

## REPORT ON SOCIAL RESPONSIBILITY PROGRAMS for 2023

### 30 YEARS TAKING CARE OF PEOPLE'S HEALTH

Since the foundation on 04/05/1993 until 31/12/2023, we conducted approximately **2400 activities and supported around 3800 young people**, future leaders in the health, pharmaceutical and technology industries. **We have invested more than 14 million EUR in programs for health, education and culture** that make a difference in society. Only in the period from 2015 to 2024, we implemented a support program for more than 75 health institutions worth more than EUR 800,000.00 by donating medical devices and equipment to improve people's health. The support included the improvement of the work process through support for the professional development of healthcare workers. Hemofarm Foundation has received numerous awards since its establishment, and in the period from 2015 to the end of 2023, it was awarded with 57 awards for its socially responsible work at the global, European, regional and national level. In 2017, it was declared the leading Foundation in Serbia, while in 2022, Suzana Đorđević, director of the Hemofarm Foundation, received the award for the best CSR manager in Serbia. More than 150 exceptional individuals, experts in the field of health, education, social responsibility, sustainable development, philanthropy, culture wrote blogs for Hemofarm Foundation. We are the leading corporate social media foundation with approx. 100,000 followers. We are the founder and member of the Serbian Philanthropic Forum and a member of the European Philanthropic Association, which gathers 10,000 profit and non-profit foundations from 30 European countries. **All programs of Hemofarm Foundation are part of the intersectoral cooperation between the foundation and its founder, the company Hemofarm**, with the active participation of employees and the community. On the occasion of the 30<sup>th</sup> anniversary, the Foundation, together with the children of Hemofarm employees, planted the first apple tree, a symbol of health, in the Hemofarm company park in Vršac and named it 'The Giving Tree' after the famous book by Shel Silverstein.

The book reminds us of the importance of giving, receiving and reciprocating love, care and humanity, which are the values we strongly advocate for. The Foundation organized a jubilee celebration in September 2023 for numerous partners and friends with the message that **taking care of people's health and quality of life was and remains our priority, and the fight against prejudice and stigma, which accompanies various health conditions, is our obligation. We remain a responsible partner to the state and society, but people, their health and well-being are always our first priority.**

## **SOCIAL RESPONSIBILITY PROGRAMS**

**Within the Program for Health, Education and Culture, 65 activities were implemented in 2023.**

### **PROGRAM FOR HEALTH**

#### **HEMOFARM FOUNDATION ACADEMY**

Recognizing the importance of supporting professional development of healthcare professionals in the field of modern medicine and patient treatment, within the Hemofarm Foundation's Academy project funds were provided for the training of **28,293 healthcare professionals through 57 programs of continuing medical education.**

#### **'THE MOST IMPORTANT CALL IN LIFE' CAMPAIGN**

**At the invitation of the Ministry of Health of Serbia and the Republic Fund of Health Insurance, the Hemofarm Foundation returned to the 'The Most Important Call in Life' campaign, which was originally launched in 2016 and then in 2019. In 2023, in addition to the Ministry of Health and RFZO (*Republički fond za zdravstveno osiguranje* [Republic Fund of Health Insurance]), the project partner is the association of patients waiting for a transplant or who have been transplanted 'Together For New Life'.**

The goal of the campaign remained the same - promotion of culture of organ donation and support for the national program for transplantation, because Serbia is still at the bottom in terms of the number of donors and transplants in Europe. Additionally, the situation was worsened by the COVID-19 crisis, due to which transplants in Serbia were almost stopped, while only two transplants were performed in 2022.

In 2023, once again the campaign holders were people waiting for a transplant or having been transplanted and doctors. For the purpose of the campaign, the website ['The Most Important Call in Life'](#) was designed and launched, consisting of life stories of 29 patients and blogs of 9 doctors, myths and truths about organ donation and transplantation, frequently asked questions and answers. In addition to the website, the profiles of the campaign 'The most important call in life' were launched on the social networks Facebook and Instagram, and a [TV commercial](#) was recorded that was broadcast on television with a national frequency (RTS, Prva, B92, Happy, Pink) and on cable channels N1, Nova S and Insider.

The campaign 'The Most Important Call in Life' had two phases. The first, teaser phase, which included billboards in 16 cities of Serbia (91 billboards), lasting a week with the Cyrillic message 'I AM WAITING', while the second, reveal phase was also implemented in 16 cities of Serbia and included 91 billboards, with two different messages: 'About 2,000 people are waiting for the most important call in life. Everyone can be a hero. Become a donor.' and another that presented the faces of patients Nedeljko, Željka, Lazar, Pavle, Slavica and Sanja with the message that they are still waiting for an organ transplant: 'Nedeljko is still waiting for the most important call in his life. The call for kidney transplant. Everyone can be a hero. Become a donor.'

The OOH campaign was marked by two innovative billboards:

- Billboard with a chair on which sat Slavica Obradović a patient who has been waiting for a liver transplant for nine years. A press conference was organized in front of that billboard in Dečanska street with the participation of Prof. Dr. Danica Grujičić, Minister of Health of Serbia, Danica Lukić, Deputy Director of the Sector for Health Care Abroad, RFZO, and Ronald Seeliger, CEO of the Hemofarm Group. A large number of media was present at the press conference at which the Minister of Health, Prof. Dr. Danica Grujičić, announced the adoption of the Law on Transplantation of Human Organs and the Law on Human Cells and Tissues.
- A billboard in front of TC Ušće with a bench with a doll dressed in a t-shirt with a message 'I'm Waiting', symbolically indicating that around 2,000 people in Serbia are still waiting for the most important call in life and the call for an organ transplant.

In addition to a strong campaign in traditional media, the campaign 'The most important calling in life' was also visible in the waiting rooms of 28 Health Centers throughout Serbia and in the taxi vehicles of the Naxis taxi association. As part of the promotion of the campaign, on June 6, we marked the National Donor Day with appearances by representatives of the Hemofarm Group, doctors and patients in various TV and Radio programs with national frequency, including RTS, Radio Beograd, TV Prva and cable televisions N1 and Nova S. The most significant contribution to the campaign was recorded at its very start when the Government of Serbia, on May 8, 2023, adopted amendment to the Law on Transplantation of Human Organs and Amendment to the Law on Human Cells and Tissues and sent them to the Parliament of Serbia for adoption. Amendment to the Law on Transplantation of Human Organs stipulates that we are all potential organ donors until we declare otherwise. The law foresees the Register of persons who do not want to donate organs, which will be located in the Directorate for Biomedicine in Belgrade. Unfortunately, the Law was not adopted due to the extraordinary local and parliamentary elections that were held in December 2023 in Serbia. The positive effect of the campaign was visible on June 6, the National Donor Day, established by the Hemofarm Foundation, when we announced that, from the beginning of the year until June 6, 7 families agreed to donate the organs of their loved ones, thanks to which 15 lives were saved. **From April to December 31, 2023, a total of 32 organ transplants were performed in Serbia, 30 more than in 2022, which is a direct contribution of the 'The Most Important Call in Life' campaign.**

Personal stories of patients and other activities of the foundation within the campaign, especially on social networks, led to a positive feedback from users on the topic of organ donation and transplantation. In addition, the film 'Guardians of the Formula', directed by Dragan Bjelogrić, whose general sponsor is Hemofarm AD, contributed to the spread of culture of donation among the general public, which in a very short time won the hearts of the audience in Serbia and Europe because it talks about a medical breakthrough, the first bone marrow transplant in irradiated patients, but also on humanity and empathy, necessary for building a more humane and solidary society.

Results of the 2023 campaign:

- **13** families accepted to donate the organs of their loved ones.
- **32** organ transplants have been performed since the campaign began.
- **40 blogs** (personal stories of patients, confessions of doctors) on the website.
- Over **900,000** people saw the TV commercial of the campaign in 28 Health Centers in Serbia and thus became familiar with the objectives of the campaign.
- More than **400,000** people saw the TV commercial in Naxis Taxi vehicles.
- Over **200** published posts on social networks.
- Over **9 million** impressions.
- Reach over **2 million**.
- **213** media reports.
- The TV commercial of the campaign was broadcast **895** times on national and cable TV stations.

The campaign 'The Most Important Call in Life' was awarded with **17 awards**, including **9 awards at the KAKTUS festival of integrated communications**, **1 award at the SoMoBorac regional festival**, **1 award at the Campaigns with a Purpose festival** and **6 awards from the Serbian Association of Marketing Communications (UEPS)**.

More than 200 projects applied at the **Kaktus Festival**, and the jury, composed of 30 professionals from Serbia and the region, **awarded 'The Most Important Call in Life' with the GRAND PRIX award for the best campaign**, the award for the best non-profit integrated campaign, the award for the best outdoor campaign, while Suzana Đorđević, director of Hemofarm Foundation, was awarded the **SUPERSTAR award for Project Lead on behalf of the company**. 'The Most Important Call in Life' was also awarded with recognitions for art direction, design, copywriting, media direction and social networks.

The campaign 'The Most Important Call in Life' won the **Campaign with a Purpose Social Grand Prix 2023 award** and the title of the best socially responsible campaign in Serbia in the competition of 33 submitted works, while in the competition of 230 submitted works at the regional **SoMo Borac festival in Zagreb**, 'The Most Important Call in Life' received the main **SoMoRitanac award for raising social awareness and responsibility about a problem of importance to the community**.

**'The Most Important Call in Life' won the UEPS Grand Prix for the best campaign in 2023, while Hemofarm Foundation was declared the advertiser of the year.** At the UEPS competition, 277 works from all over the country were submitted, and the awards were decided by a 30-member jury from agencies, advertisers and experts from the academic community from the region. Apart from these two awards, **the campaign 'The Most Important Call in Life' was awarded a gold award for a socially responsible and humanitarian project, a gold award for a TV commercial, and a gold and bronze award for an OOH campaign (waiting for the most important call and a billboard dummy).**

**With these awards, the number of recognitions received in the period from 2015 to 2023 is 57.**

#### **CAMPAIGN 'UNBREAKABLE'**

**Due to the tragedy in 'Vladislav Ribnikar' Elementary School and the surroundings of Mladenovac early in May 2023, Hemofarm Foundation announced the Unbreakable SOS line 0800 001 002 as a line for psycho-social support to the general public.**

On May 3, a few hours after the tragedy and after consulting with the directors of the four Special Hospitals for Psychiatric Diseases in Vršac, Kovin, Novi Kneževac and Gornja Toponica, Hemofarm Foundation announced the helpline 0800 001 002 on the social networks Facebook, Instagram and LinkedIn. Thanks to the long-term partnership with the outdoor advertising company 'Alma Quattro', since May 4, messages of psychosocial support to the population were visible on the streets of Belgrade and other cities of Serbia, on digital LED billboards, through the advertising of the Unbreakable SOS line 0800 001 002. In addition to the population, help and support were also provided to the Ministry of Health of Serbia, and our phone number was among the six SOS lines that were advertised as help numbers in all traditional and digital media.

**By 12/31/2023, about 20,000 people received help and support within the SOS line and social networks.**

#### **IN-HOUSE PROJECT 'TOGETHER WE CAN DO IT ALL'**

**Reacting to the tragic events at the beginning of May, which led to a collective feeling of shock and fear, which is why it was advised to talk about how we feel with family, friends, experts, we relaunched the psycho-social support project for employees at the Hemofarm company 'Together We Can Do It All'.** Two online sessions were organized with psychologist and psychotherapist Tijana Mirović, PhD from the Psychological Counseling Center 'Mozaik' and psychologist Dragan Ilić, who was also the moderator of the sessions. The topic of the first session was 'Psychological Safety', which relies on empathy and communication with the aim of overcoming the crisis in which we found ourselves together. The second online session was about 'How to keep going?'. Almost 300 interested colleagues attended both sessions, which were organized online.

### **THREE-DAY EDUCATION OF DOCTORS ENGAGED IN SOS LINE**

**Hemofarm Foundation, in cooperation with the Association of Independent Electronic Media (ANEM) and with the support of the Office of the Organization for Security and Co-operation in Europe (OSCE) in Serbia, organized a three-day training for doctors (psychologists and psychiatrists) who work on the SOS line as part of the project to fight depression and stigma - Unbreakable.** The training was attended by more than 40 doctors from three special hospitals for psychiatric diseases in Vršac, Kovin and Gornja Toponica, who form a national network for providing free and anonymous 24/7 psycho-social support to citizens via the SOS line 0800 001 002. They were joined by operators of ANEM's Safe Line, who provide free 24/7 help to journalists whose safety is threatened via the number 0800 100 115 and who struggle with anxiety, stress, burnout, depression. The workshop discussed the techniques and tools used when providing emotional support to people in crisis in order to improve the work on the SOS line. The workshop was held by the Center for Emotional Support and Suicide Prevention - Srce.

### **'A CUP OF COFFEE WITH A PSYCHOLOGIST'**

**In 2023, we organized four sessions 'A Cup of Coffee With a Psychologist' in front of a packed hall at Dorćol Platz and the Leskovac Cultural Center on the topics: 'Love(and): What is love?' 'What is the illusion about love?', 'Mental health of people in Serbia – Is it true that further south you go the sadder it gets?', 'Serbia after tragedies - Do we have empathy?' and 'Life with depression'.** We are especially proud of the session organized on World Mental Health Day, on October 10, on the topic 'Life with depression', where Aleksandar Stanković, HRT journalist and author of the book 'Crawling Out of Your Skin: Life with Depression' spoke about his 14-year battle against depression in front of a packed hall at Dorćol Platz, along with Tijana Mirović, PhD, psychologist and psychotherapist, Branko Rosić, journalist and writer and Dragan Ilić, psychologist and journalist. A Cup of Coffee With a Psychologist was the first public event in Serbia where Aleksandar talked about his mental health ahead of the promotion of the book, which was held on October 20, 2023. This session of 'A Cup of Coffee With a Psychologist' has over 110,000 views on the YT channel to date and is considered the second most successful session organized by the Hemofarm Foundation since 2019.

**From 2019 to the end of 2023, Hemofarm Foundation organized a total of 33 'A Cup of Coffee With a Psychologist' sessions, which were attended by the most eminent experts in the field of psychology and psychiatry, people who bravely shared their experiences. The number of organic views of the sessions 'A Cup of Coffee With a Psychologist' on the YouTube channel is close to 800,000.**

For its work in the field of mental health, Hemofarm Foundation was presented with a certificate of appreciation from the Faculty of Philosophy of the University of Belgrade in 2023.

#### OTHER HEALTH-RELATED ACTIVITIES

We donated work uniforms in order to improve working conditions at the Hematology Clinic of the University Clinical Center of Serbia.

#### PROGRAM FOR EDUCATION

**The mentoring program and professional practice program in Serbia were marked by inspiring lectures by over 30 eminent experts from the pharmaceutical industry and experts from the wider community, with regular payments of 60 scholarships to beneficiaries (50 children of employees who apply through an internal competition and 10 scholarships for children who apply through public competition.)**

**The Hemofarm Foundation's mentoring program began in March 2023 with a full-day interactive workshop held by the H.art development center with the aim of getting to know the mentors, Hemofarm Group experts and mentees, the best final year students at the medical, pharmaceutical, technological, biological, chemical and technical faculties of electrical engineering and mechanical engineering, which are financed from the budget of the Republic of Serbia.**

**As early as April 2023, scholarship holders had the opportunity to attend a full-day Mentoring Program and listen to lectures by experts on effective communication, public speaking, successful presentation to an employer through a CV, motivation letter and interview, as well as the opportunities provided by the LinkedIn business network and leadership.** Ronald Seeliger, CEO of Hemofarm Group, Mirjana Rajilić Stojanović, PhD, associate professor at the Department of Biochemical Engineering and Biotechnology, Faculty of Technology and Metallurgy, University of Belgrade, which is on the Stanford University list and is among the 2% of the most cited scientists in the world, Marija Pavić, CEO of the H.art development center agency and accredited consultant Blanchard Serbia, Jessica Geppel, expert for LinkedIn and head of digital communications of the STADA group, Miloš Milovanović, producer and presenter of TV N1 and Nikola Jovanović, vice president of the VIRGIN label for Western Balkans and Head of Public Relations of the Universal music label for the Western Balkans spoke about their personal and professional experience. *It was concluded that 'every one of us needs a mentor, even the best ones because he/she can be critical to an individual's success and can support us in the most challenging moments of our career.'*

**The professional Internship program of Hemofarm Foundation in Vršac, which lasted three weeks, included 23 lectures in the first week of the event with the aim of introducing the scholarship holders to different organizational units, work processes and**

**the practical part of the work through the adoption of our business culture, mission and values. The other two weeks were dedicated to improving professional skills through practical work with a mentor.**

*'This experience is priceless for me. During the internship, I learned a lot of things, got an insight into different possibilities and had the opportunity to meet inspiring people. I spent quality time working on different projects and challenges. Without a doubt, applying for this program was the best decision I could have made,'* said Jovana Lalić, a student at the Faculty of Technology at the University of Novi Sad, summarizing her impressions from the internship program.

In November, another mentoring program on the topic 'Growth Mindset' was held by Tatjana Jovanović, VP Global Talent Acquisition and Employer Branding, STADA. Our colleague Dušan Šašić, product manager for the Rx cardiovascular range, Hemofarm AD, spoke about the topic 'Positioning the Hemofarm cardiovascular range of products' while Nemanja Brković, the public relations manager of the Hemofarm Group held a workshop on the topic 'Public Appearance'.

The internship program in Germany was postponed due to the conflict in Gaza and the terrorist threats that followed, but also due to 'conflicts' in the calendars of some lecturers.

**Competition for Hemofarm Foundation scholarships for the new generation of the academic year 2023/24 ended and approximately 200 young people applied for 10 scholarships, while 65 children of Hemofarm employees applied for 50 scholarships for children of employees, 57 of whom met the conditions of the competition and all received a scholarship.** At the event organized on that occasion, scholarship contracts were signed for a total of 67 scholarship recipients, and Ronald Seeliger, CEO of the Hemofarm Group, welcomed them to the one-year program: *'I am happy that we can support young people, who are among the best of their generation, and help them at the moment when support is often the most important - during student days. Without a doubt, they will grow into great experts and I hope that they will continue to build their careers in Serbia, and Hemofarm's doors are always open to them.'*

## **PROGRAM FOR CULTURE**

**The Jubilee of the Belgrade Dance Festival, 20 years since its foundation, was marked by Hemofarm Foundation as a long-term partner of this renowned modern dance festival.** Under the slogan 'Together, We Celebrate Dance', the festival gathered 17 dance troupes from all over the world, and a special curiosity was the performance of Isabella Rossellini, who introduced herself to the audience with the piece "Darwin's Smile" on the stage of the Yugoslav Drama Theater.



## 'OUR PEOPLE. THEIR STORIES.' - EMPLOYER BRANDING INITIATIVE

In order to enhance the image and reputation of Hemofarm, and to additionally motivate young talents to join the pharmaceutical industry, we launched a blog section 'Our people. Their stories.', which found its way to the internal and wider public through postings on internal portals and social networks. **In 2023, we shared 17 inspiring stories of our colleagues, who are ambassadors of health and knowledge of our company.**

### BLOG

We published **26 blogs by experts and our colleagues on the Hemofarm Foundation's website** and internal employee portal (Intranet) on topics that are in line with our mission *Taking care of people's health* and that promote responsibility, solidarity, humanity and healthy lifestyle habits. **With 39 professional texts and personal stories on the website The Most Important Call in Life**, the number of texts published in 2023 is 65.

### PEOPLE TO PEOPLE

We conducted **seven aid campaigns** including the employees of Hemofarm and the Foundation to help the vulnerable categories of society.

**344 kg of aid was collected in the form of personal and home hygiene products in the aid campaign for the 'Drop In Shelter for street-involved children' in Belgrade.** Employees from Vršac, Šabac and Belgrade joined the campaign and were the first to respond to the appeal of the Shelter, where the stocks of hygiene products were at a minimum.

**Employees of Hemofarm and Hemofarm Foundation in Šabac, Vršac and Belgrade responded to the appeal of the Institute for Blood Transfusion of Serbia and the Institute for Blood Transfusion of Vojvodina and in the voluntary blood donation campaign 'Your blood, someone's life' provided the necessary quantities of blood for health institutions in Serbia.** As a sign of gratitude, the Blood Transfusion Institute of Vojvodina presented us with a plaque for our solidarity and contribution to the creation of safe blood reserves.

Showing a sincere commitment to the health and well-being of people and providing support to the healthcare system, **more than 200 employees of Hemofarm Group in Serbia, Montenegro and Bosnia and Herzegovina donated blood as part of the STADA Caring Day global campaign.** For Hemofarm and Hemofarm Foundation in Serbia, this was another opportunity for employees to donate blood in an organized manner, which they have donated more than 100 times since 2005, responding to the appeals of the Blood Transfusion Institute and individuals. Among the employees who donated blood, there were women and men who donated the precious liquid dozens of times with the desire to show that everyone's contribution is important when it comes to human lives.

The holidays are a time when we should be there for each other and support those in need. **We focused our attention on hard-to-employ people, the sellers of the 'LiceUlice' magazine**, whose lives and the lives of their families depend solely on the sale of the

magazine. Aware of the difficulties they face, **we supported them by providing financial assistance for the production and printing of the New Year's double issue of 'LiceUlice'**. Additionally, we collected help by selling magazines, where employees had the opportunity to get involved and give their contribution. With this initiative, we wanted to highlight marginalized groups of people, hard-to-employ individuals and provide support so that 125 sellers in Belgrade, Novi Sad and Kraljevo have a secure income for two months.

**We joined the 'Humanity Chain', a campaign to collect New Year's presents for children without parental care**, which was initiated by the director Dragan Bjelogrić and the film 'Guardians of the Formula'. We also responded to the invitation of the city of Vršac to **donate New Year's presents to children from the 'Vera Radivojević' home for neglected children from Bela Crkva**. We also supported the work of the Association of Lawyers of Vršac, Plandište and Bela Crkva, whose activity includes free legal assistance to the residents of these places.

## **SOCIAL NETWORKS**

**We are one of the leading and most followed corporate foundations on social networks with more than 100,000 followers and thousands of likes, shares and comments on published posts.** All our profiles - Hemofarm Foundation on Facebook, Instagram and LinkedIn, Unbreakable on Facebook and Instagram and The Most Important Call in Life on Facebook and Instagram are growing in number of followers, shares and engagement. All posts promote care for people's health, motivate healthy lifestyle habits, provide help and support to people struggling with mental disorders or waiting for a donor, encourage lifelong learning and promote responsibility, empathy, solidarity and humanity. The organic growth of followers on LinkedIn and greater engagement is noticeable. We are especially proud of our YouTube channel, which records constant growth and a large number of views of the videos we publish, among which the videos recorded at the sessions 'A Cup of Coffee with a Psychologist' are the most popular and have a reach of more than 800,000 views.

## **AWARDS AND ACKNOWLEDGMENTS**

Hemofam Foundation was awarded **with 18 awards** in 2023 for its socially responsible work.

**Hemofarm Foundation and the 'The Most Important Call in Life' campaign were awarded a total of 17 awards, namely: 9 awards at the KAKTUS festival of integrated communications: GRAND PRIX award for the best campaign**, award for the best non-profit integrated campaign, award for the best outdoor campaign, **SUPERSTAR award for Project Lead in front of the company**, awards for art direction, design, copywriting, media direction and social networks. The campaign 'The Most Important Call in Life' won by a large margin the CAMPAIGN WITH THE PURPOSE SOCIAL GRAND PRIX 2023 and the title of the best socially responsible campaign in Serbia 2022/23.

**The campaign 'The Most Important Call in Life' was awarded** at the regional 'SoMo Borac' festival in Zagreb, with the 'SoMoRitanac' award for raising social awareness and responsibility for a problem of importance to the community. **'The Most Important Call in Life' won the UEPS Grand Prix for the best campaign in 2023, while Hemofarm Foundation was declared the advertiser of the year.** In addition to these two, the campaign also won a gold award for a socially responsible and humanitarian project, a gold award for a TVC, and a gold and bronze award for an OOH campaign (waiting for the most important call and billboard doll).

For its work in the field of mental health, Hemofarm Foundation was presented with a **certificate of appreciation from the Faculty of Philosophy of the University of Belgrade** in 2023. At the ceremony on the occasion of the jubilee of the Faculty of Philosophy of the University of Belgrade, 215 years since the establishment of the Great School and 185 years since the establishment of the Lyceum, dean Prof. Danijel Sinani, PhD, presented a certificate of appreciation to the Foundation for long-term successful cooperation and special contribution to joint work on promoting the importance of mental health in Serbia.

For its 'exceptional contribution to the healthcare system of Serbia and the health of the citizens of Serbia', Hemofarm Foundation was awarded the 'Eskulap' recognition awarded by the Association of Private Healthcare Institutions of Serbia for the launch and management of the national campaign UNBREAKABLE.

**On June 1, on the Hemofarm Company Day, Ronald Seeliger, CEO, presented a certificate of appreciation to Hemofarm Foundation on the occasion of its 30th anniversary.**

**The Institute for Blood Transfusion of Vojvodina celebrated the 78th anniversary of its existence by awarding recognition to voluntary blood donors.** As a sign of gratitude, we were presented with an award for our solidarity and contribution to the creation of safe blood reserves.

## **MEDIA PRESENCE**

In 2023, **487 media announcements** were recorded. Out of the total number of posts, 464 had a positive tone, while only 23 were neutral. **There were no negative posts.**