

REPORT ON SOCIAL IMPACT PROGRAMS FOR 2025

In 2025, the Foundation carried out **70 activities**.

- 29 within the Program for Health ,
- 31 within the Program for Education,
- 6 within the Program for Culture,
- and 4 other activities.

PROGRAM FOR HEALTH: HEMOFARM FOUNDATION ACADEMY

In cooperation with the professional association EURO-CME, 25 continuing medical education programs were implemented last year, attended by **26,727 healthcare workers**. The topics followed the real needs of contemporary medicine, pharmacy, technology, and science, as well as the latest achievements in these fields.

PROGRAM FOR HEALTH: THE MOST IMPORTANT CALL IN LIFE

Since 2016 we have been running a campaign to increase the number of organ donors and transplants, because we deeply believe that humanity must not and cannot have limits, and that organ donation is the highest example of humanity through which we help others continue their lives. The partners on the project are the Ministry of Health of the Republic of Serbia, the patient associations “Together for a New Life,” “Donation is Heroism,” “PAN Transplant,” and the B92 Fund.

- At the beginning of 2025, the Minister of Health, Dr Zlatibor Lončar, and the CEO of the Hemofarm Group, Dr Ronald Seeliger, presented letters of appreciation to the families of donors and to the leaders of the 2024 campaign. Letters of appreciation were given to the Petronijević family, Zoran Dragišić, Nikola Stanojević, Janoš Nađ, and Nataša Savković.
- On the National Donor Day, 6 June 2025, Republic Square in Belgrade was filled with 1,800 chairs. Each chair represented a person waiting for an organ transplant. On the chairs were personal messages from patients—messages of uncertainty, but also of hope—which served as a reminder that donation is not a statistic, but someone’s life.
- In October 2025, at the ESG Festival 2.0, the campaign “The Most Important Call in Life” enabled citizens, in direct conversation with doctors, people waiting for a transplant, and transplant recipients, to get answers to all their questions about organ donation and transplantation. Those interested could find out how to become donors, whom to contact if they do not wish to be donors, whether donor cards are still valid, and what changes are envisaged in the Law on the Transplantation of Human Organs.
- Thanks to the campaign, the number of donors in 2025 increased to 20, saving 102 lives.

To ensure that public dialogue is based on facts rather than prejudices, in cooperation with the weekly magazine “Vreme” we published six articles in 2025 that covered:

- Personal stories of patients, donor families, and doctors.
- Debunking myths through scientific and medical facts.
- The influence of culture, tradition, trauma, and social norms on the decision to donate.
- A sociological analysis of the reasons for avoiding donation in Serbia.
- A legal analysis and the need to amend the Law on Transplantation of Human Organs.
- Perspectives of different religious communities.

Our cooperation with the weekly “Vreme” was based on knowledge and verified facts, on conversations with competent interlocutors, doctors, representatives of various patient associations, people who are waiting for an organ transplant or have already been transplanted, because we believe this is the right way to fight prejudice, strengthen trust in the healthcare system, and encourage the community to accept donation as the most humane act.

PROGRAM FOR HEALTH: FACTOR 50 +

Societies that ignore the 50+ generation are ignoring their own capital of knowledge, experience, and stability. That is why we supported the podcast Factor 50+. Not as a media project, but as a platform for discussing topics that directly affect social resilience: active aging, mental health, social roles, and the quality of life of people 50+. In a time of increased life expectancy and demographic change, the issue of the 50+ population is not a social topic, but a developmental and economic one. Through conversations led by Marina Fratucan, Factor 50+ creates space for the voices of people whose experience shapes social trends, public opinion, and a culture of responsibility. In 2025, eight episodes brought together relevant guests from the worlds of media, culture, and public life: Goran Milić, journalist and TV editor; Maja Žeželj, journalist and TV host; Aleksandar Stanković, journalist and TV host; Olja Bečković, journalist and author of the show “Utisak nedelje” (“Impression of the Week”); Jadranka Kosor, former Prime Minister of Croatia; Svetozar Cvetković, actor; Želimir Žilnik, film director; and Goran Marković, film director and screenwriter. All the conversations on the YouTube channel had a total of 348,000 views, while posts on social media recorded a high number of likes, shares, and overall engagement, proving the relevance of the project, the choice of guests, and the audience’s interest in the topics covered by the podcast.

PROGRAM FOR HEALTH: AI AS A PSYCHOTHERAPIST

Can an algorithm understand human pain? This is no longer a theoretical question, but a reality that is entering the world of mental health. Artificial intelligence (AI) is entering psychotherapy faster than systems, the profession, and society can set boundaries. While some see it as a tool for improving mental health, others warn that the speed of development must not overpower responsibility. That’s exactly why, as part of Hemofarm’s ESG Festival 2.0, a workshop titled “AI as a Psychotherapist: Salvation or Risk for Mental Health” was held before a full hall of interested visitors at the Museum of Science and Technology in Belgrade. The experts’ message was clear: psychotherapy chatbots, including ChatGPT, can serve as support, but not as a substitute for human connection, clinical knowledge, and professional judgement. Because mental health does not seek answers alone. It seeks understanding, context, and responsibility. The discussion featured Snežana Milutinović, psychologist and director of the Center for Applied Psychology; Ljubiša Bojić, futurologist at the Digital Society Lab of the Institute for Philosophy and Social Theory at the University of Belgrade and external associate of the Complexity Science Hub in Vienna; and Ana Đurić Konstrakta, artist. The conversation, jointly organized by the Hemofarm Foundation and the Faculty of Philosophy in Belgrade, was moderated by Miša Stojiljković, psychologist and journalist.

PROGRAM FOR HEALTH: PEOPLE TO PEOPLE

The past year was marked by responsibility, solidarity, and the OneSTADA culture, embodied by our employees – the best ambassadors of our purpose of *caring for people’s health*. In 2025, once again we were there where support is most needed, together with “Liceulice”, European Mobility Week, the Movement for Mental Health, the Caring Day, and others.

Together with socially vulnerable people, the street vendors of the Liceulice magazine, we symbolically sold the 115th issue of the magazine dedicated to climate change. In just an hour and a half, almost all copies found their buyers. The reactions were warm, the support sincere. According to Bosiljka Stojnić, Senior CMD Specialist at Hemofarm, *“the feeling that we had done something important was real.”* *“By buying the magazine, you are not just buying its content; you are restoring hope and sending the message that humanity changes lives,”* emphasized Suzana Đorđević, Director of the Hemofarm Foundation.

As part of European Mobility Week, one of the leading initiatives that reminds us of the importance of sustainable and inclusive movement, employees chose healthier and more responsible ways of getting to work. Walking and cycling have become a symbol of personal and collective care for health. As emphasized by Ronald Seeliger, CEO of Hemofarm, *“responsible choices do not change only the individual, but also the community. Small changes made every day build a stronger and healthier society.”*

The Mental Health Festival turned support into movement. Hundreds of cyclists, including our employees from Belgrade, Vršac and Šabac, rode through the city, symbolically sending the message that mental health is not an individual struggle but a shared responsibility. Bojana Čejčić covered more than 100 km during the ride from Vršac to Belgrade and emphasized: *“The power of togetherness gives you motivation when you think you have no strength. Small gestures have the power to bring big changes.”* Alena Pajić, Project Manager of the Foundation, added: *“Cycling is a reminder that taking care of yourself and others goes hand in hand. When we care together, boundaries cease to exist.”*

During the global Caring Day initiative, organized for the third time by the STADA Group, more than 230 Hemofarm employees in Serbia, Bosnia and Herzegovina, and Montenegro voluntarily donated blood. Since 2005, the Voluntary Blood Donors Section at Hemofarm, which brings together around 970 members, has organized more than 180 campaigns and collected over 8,000 units of blood. Julijana Tokin, head of the voluntary blood donation section at Hemofarm in Vršac, who has donated blood as many as 39 times, explained the motivation to donate in the simplest way: *“Every unit of blood can save someone’s life.”*

The year was also marked by an initiative to collect financial aid for STADA Group employees in Vietnam, which had been hit by severe floods. Our employees raised EUR 6,940.00 and thus contributed to the total amount collected at the group level of EUR 21,500. The STADA Group doubled this donation and paid out EUR 43,000 for around 800 employees in that country.

PROGRAM FOR EDUCATION: YOU CAN DO IT

Two scholarship holders are employed in the Hemofarm Group, while two scholarship holders are doing internships – this is the result of the “You Can Do It” Program for Education, during which two mentoring cycles and a three-week internship in Vršac were carried out. The mentoring process was structured, monitored, and improved in cooperation with Hemofarm’s Culture and People division.

The 32nd generation of scholarship holders, made up of students from medical, pharmaceutical, biological, technology and engineering faculties, gained practical knowledge during the 2024/2025 academic year through working with mentors, who familiarized them with the company’s values, processes and modern technology, and additionally brought them closer to the “problem–solution” way of thinking. Nearly 40 lectures were held, more than 20 of them during the internship in Vršac. The topics covered key areas of soft skills and the knowledge necessary for work in the pharmaceutical industry, such as occupational health and safety, regulations, validation, pharmaceutical development, business compliance and reputation protection. The scholarship holders had the opportunity to visit the production plant, laboratories, the Packaging Center and the high-rack warehouse, and in this way learn about the workflow from the moment raw materials enter the factory grounds to the placement of the final products on the market. The program also brought the local community closer to the young participants through the cultural offerings of Vršac – a visit to the “Sterija” National Theatre, a tour of the pharmacy on the steps and the Bishop’s Palace, and a visit to the National Museum.

The year was rounded off with the presentation of the 33rd generation of scholarship holders for 2025/2026. Ten exceptional students have also been given the opportunity to develop their potential in a multinational

environment, with the support of mentoring and modern technologies. The program, which has supported nearly 4,000 young people to date, has grown into a platform that connects education and industry. The impact of this program is not only reflected in the careers of individuals, but also in the creation of an expert base that strengthens the company in the long term, cares for people's health, and improves the quality of work in the healthcare sector.

The year 2025 was also marked by support for the PETNICA research station, with which we have had long-term cooperation, in the form of funds in the amount of EUR 3,000, provided for the improvement of the laboratory used for programs in the fields of biology and chemistry, biomedicine, experimental biology and chemistry, thereby continuing systematic investment in young people, who are the future of both industry and the community.

PROGRAM FOR CULTURE

In 2025, we did not just support the people but also ideas that move society forward. We chose projects that open dialogue, encourage reflection, and highlight the importance of preserving physical and mental health.

- **We supported the Mikser Festival (EUR 3,000)** – a platform for innovation, sustainability, and socially engaged ideas, symbolically titled *“Energy of Freedom.”* Because society advances where ideas meet.
- **We stood behind “Mokranjac Days” (EUR 2,564)**, one of the oldest music festivals in the country. Because culture remembers what society must not forget.
- **We supported the exhibition “Second Hand Emotion” (EUR 2,000)**, which speaks about the fragile line between human beings, nature, and mental stability. Because conversation is the first step toward understanding.
- **Through the “Beta Photograph of the Year” competition (EUR 3,000)**, we supported the power of documentary photography. Because a single photograph can be more than an aesthetic record of reality – it can be a document of the times we live in.
- **The play “The Spanish Madwoman” (EUR 2,000)** opened up space for public dialogue about women's mental health and stigma. **Because empathy changes a community.**
- **Through the “Knowledge Under the Magnifying Glass” initiative (EUR 5,128)**, we supported the idea of a Children's Museum and themed exhibitions for the youngest. Because curiosity is the foundation of knowledge.

BLOG

Since the beginning of the year, we have published **26 blogs on health and education**: personal stories from participants in the “The Most Important Call in Life” campaign, as well as articles by psychologists, journalists, and futurologists.

A special place is taken by the series “Our People. Their Stories.” Its authors are employees of the Hemofarm company. That is why these texts carry particular weight: they reveal a different side of the company and its culture, highlighting employees who are at the same time the best ambassadors of the brand and of our purpose – caring for people's health. Today, this is one of the strongest employer branding initiatives, because through employees' personal stories we talk about healthy lifestyle habits, preserving physical and mental health, and overall wellbeing through different activities and hobbies. Candidates are no longer just looking for job ads; they are looking for meaning, for people, and for values that make a company a desirable place to work. And the strongest brand ambassadors do not come from outside – they already work within the company.

SOCIAL MEDIA

Due to the situation in the country, we have reduced our presence on social networks. We did not want to be louder than the moment our society is going through. Still, the results show something important: influence is not measured by the number of posts, but by the trust we have built and continue to build through topics

that matter to people. **On Facebook, Instagram, and LinkedIn, we rank second** among foundations in **terms of number of followers**, impact, and engagement, behind the Novak Đoković Foundation.

MEDIA

Even without a budget for media advertising, in 2025 the Hemofarm Foundation achieved **56% of total media share with a positive tone**, with an estimated value of **EUR 1,015,139**. This visibility is the result of content we published on topics such as health, prevention, mental well-being, and support for the community. Such an approach does not only build media presence, but also the integrity and credibility of the brand. It shows that social impact can be measurable and reputation sustainable when it is based on authentic content. The result is a clear reputational position: Hemofarm is recognized not only as a pharmaceutical company, but as a **leader in socially responsible business and care for the community**.

AWARDS

The Hemofarm Foundation received 9 awards in 2025.

In 2025, the Hemofarm Foundation confirmed what the public already recognizes: when purpose leads communication, results follow. The campaign “The Most Important Call in Life” has become a benchmark for socially responsible communication in the region, winning awards that measure both creativity and real social impact:

- EFFIE Gold in the Non-Profit category
- BalCannes Gold in Health and Pharmacy
- Disrupt Brutal Award for Best CSR Campaign
- KAKTUS for Event of the Year
- Grand Prix “Campaigns with Purpose”
- UEPS awards (2 Gold, 1 Silver) for media innovation and CSR
- Hemofarm “Caring” Award, as a value hallmark of the company