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# Hello! Miquel Jordà



2021 has been a brilliant year in which we have learned a lot as people and as a company. With the advent of teleworking, cohabitation bubbles and the new normal, we have adapted quickly and have been able to take advantage of technology and our skills. We have worked as a team more than ever before, fostering collaboration and communication; and it has all been made possible by our attitude in the face of adversity. How we reacted to a situation we could not control says a lot about our great team and our corporate values: transparency, accountability, respect and joy translated into smiles, those smiles hidden behind masks that we have been able to show through our digital meetings.

In 2021 we have continued to grow our team and countries and it has been a fantastic year for us despite the landscape we have been forced to get used to. We have achieved **great results** in a complex scenario in which we have successfully advanced with technology as our ally and people as our centre and raison d'être.

In 2021 we have reached 500M, which represents a 42% growth for the group compared to 2020. The year 2021 has allowed us to excel as a company for another year and to recover the growth trend of previous years.

We should be very proud of what we have achieved in such difficult times.

In terms of digitalisation, Eurofirms is the most sought-after company in 9 of the 17 Spanish Autonomous Communities, our digital presence is important and remarkable and we are reaping the results of all the work we have done. Our candidates have an increasingly digital profile and we know that 76% of them registered in 2021 via our website or app compared to 6% who did so in the physical office, data that make us think about the future and reflect the fact that the digitalisation of society is real and will continue to grow.

There are many challenges ahead and we will continue to overcome them and grow as we have always done, true to our values and growing as a team and in commitment.

Miquel Jordà

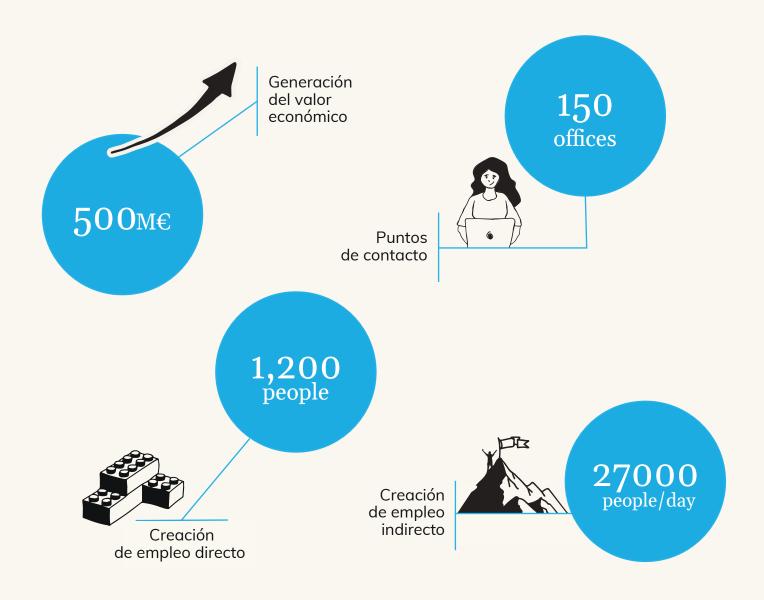
Owner and CEO of Eurofirms Group



## 1. Results



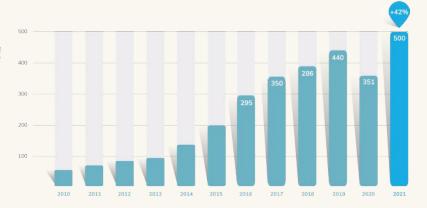
## Cifras sociales





# Invoicing

At Eurofirms we always try to focus on positivity. In 2021 we kept this attitude... and it paid off! We managed to close the year with a record turnover of €500 million, 42% more than in 2020, as a result of activity in Spain, Portugal, Italy, the Netherlands and Chile.



# Team growth

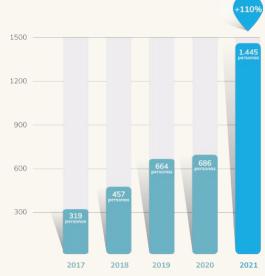
In keeping with our People First culture, one of our top priorities was not only to maintain the team, but to grow it, to take on greater challenges together. Thus, we have grown as a team to 1,173 people. The results go hand in hand with the continued geographical and international expansion of the group. Globally, we already have more than 150 offices in Spain, Portugal, Italy, Chile and the Netherlands.



# Workplace integration of people with disabilities

Great results never come alone. From the Foundation we have also achieved record figures, which gives us confidence and gives us a lot of strength.

During 2021, more than 1,445 job placements of people with disabilities in the world of work. We more or less doubled the previous figure, achieving a growth of 110%.



Our commitment is focused on achieving full equality and inclusion, which is why we have provided advice on the General Law on Disability and support on inclusion and disability awareness to more than 500 companies.

Steps that bring us closer to the entity's objective of creating inclusive environments and facilitating the labour inclusion of people with disabilities.



# Internal growth

#### **Launch of Selection**

In mid-February we launched a new direct recruitment service division, **Selection by Eurofirms**, specialising in the search and selection of technical and middle management profiles. We seek to be the trusted partner of companies, offering **agile solutions and versatility**, whether they need direct, mass, customised or interim management selection processes for specific periods.

Selection by Eurofirms is focused on recruitment by **areas of specialisation**, specifically for the digital, engineering, human resources, finance, sales and marketing, health and legal sectors. For this reason, the team includes consultants specialised in the different professional fields.

We close 2021 with a committed and growing team, reaching 48 people and more than 1,500 selection processes completed together with Claire Joster.





#### **Talent Savior Experience**

In view of the new approach to talent and employee management that is taking shape and gaining momentum internationally, in April Talent Savior launched a new consultancy service, **Employee Experience**, aimed at improving the employee experience for their own well-being.

With this new business proposal, we are taking another step forward in promoting the People First culture to other companies, since the Employee Experience is the sum of what an employee observes and perceives, from the moment he or she is attracted to a company until the last interaction with it, when he or she leaves. Our team provides companies with an analysis of the situation and a report of recommended actions to guide the company towards this new approach.

### **Eurofirms University**

In mid-September, Eurofirms University opened its doors. A platform where people who work at Eurofirms Group have at their disposal a catalogue of courses to grow personally and professionally.

Eurofirms University is a place to find operational training and courses that enhance and complement the skills and competencies of the team. From day one, Eurofirms University offers both basic and specific Eurofirms Group training as well as courses to develop the talent of each person and to be able to add value on a daily basis.



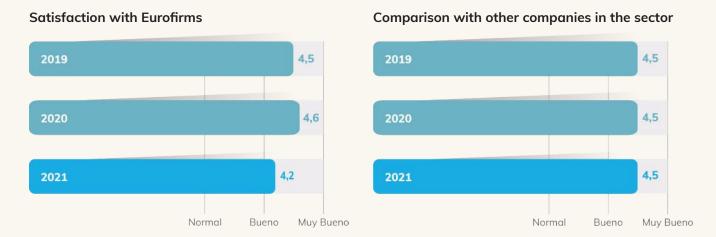
# Satisfaction surveys

Once again, this year, employees, customers and our teams evaluated the Group's service through satisfaction surveys.

In parallel, employees and customers rated us 4.2 and 4.3 out of 5, respectively. On the part of our internal team, satisfaction with the working environment rises to 4.5, achieving a response commitment of 93% participation.

Compared to other companies in the sector, we were rated 4.5 out of 5 by our employees, 3.7 out of 5 by our customers and 4.2 by our team.

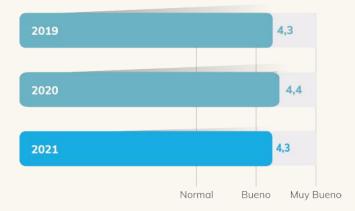
#### **Employee and candidate satisfaction survey**





#### **Customer satisfaction survey**

#### Overall satisfaction



#### Comparison with other companies in the sector

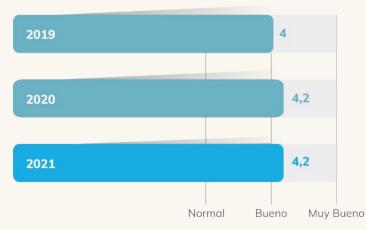


## **Working environment at Eurofirms Group**

#### Working environment at Eurofirms Group



#### Comparison with other companies in the sector





## Procurement

#### **BCM Temporary Employment**

In May we began with the incorporation of BCM Temporary Employment, the temporary employment division of the BCM GestionArte Group, to Eurofirms Group. With this integration we expand our ETT service in Andalusia and Extremadura incorporating new clients, a team of 6 people. We also strengthened our position in the sector and opened a new office in Mérida.

#### Norley

The month of May was very prolific because we also expanded the family with the incorporation of Norley and its 100 employees, a company dedicated to the Contact Centre and especially to telesales services. The integration of Norley meant extending and complementing the service offered by Inneria Contact Center in Langreo (Asturias), focused on customer service. Also, the expansion of the Madrid office offering a specialised sales service, a new specialisation that complements the customer service we have been offering until now.

#### **Prowork ETT**

If spring was prolific in terms of acquisitions, we started the summer by incorporating the temporary employment company Prowork ETT into the Eurofirms family. This new integration meant extending our Eurofirms ETT service in Barcelona, reinforcing the group's positioning in the sector and increasing our presence in Barcelona.

#### **Grup Preven**

And finally... In December it was time for a new addition to the Eurofirms Group: the company Grup Preven. With the acquisition, we are increasing our range of services and positioning in the field of prevention and safety at work.



# International Expansion

#### Italy

In 2021 we landed in Italy, more specifically in Milan, where we opened a new branch office, from where we offer temporary employment and personnel selection services.

Everyone's efforts have paid off. No more and no less than a satisfactory year-end, with 6 offices in the country in the cities of Milan, Reggio Emilia, Saronno, Parma, Torino and Bologna; and a team of more than 30 people.



#### Inneria and the Foundation arrive in Portugal

Both our Foundation and our brand Inneria, specialised in outsourcing, arrived in Portugal during 2021, where they started to offer services of labour integration of people with disabilities and outsourcing of services and activities, respectively.

In Portugal, the Inneria Solutions division got off to the strongest start. For its part, the Eurofirms Foundation launched the #IgualDeDifferentes campaign on the occasion of the International Day of Disability.



## 2. Company culture:

Value-based leadership

#### 2. Company culture



Common sense is often the key to success. And we believe that this has been the case for us: at Eurofirms Group we have succeeded in standing out in the human resources sector by understanding that the most important thing is human beings, plain and simple. Of course, this is not our only competitive advantage; it is the basis of our corporate culture and way of doing things, both of which are guided by ethics and values. If you think about it, doesn't it make sense that in managing people, it is essential to put their well-being first?



# Hello!

The first "Hello!", a new internal communication initiative, took place on 12 March. It was the first of several online meetings in which throughout the year Miquel Jordà, owner and CEO of the company, shared news about the company and answered the doubts and queries of the whole team. Through these meetings, which take place every one to two months, we want to foster transparency and communication and, at the same time, generate closeness between the ownership and the team.

All Eurofirms Group members can send their queries a few days in advance so that Miquel can answer them during the "Hello!".

# Values-based leadership

How to implement a management model and values-based leadership in your company.

Is it possible to run a company without targets and still achieve good results? Is it possible to work and expand without variable payments? What roles do the company's management and leaders play? How do you lead by values?

Through the communication campaign Encantados de conocerte (Pleased to meet you), focused on our customers and potential customers, we provided answers to this and other questions through an e-book that explained our business model: leadership by values. In this way, companies could go deeper, discovering all the keys to implement it in their organisations and learn about its benefits.



# Interview with Miquel Jordà in the blog People first

In early October, Andy Stalman, one of the world's leading brand experts and CEO of Totem Branding, interviewed Miquel Jordà, owner and CEO of Eurofirms Group, to learn more about the group's corporate culture, its beginnings, corporate values and the People First concept.

During the meeting, they also shared their vision on how to address certain business challenges, such as the era of technology or the future itself, from the Eurofirms approach.

You can retrieve the interview on the blog <u>People First</u>, a space of inspiration where we share content with a common axis: people; and we address different topics, trends and news of human interest from different points of view and sectors.





3. Trade fairs and events



# Meeting with Psychology students at the University of Girona

On 25 October we received the visit of the students of the practicum in Psychology from the University of Girona in our central services, where our colleagues from Selection Girona gave them more information about the selection process. A very enriching meeting that allowed us to share synergies on both sides. We shared content with a common focus: people; and we addressed different topics, trends and news of human interest from different points of view and sectors.



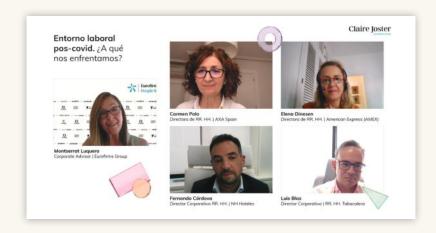


# Post-Covid Webinar Environment. What are we up against?

In the final stretch of June, we held a webinar with Claire Joster where we addressed the new labour scenario after the pandemic and the figure of the leader. As speakers we were joined by great experts in human resources, such as Carmen Polo, from Axa Spain, Elena Dinesen, from American Express, Fernando Córdova, from NH Hotel Group, Luís Blas, from Tabacalera, and Montserrat Luquero, Corporate Advisor of Eurofirms Group.

The meeting was attended by human resources professionals who analysed the concepts that have completely revolutionised the professional sphere over the last year, such as teleworking, remote leadership and the humanisation of the leader.

All Eurofirms Group members can send their queries a few days in advance so that Miquel can answer them during the "Hello!".





# Miquel Jordà, at the virtual meeting "Trust and transparency of companies towards employees"

Our CEO participated in the virtual meeting "Trust and transparency of companies towards employees" organised by the Human Resources Forum and UKG on Wednesday 30 June.

At the event, Miquel Jordà shared the outlines of the group's corporate culture and how the well-being of workers is vital for the sustainable operation of a company. You can watch the event again in this video.

The event was also attended by Martín Carvallo, UKGInc's Sales Manager for Southern Europe; Emilio Cortés, Evolutio's Media Director and President of the Evolutio Foundation; Antonio Sánchez Díaz, General Director of Planning and Public Relations. Juan Carlos Cubeiro, President of Aboutmybrain; and moderated by the CEO and founder of ForoRRHH, Francisco García Cabello.



# Conference on the prevention of psychosocial risks by Talent Savior

Sílvia Roca, Business Leader of Talent Savior, offered a conference on prevention of psychosocial risks for members of Comertia (Catalan Association of Companies in the retail sector), of which we are members.

The participants took part in a day dedicated to psychosocial risks under the theme "How to create psychological well-being in constantly changing environments". On the one hand, Silvia gave a lecture on the importance of psychological care and the accompaniment of people in times of change, and, at the end, a debate took place where consultations were made and experiences were shared.

A day that not only allowed us to share and learn from the experiences of other organisations, but also helped us to position Talent Savior as an expert in the field.



# Sonia Guirado speaker at the third edition of eWoman Girona

On 18 November, Sonia Guirado, consultant of our foundation, participated as a speaker at the 3rd edition of the **eWoman Girona** conference. There, she focused her speech on explaining her more personal story and on promoting the idea of changing the way we look at disabled people, since "**disability is more in the eyes of the beholder**, than in the body of the person who has it". The experience was a great opportunity to explain how the Foundation can help companies.

eWoman Girona is an event dedicated to promoting equality and recognising the success stories of women in our environment.





# Plenary Meeting of the AEC Automotive Committee. Challenges in Talent Attraction and Management

At the end of October, our head office hosted the plenary meeting of

the AEC Committee (Spanish Association for Quality), dedicated to the sector's challenges in attracting and managing talent. We shared the importance of our group's culture: leadership by values and success stories were presented, such as that of the Benteler company.

Among the more than 1,000 companies and 3,500 professionals that make up the association, Eurofirms Group is the only talent management company.

## 3. Trade fairs and events















4. Education and academic qualifications



# Inclusive environments

The Foundation has published a new report on the state of inclusive environments in companies. With this action we sought to provide companies with a snapshot of the current situation of the inclusion of people with disabilities in the workplace and to offer the keys to promote an inclusive culture that has an impact on both the social and business level in organisations.

Following our mission to accompany and guide partner companies, we manage to provide them with a useful tool to detect opportunities and guide companies wishing to develop inclusion projects.





5. Committed to society



# Nice to meet you campaign

During the month of May, we carried out the communication campaign "Nice to meet you", a continuation of the previous campaigns "Hello, how are you?" and "Welcome". In this case, the message focused on getting to know our customers better and what brought us together to provide a better service.

We created a landing page from which you could download the e-book Liderar por Valores (Values-Based Leadership), in which we share our greatest secret: leadership by values and explain how to apply this management and leadership model in companies. The campaign, moreover, was encompassed under the concept "Why do geese fly in V?", which helped us to give it more originality and to make it clear that in companies, as geese do, we must find a formula that allows us to collaborate in a uniform way. You can download the e-book here: Nice to meet you.





# 8M Challenge

On 8 March, International Women's Day, the Eurofirms Foundation launched the 8M Challenge to incorporate 1,000 women with disabilities into the labour market. To this end, the Foundation accompanied the candidates in a 6-month process comprising the phases of orientation, training, empowerment and labour intermediation.

During this time they analysed their competences and expectations from the Foundation, received training in skills development, boosted their self-knowledge and confidence and were given access to job offers that matched their skills.

To raise awareness of this challenge, we created the website <u>www.reto8m.org</u> where companies can join this initiative and candidates can access job offers.







# Foundation Campaign

#### 3 December

On the occasion of the day of people with disabilities, from the Foundation we promote the awareness campaign #lgualdeDiferentes #lgualdeProfesionales to give visibility to the talent and skills that exist beyond a disability and promote an inclusive culture in organisations

At Eurofirms Group we work to eliminate the stereotypes that make the talent of thousands of people with disabilities invisible and to recognise them as professionals so that they can grow. The campaign presented five illustrations to reflect on how people with disabilities are sometimes treated.





# Christmas Campaign

### THANK YOU

Thank you for giving thanks has been our **Christmas campaign**. December is always a month when the most emotional part of each of us comes to the fore.

From Eurofirms we wanted to make this a relevant gesture to say goodbye to 2021 with all our colleagues, with whom we help, collaborate and support each other in thousands of moments throughout the year.

Thus, the "Thank you for being thankful" campaign encouraged an internal chain of gratitude whereby personalised postcards could be sent to all those people who are always there for us. A creative way to surprise colleagues, as the platform allowed to create very original dedications using graphic resources created explicitly for Eurofirms.







**6.** Committed to our team



#### Forum'21

2021 was a year of new developments at our Annual Conference. On the one hand, we had a new name and it was renamed **Forum** and, on the other hand, for the first time it was held in an online format and was attended by colleagues from all the countries where we were present: Spain, Portugal, the Netherlands, Chile and Italy.

Although circumstances did not allow us to meet again with people from different areas and divisions, it was a very special day where Miquel Jordà, president of our company, shared the 2020 results, and Emili Risques, our CEO, highlighted some actions and new challenges for 2021.

This year's theme was the company's 30th anniversary and we shared emblematic moments such as Txabi Franquesa's monologue about Eurofirms Group and its different divisions, the video of some colleagues from Central Services wishing the company a happy birthday dressed as Marilyn Monroe and the speeches of Siri, who led the whole event with great flair.

A meeting that, despite its online format, allowed us to feel the team unity and, as every year, to live a very special day.





#### A carnival at home

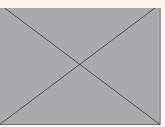
The 2021 carnival was also different from previous ones, as was to be expected. So that everyone in the team could participate, whether they were at home or in the office, we chose a common theme: teleworking, formal upstairs and comfortable downstairs.

Because giving our best version of ourselves and teleworking comfortably from home is also People first and this is what we demonstrated on 12 February.

The people who are part of our team sent us their photos or videos and we made a montage to commemorate the carnival.













### International Day of the Book

23 April is always a special day in our company and this year we wanted to give a gift for the whole team to have a laugh with family and friends. That's why we're giving away Edgar Allan's Book of Answers, a copy based on a fortune-telling game that doubles the good vibes.

Do you want to know how it works? Just ask a question, open the book and your answer will appear.

Do you dare to tell the future while you have a few laughs?





#### WikiÜ

In March we launched **WikiÜ**, the Eurofirms Group encyclopaedia, to publicise our verbal and visual identity so that the whole team could consult the essential words for our day-to-day work.

The WikiÜ consists of 3 sections: **Words**, where you can find the definitions in the corporate glossary so you don't have to ask anyone; **Idioming**, where you can consult the corporate verbal identity guide; and **Brandpoint**, where you can find the corporate visual identity guide with the logos, icons and typographies of each division just a click away.

### IT recruitment campaign

At Eurofirms Group we have always been committed to innovation and technology as the most effective tools for people management, that we develop and improve internally, thanks to the efforts of the IT area.

With more than 60 specialists in our IT team, we are committed to strengthening our team in order to continue to be a leading technology company in the sector. In order to attract programmers for our team, we created the campaign "We are looking for you", which showed the daily life of an Eurofirms programmer, our central facilities, as well as the environment of Girona... In short, our best ingredients for choosing Eurofirms Group as a place to work.

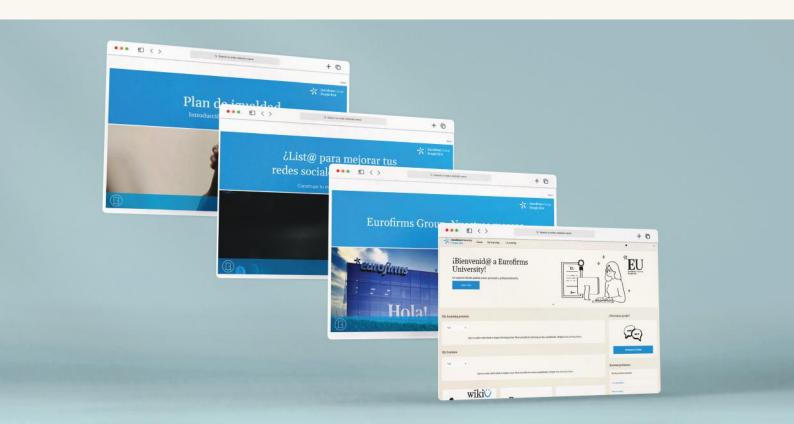




### **Eurofirms University**

Coinciding with the start of the school year, we begin a new internal journey by opening the doors of **our own university**, an online space for our team to grow personally and professionally through new challenges and opportunities.

A platform for all of us to access operational and specific Eurofirms training, as well as courses that enhance and complement our skills and competencies. The aim: to develop talent and add value on a day-to-day basis.





### "Christmas Trees" Competition

The initiative aimed to promote the Christmas spirit among all areas and offices of Eurofirms in a dynamic and creative way by creating their own Christmas tree. Like any project, it deserved a strategy defining in which of the 3 categories to participate: the most sustainable, the most fun or the most creative tree. The gear deserved the involvement of all the joint or personal skills to assemble it, paint it and decorate it together...

The various departments and offices were tasked with winning over and convincing a high-calibre jury, made up of three recent retirees from the company. The goal of team building, decorating spaces and having a good time... Overcome with crosses!



















7. Growing in the digital world



### Eurofirms Foundation

With the arrival of the Eurofirms
Foundation in Portugal, in April we
launched the website in Portuguese to
raise awareness of the Foundation's
work to integrate people with
disabilities into the world of work
and how companies can contribute
to a better world. With its arrival
in Portugal, Eurofirms Foundation
reinforced its presence and
consolidated its services in the Iberian
Peninsula.



### Landing Claire Joster International

In line with the objective of growing and enhancing the activity of the Claire Joster business line, the international version of the website was launched. The site allows Claire Joster's expertise in Executive Search, as well as all its associated services, such as Talent Mapping or RPO, to be made known to an international audience. In addition, the space offers topical content related to talent, international mobility, team building or the effects of the pandemic in different sectors.

services in the Iberian Peninsula.





#### **Eurofirms ETT**

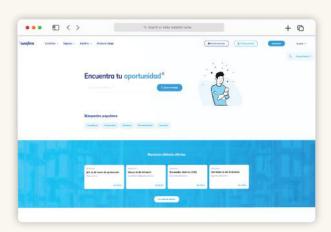
In September we launched the new Eurofirms ETT website, with a renewed image and design. A page focused on the user experience, making it even easier and more intuitive to register for job offers from any device. The website was also revamped with a private area for candidates and employees to facilitate day-to-day operations.

The new website included more than 1,500 job offers: Forklift operators, telemarketers, electricians, electro-mechanics, waiters and cooks were the most sought-after profiles.

New features include improved registration and password recovery, a new job search engine to facilitate the job search and a blog with content focused on the world of work (tips and current issues).

It also included improvements for Eurofirms' temporary workers such as a new digital signature and time entry system, a new section to identify pending tasks, new notifications and alerts to sign pending documentation and the possibility to take courses and answer surveys.

The website was launched in Spain (in Spanish and Catalan) and in Portugal.





# Sectoral landings of Eurofirms ETT

At the beginning of April, we launched new web pages dedicated to the specialisations of Eurofirms ETT contact centre, logistics, agro, automotive, ports y hotel and catering industry.

This allowed us to achieve a double objective: to present the services we offer in each sector in a more detailed way and, as an added value for our clients, to explain the specialisation we provide for each sector, knowing it in depth, including the specific casuistry and legislation.



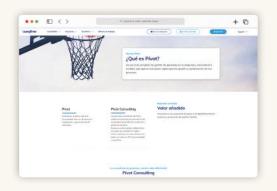


## Landing Talent Savior Experience

The Talent Savior website was extended with a landing page for the new Employee Experience service. It explains what this strategy consists of, the benefits of carrying it out and how Talent Savior helps to create a relationship model with employees, with a direct impact on business, clients and benefits for the company itself.



### Landing Pivot



Within the Eurofirms ETT website, a landing dedicated to the PIVOT service was created, through which success stories achieved by clients are made known. Likewise, to provide added value to customers, the space serves as a platform for content focused on business topics such as talent management or how to achieve greater efficiency in companies; and even how digitisation or artificial intelligence can boost recruitment and team growth.



### New landing for IT talent recruitment

Digital talent is one of the most sought after by companies and the case of Eurofirms Group is no different. We are looking to expand our IT team and are looking for programmers! For this reason, we created a <u>landing page</u> where we detail the advantages of working in our company. Something we reflect in a <u>video</u> showing the daily life of an Eurofirms programmer.

This landing shows the tools and applications that programmers work with, why choose Eurofirms Group as a place to work, who we are, what we offer and pictures of our headquarters, so you can see what it would be like to work in our company.

## Technology and innovation of Group's DNA and are our greed a more efficient, transparent so focused on people's well-being. For the month of June we launched

### Technologically Human

Technology and innovation are part of Eurofirms Group's DNA and are our greatest allies in offering a more efficient, transparent service that is always focused on people's well-being. For this reason, during the month of June we launched a new website where we explain the most important technological solutions that we offer from all the divisions of the group.



8. Acknowledgements



## CornerJob, honoured as one of the best HR companies at the OnCon Icon Awards

CornerJob was honoured in the Top 25 Human Resources Vendor Awards for the quality of its service. The ease of finding jobs and posting job offers by customers and the direct communication between candidates and companies via chat, phone or e-mail were some of the reasons why the company was recognised at these awards.

The OnCon Icon Awards recognise the best HR professionals and suppliers from around the world and highlight their combination of excellent service, contribution to the HR industry through thought leadership and innovation. The award ceremony took place virtually on 26 January.





# The 8M Challenge, more jobs, less gap was a finalist in the "Corresponsables" awards as best corporate video.

The Eurofirms Foundation's 8M Challenge video was recognised as a finalist in the corporate video category. Out of more than 800 vacancies, the video received more than 5,800 online votes and was one of the six finalists in this category.





### Montserrat Luquero, among the most influential people in HR in Spain

Our colleague Montserrat Luquero, Corporate Advisor at Eurofirms Group, was one of the candidates to be recognised as one of the most influential people in the human resources sector in Spain.

HR Digital launched the seventh edition of this initiative in which, after choosing 350 finalists, its readers chose the 10 people who would receive a special distinction. Through their website you could vote for up to 5 people from our sector in Spain to choose the most influential





## Eurofirms Foundation, finalist of the European Diversity Awards

At the end of 2021, the Eurofirms Foundation was one of the 8 finalists of the prestigious European Diversity Awards, in the category Social Entity of the Year, for its work in the normalisation of disability - out of more than 20,000 vacancies.

With these awards, the EDA recognises organisations whose outstanding leadership has made a genuine difference to the equality, diversity and inclusion agenda. Among the finalists, there were only two Spanish entities: Eurofirms Foundation and COCEMFE - Spanish Confederation of People with Physical and Organic Disabilities.





### RSA Seal in Social Responsibility for Eurofirms Foundation

The Eurofirms Foundation received the RSA Seal, Social Responsibility of Aragon awarded by the Aragonese Development Institute. This recognition acknowledges commitment to social responsibility and good business practices and is awarded annually at the Annual Social Responsibility Conference in Aragon.







The result is the sum of everyone's efforts. Let's go for a record-breaking 2022!

