
CONFIDENTIAL

Since established on 4/5/1993 to 31/12/2022, Hemofarm Foundation implemented a **total of 2,306 activities** and **supported 3,720 young people**, future leaders in healthcare, pharmaceutical, and technology industries. **We have invested approximately 14 million EUR in the programs for health, education, and culture**, which make difference in the society and single out Hemofarm from other companies in pharmaceutical industry. **In the period from 2015 to 2023 alone, we implemented a support program for more than 70 healthcare institutions worth more than EUR 600,000.00 through donation of medical devices and equipment for improving work processes and the health of patients.** In the past eight years, **Hemofarm Foundation was awarded 41 times for its work** on a global, European, regional, and national level. **In 2017, it was declared the leading Foundation in Serbia, while in 2022, Suzana Đorđević, Director of Hemofarm Foundation, received an award for the best CSR manager in Serbia.** **More than 100 outstanding individuals, experts in the field of health, education, social responsibility, sustainable development, philanthropy, culture wrote blogs for Hemofarm Foundation on the topicalities from these fields.** **Hemofarm Foundation is a leading corporate foundation on social networks with approximately 100,000 followers**, more than 30,000 of whom have joined in the last two years (2021 and 2022) owing to the campaign for fighting depression and stigma 'Unbreakable'. **Hemofarm Foundation is the founder of the Serbian Philanthropy Forum and a member of the European Philanthropy Association**, which gathers 10,000 profit and non-for-profit foundations from 30 European countries. **All programs of Hemofarm Foundation are a part of cross-sectoral cooperation of the Foundation and its founder, Hemofarm company**, with an active participation of the employees and the community.

REPORT ON CSR PROGRAMS FOR 2022

29 YEARS CARING FOR PEOPLE'S HEALTH

Pursuing the mission *Caring for people's health*, **Hemofarm Foundation implemented a total of 56 activities within the programs for health, education and culture in 2022.**

PROGRAM FOR HEALTH

HEMOFARM FOUNDATION ACADEMY

Recognizing the importance of supporting the professional development of healthcare professionals in the field of modern medicine and patient treatment, the funds were secured for professional development of **18,290 health professionals through 88 continuous medical education programs** within the project of Hemofarm Foundation Academy.

CAMPAIGN FOR FIGHTING DEPRESSION AND STIGMA 'UNBREAKABLE'

Hemofarm Foundation has continued working on the campaign for fighting depression and stigma 'Unbreakable' by regular posting, on social networks, the blogs of professionals, personal stories of the persons fighting depression, the posts relating to operation of the SOS line and e-mails dealing with support, preservation of mental health and the importance of the professional aid. **A two-day education for work on SOS line 0800 001 002 was organized for more than 50 doctors, psychologists and psychiatrists from four Special hospitals for psychiatrist diseases in Vršac, Kovin, Novi Kneževac and Gornja Toponica** within the project. These doctors still provide free-of-charge professional support to persons seeking help 24 hours, 7 days a week. **The education was provided by the representatives of the organization for emotional support and suicide prevention 'Centar SRCE'**, whereafter a **GUIDELINE FOR WORK ON SOS LINE** was prepared and forwarded to the hospital Heads for enabling a coordinated approach to work. The guideline was subjected to review and it was approved by the organization 'Centar SRCE' and the Heads of the four Special hospitals for psychiatrist diseases.

The results of the campaign 'Unbreakable' since the beginning of 2021 to date:

- **More than 15,000 people have received the help through the SOS line, the e-mails of support and social networks**
- **More than 50 personal stories have been published on the website 'Unbreakable' and social networks**
- **More than 30 professional texts on the topic of prevention and preservation of mental health have been published on the website 'Unbreakable' and social networks**

Six 'A Cup of Coffee with a Psychologist' panel sessions on the topics 'Mental health in the time of the pandemic', 'Fear – Braker or Incentive', 'Have we normalized life in trauma?', 'What is stigma and why does it hurt?', 'Mental health of young people' and 'Holidays - Time of Fun and Stress' were organized within the 'Unbreakable' campaign. **'A Cup of Coffee with a Psychologist' panel sessions have recorded more than 100 media announcements**, and owing to the partnership with the news agency Fonet, they are available to the users of news and video services for free-of-charge downloading and broadcasting in the territory of Serbia. The 'Unbreakable' campaign has also been presented at **two public events in Barcelona and Istanbul**, where the future of philanthropy and the application of good practice in the community were discussed. The Foundation was invited to both events as a member of the Association of European Foundations PHILEA, and the **Foundation itself and the 'Unbreakable' campaign**

specifically were commended by the attendees of the panels at which we talked about mental health. More than 200 representatives of the associations, funds, and foundations from all over Europe attended both events.

Just before holidays, Hemofarm Foundation launched the campaign on social networks titled ‘Don't let the holidays break you!’ aimed at providing support to the persons who, during such days, feel emptiness, lethargy and have a sense of worthlessness. One of the messages of the campaign was:

Holidays are not joyful and idyllic for everyone. For many people, they are stressful, depressing and sad. If you feel bad, empty, lonely, don't wait for it to pass. You're not alone. Call the SOS line for fighting depression and stigma 0800 001 002 or send an e-mail to podrska@nesalomivi.rs and talk to us. We are here to listen, understand and encourage you. The help and support are free of charge, anonymous and available 24/7. Don't let the holidays break you!

The video ‘Don't let the holidays break you!’ is available [here](#).

During the two weeks of the campaign, we have recorded **16,208 likes, 334 comments and 263 shares** on the Hemofarm Foundation and the ‘Unbreakable’ social networks.

The ‘Unbreakable’ campaign was awarded three times in 2022 by ‘VIRTUS Award for the most innovative project of the year’, EFFIE Silver Award and the Emerging Europe recognition in the category People – Health and Social Care. The ‘Unbreakable’ campaign has received 14 awards in total, which makes it the most awarded project in the Foundation's history.

OTHER ACTIVITIES IN THE FIELD OF HEALTH

Being responsible to your community means helping others when they need help, especially in times of crisis when it is also our duty to do so. Institutions of the healthcare system, associations of citizens are our first contact with the health sector and our first step in health care. **Other activities in the field of health include support to institutions and associations, of which the most significant donations in 2022 were allocated to the Emergency Center of the University Clinical Center of Serbia (UKCS), GAK Narodni Front, the Multiple Sclerosis Society of Serbia and the Society of Neurologists of Serbia.** 2,796 uniforms for doctors were donated to the Emergency Center of UKCS. A CritiCool device for therapeutic hypothermia of asphyxiated newborns was donated to GAK Narodni Front, Neonatology Department. A donation was given to the Multiple Sclerosis Society for the implementation of projects, while the Society of Neurologists of Serbia received support for holding the Symposium ‘90 Years of Military Neurology and Psychiatry’

PEOPLE TO PEOPLE

Hemofarm Foundation conducted three volunteer actions in 2022, including the voluntary blood donation action 'Your 5 minutes, someone's whole life', the action to support the soup kitchens in Vršac and Šabac, during which a ton of food was collected, and the action to help the children of Ukraine, in which the goods worth EUR 41,260.54 were collected and donated. Hemofarm Foundation has supported marking of the National Giving Day and the action 'Save Food, Save Humanity' aimed at raising awareness of citizens about the problem of throwing food and insufficient food donations. The donations collected during the campaign 'Save Food, Save Humanity', organized by the Serbian Philanthropy Forum, were distributed to the vulnerable citizens through partner organizations. **Hemofarm Foundation responded also to the call of the town of Vršac and donated the New Year's presents to the children from the Home for Children and Youth 'Vera Radivojevic' in Bela Crkva.**

The importance of such actions is also confirmed by a comment of a lady employee of Hemofarm company, who joined the action 'People to People' for the soup kitchens in Vršac and Šabac.

It's a great feeling when you can help someone

'We live in extremely turbulent times, at a fast pace and burdened with our problems, we generally do not notice and ignore our fellow citizens who are deprived and live on the verge of existence. And they are here, in our close vicinity, and regardless of the fact that they usually do not show it openly, they need our help. And each of us, as a responsible member of society, should not remain indifferent. I consider it a moral obligation to help those people. It's a great feeling when you can help someone. Be compassionate and open-hearted, brighten the day and help those in need,' said an anonymous colleague from Vršac.

PROGRAM FOR EDUCATION

Hemofarm Foundation generation 2021/2022 scholarship holders from the faculties of medicine, pharmacy, technology, and technical faculties in 2022 attended a total of **30 lectures**, which were organized within the Mentorship Program and the Internship Program in Vršac.

We entered 2022 with lectures by two Nobel Prize winners for Physiology or Medicine - Dr William G. Kaelin, who won the prize in 2019, and Professor Andrew Fire, who won the Nobel Prize in 2006. Professor Kaelin spoke about his scientific and research work through which he figured out how cells sense the presence of oxygen in their environment owing to which he was awarded the Nobel Prize. During the online lecture, he shared his rich personal and professional experience with the scholarship holders, encouraged them not to give up and explained why science resembles fishing.

The second lecture was given by professor Dr Andrew Fire, a joint laureate with Craig C. Mello of the Nobel Prize in Physiology or Medicine, awarded for the discovery of RNA interference (RNAi) – a process responsible for gene suppression by double-stranded RNA molecules. Fire conveyed a message to the students that was the guiding principle during his career saying that ‘there are times when nothing ever goes your way, but you should look up to the future and you should know that you are not worth for your last experiment, but that you are worth for what you have inside of you and for what you can still accomplish.’

The video is available [here](#).

Both lectures kicked-off the Mentorship Program of Hemofarm Foundation for scholarship holders generation 2021/2022 and they were held with the support of the Serbian Society for Molecular Biology. **The Mentorship Program continued with the education of Hemofarm company experts on the subject of personal and professional development, leadership, communication skills, writing CVs and motivational letter that stand out and a successful interview with an employer.** The video from the lecture is available [here](#).

The cycle of spring lectures was additionally spiced up by the lecture of Dr. Bruce Alberts, one of the most successful cell biologists of our time and the author of the world's most recognized textbook in the field of molecular biology, titled ‘Molecular Biology of the Cell’. Find out more about the lecture and the scholarship holders' impressions [here](#).

This unique opportunity to attend the lectures of the Nobel Prize winners and other lecturers was assessed as extraordinary by the students, since as they put it ‘the lectures helped them to get a picture of scientific and research work, attitude and approach that such work demands.’ ‘The lectures’, they added, ‘shed a light on the scientific disciplines of our age, metabolic, and genetic engineering’, and encouraged them to ‘keep up with the achievements in these fields on an ongoing basis’.

‘This two-week internship program was a wonderful and useful experience for me.’

‘The topics are carefully selected so that they cover all the areas that we study at the faculties we attend. I have realized how much Hemofarm fosters a multidisciplinary approach and integrates engineering, medicine, pharmacy and other related sciences, all for the purpose of preserving and protecting people's health.’

‘I have found out many new things and improved myself to a significant extent.’

‘During my stay in Vršac, I became very close with the other mentees, so much that I was sad for having to return to Belgrade.’

These are some of the impressions of the scholarship holders of Hemofarm Foundation after completing the two-week Internship Program in Vršac and Belgrade, during which they had the opportunity to become familiar with the corporate culture and values, gain practical knowledge and experience through lectures and work on state-of-the-art

equipment, and familiarize themselves with specific processes, which are used in the pharmaceutical industry, develop leadership skills and the skills of an interdisciplinary approach in solving problems in practice, become familiar with the company's socially responsible operations through the adoption of values #integrity, #agility, #entrepreneurship, #onestada.

The first week of the Internship Program was dedicated to improving knowledge and skills through various lectures held by Hemofarm company experts, while the second week was dedicated to working with mentors with the aim of acquiring knowledge and skills through professional practice, developing leadership skills, teamwork, gaining knowledge about business culture and behavior. In the first week, the lectures covered the education about occupational health and safety, pharmaceutical industry regulatory requirements, validation process, business development and licensing, getting introduced with the operation of Solid Dosage Forms Plant and Sterile Dosage Forms Plant, chemical laboratory, Packaging Centre, and warehouse operations. A part of lectures referred to the purchasing process, compliance, marketing and sales, then getting acquainted with the corporate culture and corporate values, corporate social responsibility with the focus on pharmaceutical waste management, as well as the lectures dealing with psycho-social support to young people through education on emotional leadership, stress management and establishing the work-life balance.

The scholarship holders' impressions are very positive in view of both the content of the program, the opportunity to learn, acquire practical knowledge and skills, consult and work with the best in their field, Hemofarm experts, and the networking that left them with a feeling of regret that the program has come to an end and that they had to return to their homes.

'I would like to commend the entire organization of the program by Hemofarm Foundation. It was hard for us, because it was the first time we see what working days in a company look like, but we broadened our horizons, prepared ourselves for what awaits us and opened some doors for ourselves. Solid Dosage Forms Plant Maintenance Engineers have also contributed to my positive impressions, including my mentor Vladimir Dojčinov, BU Engineering Team Leader, who unselfishly put his time on my disposal. I would definitely single out the facilities, energy and high-bay warehouse as the most complex things that I saw in Hemofarm', Emilija Stankijević from the Faculty of Technical Sciences in Novi Sad wrote in the Internship Diary.

Nebojša Brezić from the Faculty of Medicine in Belgrade said: *'Working with a mentor is a great add-on to formal education, which we all get at university, especially me, who at university have never come into contact with any of these things that I am now encountering at Hemofarm. Medical studies are somehow more oriented towards clinical branches and a doctor is mostly expected to be the one who will have direct contact with*

patients, while the possibility of employment in the pharmaceutical industry is hardly considered at all.'

'The first week of the Internship program 'YOU CAN DO IT' gave me an insight into the entire process of pharmaceutical production of a generic company, as well as business policy, ways to manage resources, stress and other business aspects. My mentor, Katarina Katančević, from Analytical Development teamed up with the mentors of two scholarship holders, also from the Pharmaceutical Development division. I must point out that they really gave their best to explain the work to us', Tatjana Gajdoš from the Faculty of Technology in Novi Sad wrote in her Internship Diary.

Vanja Voskresenski, mentor, Equipment and Processes Qualification and Calibration Manager at Hemofarm, emphasized that it was necessary to support young people because they were the future of business and development of the company and the country. Quoting the poet Jovan Jovanović Zmaj and part of the poem 'Bright Graves', Vanja told the scholarship holders: ***'Where I stopped – you will go! What I couldn't – you will do!'***

Watch the video from the Internship Program at Hemofarm company in Vršac [here](#).

There were 120 candidates who applied for the Scholarship Competition for generation 2022/2023, for general scholarship holders (10 scholarships) for students enrolling for the first time into final year of undergraduate/integrated academic studies at the faculties founded by the Republic of Serbia, specifically: faculties of medicine, pharmacy, technology, technical faculties in the field of electrical and mechanical engineering, faculties of biology and chemistry, which is the largest number of applications recorded in the last three years. Although the amount of the monthly scholarship has remained the same as in the academic year 2021/2022 (RSD 11,741), during the professional selection process, registered candidates highlighted the Hemofarm Foundation Program for Education as a unique opportunity for professional growth and development. The scholarship competition for the 2022/2023 generation was also open for the children of employees of Hemofarm and its subsidiaries based in the Republic of Serbia, Bosnia and Herzegovina and Montenegro (50 scholarships).

At an event in December 2022, Hemofarm Foundation presented a new generation of scholarship holders for 2022/2023, the best 10 students of final years at the faculties of medicine, pharmacy, biology and technology from the universities in the Republic of Serbia. At the promotion of the new generation, Vanja Grbić, one of the best Serbian volleyball players of all times and a member of Volleyball Hall of Fame, held a motivational lecture 'DON'T GIVE UP. YOU CAN DO IT'.

'Be the best at what you do. In today's world of seductive superficiality, where lies are the means and deception is the way, where everything is fleeting, instant, where so many

things change that you can't keep up, do you know what it takes to be successful? Commitment and decision, a brave decision' Grbić said to the students.

The video from the lecture is available [here](#).

By presenting a new generation of scholarship holders, Hemofarm Foundation entered its jubilee year marking 30 years of its existence. Since 1993 to date, Hemofarm Foundation has supported 3,720 young people, many of whom presently work at Hemofarm and are leading experts in their respective areas.

PROGRAM FOR CULTURE

Program for culture was marked by two events: The movie 'How I Learned to Fly' by director Raša Andrić and 19th Belgrade Dance Festival.

The movie 'How I Learned to Fly' based on the novel of the same name written by Jasminka Petrović, directed by Radivoje Raša Andrić, is a story about love, growing up, the values of family and friendship, which for a moment brought us back to our carefree childhood. The audience applause and ovations for this film at the premiere lasted many minutes, which is a strong recommendation to watch 'How I Learned to Fly' in the nearest cinema, a family movie proudly partnered by Hemofarm Foundation, which the viewers of all generations will enjoy together. The main role is played by Klara Hrvanović, followed by Olga Odanović, Snježana Sinovčić, Žarko Laušević and many others. Additional quality of the movie is music written by the great Vasil Hadžimanov.

19th Belgrade Dance Festival, sponsored by Hemofarm Foundation, included performances of 14 ensembles in front of almost 10,000 spectators. A total of 27 choreographic pieces, including two world premieres, were performed during 23 evenings at the 19th Belgrade Dance Festival. Under the slogan 'We Believe in One Dance', from mid-March to mid-April, the audience had the opportunity to see the performances of ensembles and artists from three continents, various achievements were presented, from those intended for more intimate spaces to not only artistic, but also those extremely demanding productions in terms of logistics and stage, while connoisseurs of tendencies in contemporary dance agree that the plays are an excellent overview of current research and tendencies on the European and global art scene.

SOCIAL NETWORKS

Hemofarm Foundation is a leading corporate foundation on social networks with almost 100,000 followers, of which more than 30,000 joined within the last two years owing to the 'Unbreakable' campaign. Demographics show that the age of our followers is between 25 and 44 years and that they come from Serbia, region (Bosnia and Herzegovina, Croatia, Macedonia, Montenegro, Slovenia) and Europe (Germany, Austria, Switzerland and Sweden). Hemofarm Foundation has recorded a jump in likes and engagements due to the tone of communication, which is more personal and friendly, and the topics it

initiates that are in the public's interest. Owing to such an approach, in 2022, more than seven million people saw Hemofarm Foundation and 'Unbreakable' social networks posts.

MEDIA PRESENCE

In 2022, Hemofarm Foundation recorded **394 media announcements in the amount of EUR 814,933** which is a fantastic result considering that the foundation did not have an active campaign in traditional media.