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THE POWER OF TOGETHERNESS

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SUNTEM *Mega*

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ONCE UPON A TIME...

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EVP JOURNEY

Developed strategies were always based on external & internal researches

2018 - 2019	2020 - present
INSPIRAȚIE SĂ TRĂIEȘTI CUM ÎȚI PLACE	CÂND SUNTEM ÎMPREUNĂ, SUNTEM Mega. / TOGETHER WE ARE Mega.

*Challenge: adapting the EVP to the current internal & external context

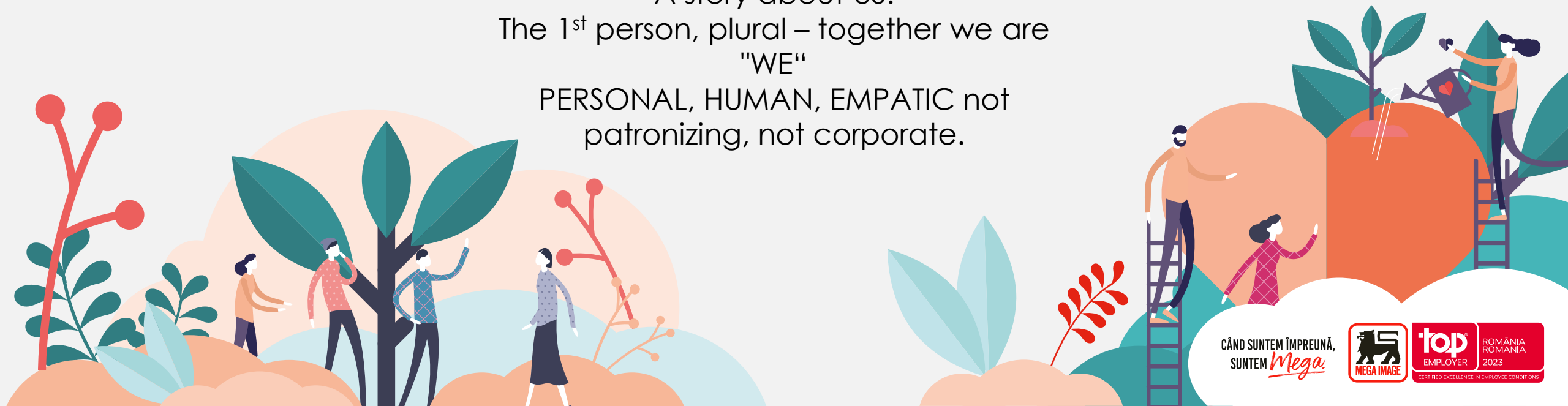
A story about US.
The 1st person, plural – together we are "WE"
PERSONAL, HUMAN, EMPATIC not patronizing, not corporate.

2 STEPS MESSAGE ARCHITECTURE

RATIONAL BENEFIT

+

EMOTIONAL BENEFIT, MEGA COMMUNITY



EMPLOYER BRANDING PILLARS

Mega Community

Collaboration & teamwork

Building engagement through own brand samplings

Trusted employer

Building citizenship through volunteerism activities

Continuous Listening – Collecting feedback

Diversity & Inclusion

Care for employees

Benefits package for each working areas

Discounts for employees through Connect Card

Medical services

Flexi-work & work from home

Safe & healthy workplace

Stability

Performance & Recognition

Recognition events

Understanding organization's objectives

Raising awareness on the importance of every single role in the company

Building a sense of belonging to a bigger group (Ahold Delhaize) – international performance & statute

Growth & Development

Career development

Professional development

On the job training

Educational programs

Evaluation & Feedback

Understanding role and responsibilities

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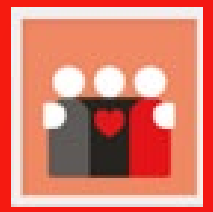

#MEGA COMMUNITY

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OWN BRANDS CELEBRATION

Within the occasion of international days and public holidays:
New Year (Jan. 2), Union Day (Jan. 24), International Women's Day, Easter Day; International Children's Day; St. Mary's Day, National Day; Christmas Day.

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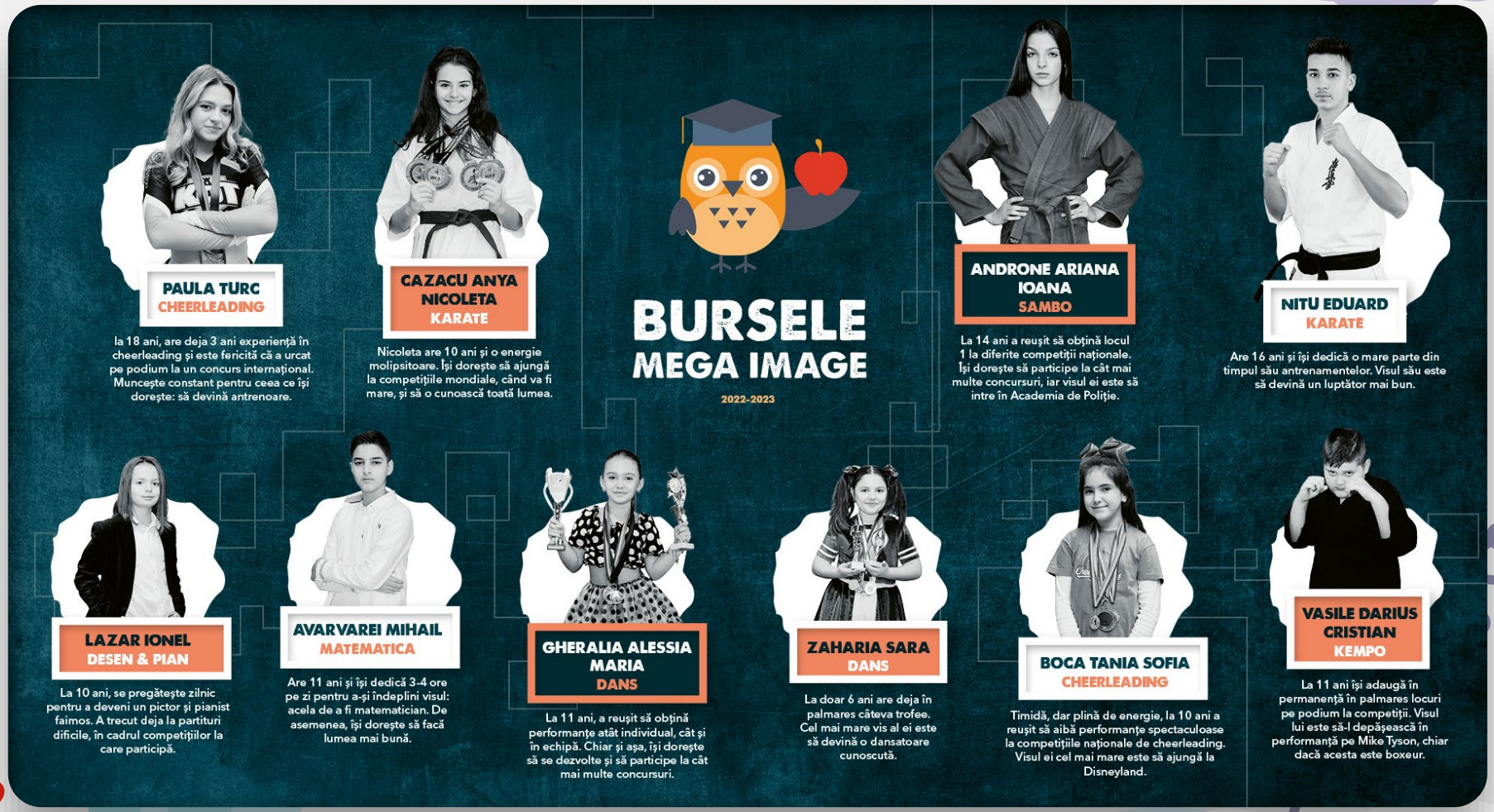
MEGA IMAGE SCHOLARSHIPS

Through this program, we financially support, for 1 year, the children of employees with outstanding performances in the school, artistic and sports fields.

The scholarships cover the expenses related to the purchase of equipment and materials, payment of study hours and participation in professional competitions.



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CARE FOR EMPLOYEES

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CONNECT CARD

- **private label products** discounts
- discounts for **healthy products**
- discounts for **Bake off category products**

+ other special offers

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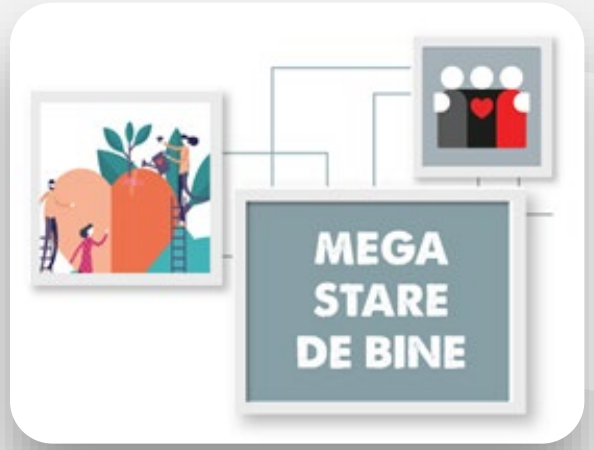
WELLBEING STRATEGY



1 extra paid day off per year
„Wellness day”

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WELLBEING STRATEGY

4mind health benefits

Coaching, therapy session and wellbeing articles

Abdominal and breast screening caravan

1100+ free screenings

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PERFORMANCE & RECOGNITION

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EMPLOYEE OF THE YEAR AWARDS

ANGAJATUL ANULUI

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LOGISTIC EXCELLENCY AWARDS

GALA PREMIILOR EXCELENȚEI ÎN LOGISTICĂ

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GALA BRAVO

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GROW TOGETHER

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12 ACTS OF KINDNESS

This program that integrates all the company's values and reveals in the most authentic and relevant way what defines us: the power of "togetherness".

The internal volunteering program "12 Acts of Kindness" is the initiative that changes lives and through which hundreds of Mega volunteers' (colleagues) are actively involved in the life of the community and who are granted with an extra paid day off per year.

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INTERNAL VOLUNTEERING PROGRAM

1 extra paid day off per year for volunteering acts

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KPI’S

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KPI'S

- **AES (Associate Engagement Survey)** – increase response rate
- **Increase eNPS -** *"I would recommend my company as a good place to work."*
- **Increase employee's pride**
- **Increase retention rate**
- **Increase employee's participation rate at our internal campaigns**
- **MI perception as an employer – rank increase as a Retail employer**
- **Diversity and inclusion** - increasing the D&I awareness and maintaining the AES score regarding "an inclusive workplace"

WHAT’S NEXT?

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MAIN KV EMPLOYER BRANDING CAMPAIGN

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THANK YOU!

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