EUR 8,550.41 was planned in the budget and spent in total, cooperation was established and support provided in the total amount of EUR 33,335.69 for the festival 'Circulation' in Vršac, reconstruction project of the German School in Belgrade, publishing of book 'Hunters' (Lovci) by **Saša Stanišić**, support to traditional music event 'Days of Mokranjac' held for the 52nd time, and for postproduction and promotion of the movie 'Stitches' (Šavovi), dealing with the topic of missing new-born babies from hospitals in Belgrade.

For the programme unit 'Wholeheartedly for Culture', the total amount spent in 2017 was EUR 41,886.10.

WHOLEHEARTEDLY FOR NATURE

Within the action organized by Hemomont, Hemofarm Foundation and the capital Podgorica, the **Ćemovsko polje** park (in Podgorica) got another 100 new tree seedlings, thereby continuing the green action which started in 2016. The CEO of Hemofarm Ronald Seeliger, Montenegrin Minister of Health **Kenan Hrapović**, Minister of Sustainable Development and Tourism Pavle **Radulović** and mayor of the capital **Slavoljub Stijepović** participated in the action and planted the first seedlings. Apart from them, 50 employees of Hemomont traditionally joined the action and planted trees together with their children, and so did public persons from Montenegro. The total budgeted amount spent for this activity was EUR 5,128.08.

Employees of Hemofarm and Hemofarm Foundation, together with students from Šabac and actors of the TV series 'Shadows over the Balkans' (Senke nad Balkanom), planted 100 tree seedlings in ecological action 'November, the Month of Trees' in the area of Old Town, and the future Sava park in Šabac. The action of afforestation of the town of Šabac was attended by the CEO of Hemofarm AD Dr Ronald Seeliger, mayor of Šabac **Nebojša Zelenović**, Australian ambassador to Serbia Julia Feeney, together with the actors of the TV series 'Shadows over the Balkans' **Marija Bergam, Andrija Kuzmanović, Iva Kevra, and Milica Gojković**, as well as **students of the Elementary School 'Nata Jeličić'**. The total amount of EUR 4,462.78 was planned by the budget and spent for implementation of this action.

The total amount of EUR 9,590.87 was spent on afforestation actions carried out within the programme unit 'Wholeheartedly for Nature' during 2017.

SUPPORT TO HEMOFARM AD EMPLOYEES

The Foundation has continued to care for and provide assistance to Hemofarm AD employees also in 2017, and the funds in the total amount of EUR 3,181.97 were planned by the budget for that purpose and also spent. Our colleague **Dalibor Aleksić** from Vršac was supported in 2017 to take part in the *Ultra trail du Mont Blanc* marathon. Support was also provided to the Association 'Basketball Section of MLBB' to hold a basketball competition and publish a monograph 'Remembrance' on the occasion of 60 years since graduation of the generation 1953 – 1957 of the Higher Grammar School in Vršac.

FAST RESPONSE ACTIONS – participation of Hemofarm employees in actions

Hemofarm employees have been active blood donors for years and have been regularly responding to appeals of competent healthcare institutions, particularly in crisis situations, such as during summer and winter periods when blood shortages happen more frequently. Upon an appeal of the Transfusion Institute of Serbia, about 100 employees in Vršac, Šabac and Belgrade joined the action of voluntary blood donation twice in the indicated period, thus showing their humanity and readiness to help where help is most needed.

Within the same programme unit, Hemofarm Foundation organized the humanitarian action in which Hemofarm employees in Vršac, Šabac, Belgrade, Stari Banovci, Dubovac, Novi Sad, Kragujevac and Niš, collected more than two tonnes of canned food and toiletries for parents' houses established by the National Association of Parents of Children with Cancer (**NURDOR**) in the period from July 11th to 31st.

At the initiative of Hemofarm Foundation, during the two-week action carried out in December 2017, the employees of Hemofarm in Belgrade, Vršac, Šabac, Dubovac, Stari Banovci, Novi Sad and Kragujevac collected more than 1.2 tonnes of personal hygiene toiletries and cleaning

supplies for the 'Shelter for Adults and the Elderly', emergency, operative social protection institution, on Kumodraška Street in Belgrade. As the Shelter works nonstop, often exceeding its capacities, Hemofarm Foundation met the most urgent needs of the Shelter by donating personal toiletries and cleaning supplies.

Within the programme unit Fast Response Actions in 2017, 7 activities were implemented in total and the budgeted amount of EUR 7,397.98 was spent.

OTHER ACTIVITIES

Hemofarm Foundation WHOLEHEARTEDLY continues to support the Association of Paraplegics and Quadriplegics of Banat by the action 'CAP FOR HANDICAP' for the third year in a row. Hemofarm employees collected and delivered 900 kg of plastic caps in April and December 2017. As much as 2.2 tonnes of caps were collected with the engagement of all Hemofarm AD employees in the previous 2.5 years including actions in 2017.

With the intention to support Dimitrije Kolović, a student of the Faculty of Medicine at the University of Belgrade, Hemofarm Foundation provided the substances (5 g of API Ibuprofen and 5 g of acetylsalicylic acid) necessary for the preparation of a scientific research work in the student-level field microbiology, through good cross-divisional communication and cooperation.

On the occasion of implementing the project 'Equal Social Opportunities' within IPA Programme of Cross-Border Romania-Serbia Cooperation, that was conducted in the period from 05/04/2013 to 04/06/2014, Hemofarm Foundation participated at the 'EU and Serbia at Work' Fair held in Zrenjanin in May 2017.

Just before the International Day of People with Disabilities, marked on 3 December, **Hemofarm Foundation provided 'EIBraille' computer for the blind Milica Ilić**, a member and volunteer of 'Creative Educational Center KEC' association from Belgrade. With this donation, **Milica Ilić, who is an undergraduate student at the Faculty of Special Education and Rehabilitation** in Belgrade, has been enabled to graduate.

Within other activities of Hemofarm Foundation, the Gerontology Centre Belgrade Institution was provided with a passenger car to be used for transportation of the centre users.

MEDIA PRESENCE

Hemofarm Foundation was constantly present in the media in 2017. The total of **569** releases in printed, electronic and web media were recorded in 2017, **representing 10% of the total share of presence of foundations according to the number of media releases.**

AWARDS

In January 2017, Hemofarm Foundation's campaign 'The Most Important Call in Life' was presented with the VIRTUS award for philanthropy for contribution on national level.

Hemofarm Foundation and agency Saatchi & Saatchi won the award at the Third Festival of Integrated Communication – 'KAKTUS' in the category 'Individual Works – BTL' for 'The Most Important Call in Life' campaign.

In 2017, the Mentorship Programme for scholarship holders of Hemofarm Foundation was awarded as the best in the category 'Corporate Volunteering - pro bono support', winning the award presented by the Responsible Business Forum and Smart collective.