



JTI GERMANY APPOINTS MICHAL BACHAN AS NEW GENERAL MANAGER

Cologne/Trier, March 2nd, 2026 – JTI (Japan Tobacco International) has appointed Michal Bachan as General Manager for the German market, effective January 1st, 2026. From the company's headquarters in Cologne, Bachan will oversee one of JTI's key markets worldwide.

With more than twenty five years of experience at JTI, Bachan brings a wealth of experience into his new role. He has held senior Marketing & Sales positions across Poland, Tanzania and Geneva HQ, most recently serving as Vice President Marketing & Sales for MENEAT Region (Middle-East, Near-East, Africa, Turkey).

As General Manager for the German Market, Bachan's appointment builds on the momentum that the organization has built over recent years. Between 2020 and 2024, JTI Germany increased its total volume by six percent, underscoring the strength of its people, portfolio and long-standing partnerships with trade. With more than 10 percent market share the company is currently the fastest growing major manufacturer in ready-made cigarettes and the market leader in roll-your-own tobacco. Bachan's international commercial background, combined with his deep familiarity with JTI's culture, positions him strongly to guide the German organization through its next phase of growth.

Michal Bachan (48) says:

"I am honored to assume responsibility for JTI Germany and to lead such a talented and committed organization. The achievements of the past years reflect a strong culture and an engaged team. My priority as I step into this role is to listen, learn and understand the business from every angle – our consumers, our retail partners, our teams across the country and in our Cologne office, and the context in which we operate to develop a clear view on our strategic priorities for driving JTI growth mid and long-term.

Together, we will continue building our competitive edge in combustibles while accelerating the growth of Ploom in the heated tobacco category. I am confident that, by combining our collective expertise with the strong culture that defines JTI, we will make 2026 another successful year for our business and our people."

The appointment reaffirms JTI's long-term commitment to the German market and to the people who drive its success. JTI Germany is consistently recognized as a Top Employer and invests over 1 million Euros annually into caritative organizations as part of its community investment. With Bachan's people focused leadership approach, this culture will remain central as the company navigates evolving consumer expectations, regulatory developments and multi-category growth.



Bachan succeeds Gian Luigi Cervesato, who has held the role on an interim basis alongside his responsibilities as Regional President for the Western Europe Region. The Management Board of JT International Germany GmbH, alongside Bachan, continues to consist of Peter Kilburg (Head of Factory) and Nicolas Senic (Entity CFO).

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JTI, a member of the JT Group, is a modern and dynamic international company, passionate about quality and innovation. It sells its products in over 130 markets with the goal of bringing exceptional tobacco and nicotine experiences to its adult consumers. JTI is the global owner of both Winston and Camel, respectively the second and third largest combustible brands in the world. Other global brands include MEVIUS and LD. It is also present in the Reduced-Risk Products category with its heated tobacco brand, Ploom, vaping brand, Logic, and Nordic Spirit nicotine pouches. Headquartered in Geneva, Switzerland, the Company employs over 46,000 people and was awarded Global Top Employer for the eleventh consecutive year in 2025. For more information, visit www.jti.com.

JTI Germany employs more than 2,200 people at its sites in Cologne and Trier. The company is the largest employer in the tobacco industry in Germany and a certified "Top Employer". JTI is the market leader in Make-Your-Own with Winston. It markets other internationally well-known brands such as Camel, American Spirit and Benson & Hedges. With its global brand Ploom, JTI offers potentially reduced-risk products in the heated tobacco category in Germany. For more information, visit jti.com/Germany.

