

CSR Report 2021



Dear Friends,

the year 2021 brought various topics into the limelight, however, we can gladly say, that we succeeded in continuing to focus on activities that have been the main focus for us.

As for making the environment of employing people with disabilities better, we managed to create e-books for job seekers and employers which help both parties to better understand each other. We assisted not only individuals, but also many companies.

In the later part of the year, we were pleased to see that Euroguidance Slovakia had noticed our activities and awarded our e-book with National price for career guidance 2011.

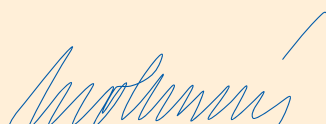
The Academy for Directors program had the chance to run in a hybrid model this year and we offered the attending directors the best support to keep up with the ever changing times.

We also offered support to our own employees. We understand how important sharing company's values are. Therefore, we focused on the core values necessary to keep our company on the right track and we concentrated on an open communication and transparent management.

We managed to wipe out the differences between remote work and work from the office and we have come to the point of naturally highlighting the topics of diversity in our company.

Responsible business is an integral part of our organization.
Please, find the most meaningful activities of the year in this report.

Have a pleasant reading.



Ivana Molnárová

CEO
Profesia, spol. s r.o.



For 25 years, we have been guiding people on their way to a new job and have aimed to provide answers to all questions about the labour market. We run the most visited job portal in Slovakia - Profesia.sk, which is the number one source for people looking for a new job opportunity as well as for companies looking to hire new colleagues. Our portfolio contains products which increase the quality of the labour market environment. There are Platy.sk to provide data information about salaries and benefits or Edujobs.sk, a job portal with job opportunities in education. The online HR tool tulu.sk helps to simplify employee management and document management. A webpage Dielne.sk brings a better overview of sheltered employment centres and social enterprises in Slovakia. Beside Slovakia, we operate in Czech Republic, and since 2002 Profesia has been a part of the Finnish media group Alma Media.

While we continue to fulfil our main business objective, we actively continue to search solutions to social problems, focusing on 3 topics:

- schools and education
- employment of people with disabilities and other marginalized groups on the labour market
- business transparency

These activities serve to fulfil the 3 SDG goals:



Quality education



**Decent work and
Economic growth**



**Partnerships
for the Goals**

We support and are a member of Business Leaders Forum and Slovensko Digital initiative. We signed The Diversity Charter. We support people who lost their jobs because of whistle-blowing or reporting a corruption.

Profesia has published this CSR Report voluntarily for public use in Slovakia. As a part of Alma Media Group we subscribe to Sustainability report, which can be found at profesia.news/ALMA-2021.



Responsibility to employees



We have implemented and kept the option of flexible working hours, so our employees would have the freedom to take care of urgent matters or health issues. Beside work life balance, we also focused on the following topics.

Mental health and core values are very important to our company. We focused to promote values such as transparency and open communication in day-to-day management.

We openly shared our goals and beliefs in connection to social challenges in regular online company meetings. We also paid a lot of attention to each department and how they were doing.

Transparent communication was also translated into our company's benefits. Our HR department held individual meetings with each department to hear their opinions and ideas. This served as a basis for the draft of new benefits' management to provide a better work environment.

The employee feedback was also actively considered when evaluating company-wide employee satisfaction survey.

We managed to introduce open communication at an individual level. Not everyone had been on the same level of giving and receiving feedback and therefore we implemented internal workshops for all employees to develop these skills.

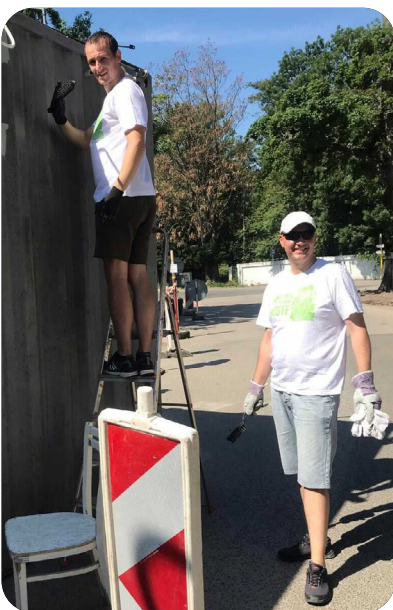
We continued our informal morning online meetings and, on some occasions, we invited interesting guest speakers. They were mostly health and lifestyle professionals or people from non-profit organizations who told us more about what they are doing.

We moved onboarding of new employees to online, so our new colleagues could at least virtually get to know their colleagues and departments. The managers of each department had a key role in this process.

However, we managed to meet offline as well. While working in a hybrid regime means more video calls than offline meetings, we organized an informal team building, while respecting all Covid 19 rules and measures valid at the time. Colleagues appreciated the chance to meet in person and spend some time doing not only work-related activities but play sports or being creative.

During the summer months, the activities organized by our company took the back seat. We granted our colleagues time offline; we postponed our company-wide meetings and took into consideration the needs of the parents among our employees.

Throughout the year we focused on digitizing. Lots of documents, that allowed it, were signed with DigiSign, we used the digital signature not only for internal documents, but also for Academy for Directors program as well. We also focused on developing digital skills of our employees, providing various courses or lectures.



We invested in individual and team development. Our colleagues could participate in Gallup tests and reveal their most significant talents which can be used to strengthen personal development as well as team strengths. We also granted our employees access to various online educational platforms to develop hard skills, IT skills, as well as soft skills.

We continued to fulfil our commitment to the Code of Conduct of the Alma Media Group and the internal regulation measures in connection with notification of anti-social activities. We have clearly defined rights, granted anonymity to employees and put in place a procedure for reporting corruption. Questions about sexual harassment are included in our regular internal survey and our employees can report any inappropriate behaviour directly to the CEO or our HR department.

In 2021 we employed approximately the same percentage of women and men. Parents with small children or handicapped people could use flexible or shortened working hours. This was also a possibility for women returning to work from maternity leave. In Profesia, we proud ourselves in a strong support of diversity among our internal employees.

Responsibility to clients and suppliers



Ethical behaviour towards our clients mirrors our approach to each job ad or CV. Every day, from 7.00 till 19.00 our Customer Support department verifies the content of all job ads and CVs created on Profesia.sk. During the time, when our colleagues are not present, the chatbot Robota is available.

On Profesia.sk, all content with signs of discrimination or containing links to outside pages with inappropriate or unethical content is prohibited. We do not post job ads promoting erotic services. We verify each company that registered on Profesia.sk and the ones that were suspected of unfair practises are not allowed to use our services.

The Customer Support department completed a workshop focused on people with disabilities. In cooperation with the Czech organization National Institute for Autism (NAUTIS), we prepared a workshop that clearly and sensitively explained what autism is and how to communicate with people on the spectrum.

We also worked on setting up support for job seekers with special needs and we prepared an internal document with tips and answers for specific questions to make day-to-day communication for our colleagues easier.

If a candidate non-anonymously reported misleading information in the job ad, or no-payment of salary, we contacted the company and requested an explanation. We have continued to mediate the disagreements among employers and employees/candidates.

In 2021, we achieved 93% of customer satisfaction rate.

All our invoices were paid by due date in 2021.

We held a tender for a marketing campaign for our new CV form. Each agency included in the tender, that created a proposal, was paid an equal and fair fee to acknowledge the time, energy and creative ideas invested in the proposal.

In cooperation with the Slovak Blind and Partially Sighted Union we did an audit of our new CV form. Then our programmers made changes based on the results, so people with visual impairment using assistive technologies could quickly and easily create a professional CV.

Responsibility to the community



We continued to create and strengthen our partnerships with other organizations and non-government sector. Their work and relentless activism show they are irreplaceable in solving various societal issues. We appreciate their work, and we always try to actively support it. We do it mainly by sharing our knowledge of the labour market.

In the beginning of the year 2021, we shared our experience, knowledge and data about labour market trends and possibilities among participants of Skills for Employment training organized by IKEA and the Human Rights League.

In July, we prepared a training for consultants from ALRENATÍVA - Centre of independent life, NGO. We shared current labour market data, data from our surveys and case studies based on our experiences. We presented practical advice how to work with clients with special needs.

Our labour market data and experiences were shared among motivators from We are Equals project and work group Diversity Index. We also participated in a training for public contractors organized by the Office for public Procurement.

We also shared our knowledge with schools. Our colleagues gave lectures with useful tips on how to succeed in the labour market. At the University Career Days in Nitra, we talked about complex topics such as labour market or guidance for students with disability.

Free job advertising and financial gifts

In 2021, schools and educational facilities (in total 1 530) posted 6 094 job ads in total value of 542 366 euros free of charge on the job board Edujobs.sk, it was 1 012 job ads more than in the year 2000. Free of charge job advertising is also available to non-profit organizations, which posted 137 job ads in total value of 12 193 euros in 2021. We also granted them access to a higher level of subscription of our online tool Tulu in total value of 600 €.

Financial gifts (5 884 €) and 2 % of Profesia income tax (16 915,87 €) were donated to increasing employment of people with disabilities, education and transparency in Slovakia.

Data about people on the margins of the labour market

We are continuously monitoring labour market and employment trends. A repeated survey about how successful people with disabilities are finding job opportunities confirmed the need for services that would take into consideration their special needs (mainly career and legislative guidance).

We regularly share our data and survey results with the public. We also share them free of charge with NGOs, so they could support their solutions with verified data and we present them while doing various trainings for institutions. In 2021, we presented our data at the annual meeting of the Diversity Charter signatories and at the discussion about the employment of vulnerable groups at the Inclusivity Film Festival. We presented our CSR activities and strategy at the academic soil of The University of Economics in Bratislava as a part of lectures about sustainable business.

Helping with Heart program

Helping with Heart program continued to increase the chance of the employment of people with disabilities via various activities based on their real needs. We have done it in accordance with our goal to help people with disabilities be more successful while looking for a job at Profesia.sk, as well as with a vision to bring all the answers to all the questions about jobs.

In 2021 we recorded an increased interest from companies to employ this target group. We consulted with various companies that did not have previous experiences. We also managed to connect companies with individuals who found a job opportunity.

At the beginning of the year, we were working on e-books on the topic of employment of people with disabilities. We provided answers to the questions we heard the most at one-to-one sessions with clients. The answers were provided by specialists in the field. We also felt the lack of knowledge from the employers' side, so we decided to prepare another e-book tailored to companies. It contains the overview of the legislation, practical advice and tips for the recruitment process, onboarding, and integration, leading to a long-term employment of the people with disabilities.

The e-books were published in April. We followed the publication of the e-books with an online webinar, called Practical Diversity, a platform for employers and employees to share their personal experiences.

The e-books, the webinar recording, and other useful documents can be found at www.sosrdcom.sk. The webpage also went through a slight touch up to be more concise.

Together with our partners, we helped Tesco with their project to employ people with disabilities. We helped organize a field trip to their store, so the candidates could get to know the environment and the job. It was a successful approach and 7 people found a new job opportunity at Tesco.

The year ended on a positive note. Our e-book was noticed by the jury of Euroguidance Slovakia, and it was awarded The National price of career guidance 2021. We are very proud, because the competition this year was especially tough, with total 20 projects submitted by well-known organizations. Things like these keep us very motivated to continue our work and move further.





Academy for Directors

In October 2018, we began to provide expert help to elementary and high school directors via education program Academy for Directors. Our goal is to motivate modern leadership and support directors in creating a professional working environment at Slovak schools. The Academy for Directors introduces successful HR solutions from the corporate world into the educational system.

55 people registered for the Academy 2020/2021, we chose 21 participants and we assigned 3 additional places to participants from Methodological and pedagogical centres, so they could experience how functional education for directors can look like. All participants successfully graduated from the Academy in May 2021.

In total, 62 directors of elementary and high schools successfully graduated the Academy for Directors till the end of 2021.

The Academy graduates appreciate mostly the knowledge they learned and the possibility to share their daily experiences among other directors. The program starts with an anonymous survey on the managerial and leadership skills of the participants directly from their employees. Furthermore, all participants take part in the Gallup test to discover their talents. Knowing their skills and talents, they enter the first module which is focused on self-knowledge. The second module helps develop teamwork. Directors receive highly practical and operative tools that they can use to gather feedback, strengthen motivation, delegate tasks, and to engage employees. The third module introduces the principles of change management. The impact of graduating from the Academy is measured by doing the managerial and leadership survey among school employees and compare the results before and after graduating the Academy for Directors.

Our graduates appreciate not only the structure of the education, but also the opportunity to discuss and share their experiences among themselves.

Donations and volunteering



In 2021, we took part in clothes donations organized by the Pontis Foundation. We gathered and donated clothes and accessories to The Clothes Library (NGO Šumné), Community Center in Hnúšťa, Diocesan Charity - House for the ones in need in Banská Bystrica, Parish Charity in Sered' and Center for Children and Families in Bernolákovo. Knižnicu oblečenia (OZ Šumné), Komunitné centrum v Hnúšti, Diecéznu charitu - Dom pre núdznych v Banskej Bystrici, Farskú charitu Sered' a Centrum pre deti a rodiny v Bernolákove.

In June, we joined in the biggest volunteering event Naše mesto respecting valid pandemic restrictions. We helped clean and disinfect the interior of a building for Autism Centre Andreas, we painted containers for Cyclo-coalition in Petržalka. Our colleagues in the Czech Republic volunteered at the Family and Culture Center Nová Trojka.

The end of the year, traditionally, belonged to the Giving Tuesday. Our employees prepared Christmas gifts for families in need (NGO Misia mladých) and prepared food packages for families in Kecerovce community, a part of the Omama program (NGO Cesta von).

Responsibility to the environment



In 2021 we took 100 % of electricity from renewable sources. We gradually exchange our car park for hybrid cars. We motivate our clients and customers to use online invoices and in 2021 96 % of all invoices issued by Profesia were online invoices. We joined the Bike to Work campaign. The essence of our business does have neutral impact on the environment, and with simple principles we try to promote an ecological approach in our office.

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