

## STADA'S ESG INITIATIVE

# Hemofarm Foundation – The most important Call in Life

**Hemofarm and Hemofarm Foundation, in partnership with the Serbian Ministry of Health patient associations, initiated the campaign 'The Most Important Call in Life'.**

The campaign was launched in 2016 with the goal to increase the number of donors and transplants in Serbia. There are still around 2,000 people in Serbia waiting for organ transplants. In

2024, the campaign continued to raise awareness, educate public opinion on the severity of the issue and the importance of donation and call for solidarity. As part of the campaign, 70 digital billboards were displayed across Serbia, the campaign video was shown 20,000 times before movie screenings in cinemas, had 400,000 views in healthcare centers, and was broadcast 70 times across major TV networks in Serbia.

