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President Director of Bentoel Group, William Lumentut, Awarded as the Indonesia Best CEO Again

Jakarta, 14 February 2025 – William Lumentut, President Director of Bentoel Group, has once again been recognized as one of the recipients of the Indonesia Best CEO Awards 2024, organized by SWA Media Group. This prestigious award honors leaders who have successfully implemented smart strategies and effective execution to drive sustainable business growth. This year, the annual event, which has been held for 20 years, adopted the theme “Managing Smart Strategy and Execution towards Sustainable Growth: Transformation Lessons from the Best CEO and CFO.”

With over two decades of experience, William Lumentut has led Bentoel Group to achieve strong business performance. Under his leadership, the company has consistently recorded double-digit growth rates in both sales and profitability for three consecutive years. This achievement is a testament to the effectiveness of the business strategies implemented, despite the declining nicotine market in Indonesia over the past few years due to various external challenges, including regulatory dynamics and the rise of illicit cigarette trade.

Beyond business performance, William also places great emphasis on human capital development. Bentoel Group currently employs over 1,300 employees, with increasing female representation in managerial roles. The company has also successfully developed local talent by sending dozens of employees to work in British American Tobacco (BAT) entities abroad, while maintaining a stable employee turnover rate.

The Best CEO Award was presented to William in the Revenue Category of > IDR 1-10 Trillion, with assessments based on four essential leadership roles: Inspire Trust, Create Vision, Execute Strategy, and Coach Potential. These four pillars serve as a crucial foundation for leaders in driving both business success and sustainability.

This achievement further strengthens Bentoel Group’s position as a company that excels not only in business performance but also in talent development and commitment to industry sustainability. With this recognition, William Lumentut continues to lead Bentoel Group forward toward sustainable growth in the future.

News Release

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William Lumentut, President Director of Bentoel Group, stated:

“This award is not just a personal achievement, but a reflection of the hard work of the entire Bentoel Group team. In facing industry challenges, we always adhere to sustainable strategies and innovation, along with a strong commitment to human capital development. We believe that successful business growth must align with sustainability values for all stakeholders.”

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