



Elena Caneva P&C BUSINESS PARTNER

How much  
does it **COST**  
**TO REPLACE**  
an employee?



EMPLOYEE LEAVING, OIL ON CANVAS BY DALL-E

## GENERAL DATA

Company: Atlantic Grupa

Project name: Atlantic Bank

Number of employees:

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IN THE COMPANY: 4500 (all markets)

IN PEOPLE&CULTURE: 61

INCLUDED IN THE PROJECT: 400

Areas covered by the project:

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REWARDS & MOTIVATION

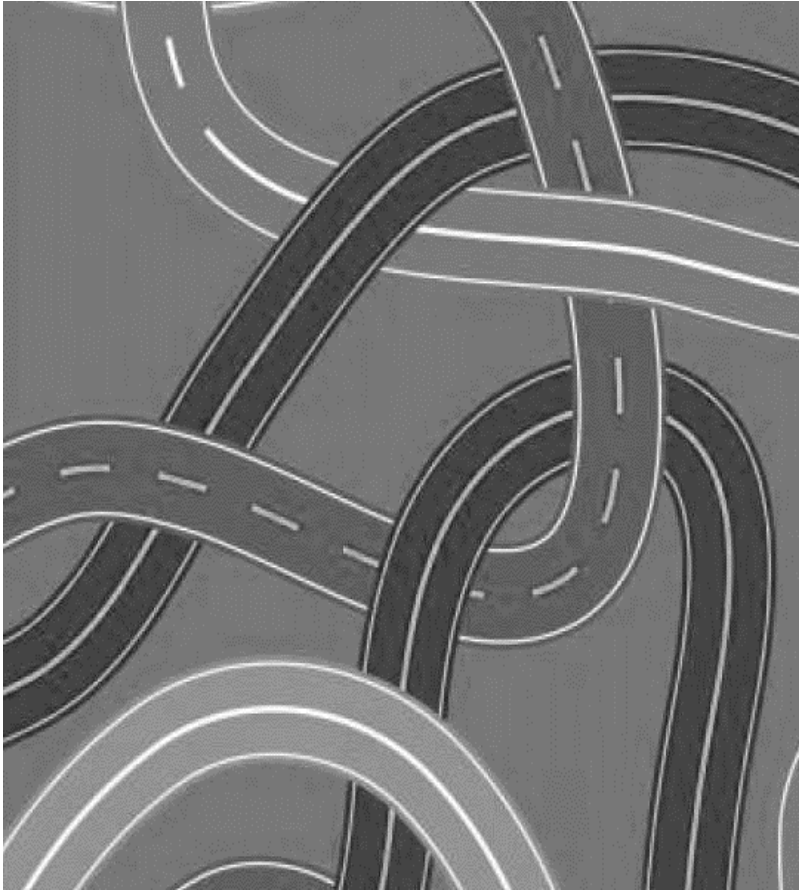
RECOGNITION & RETENTION OF EMPLOYEES

EMPLOYER BRANDING

TALENT ACQUISITION

ATLANTIC BANK





Model that adds **VALUE TO VALUE**



Free Medical Check

Extended Solidarity  
program

Office First,  
Remote Friendly

Sport activities (25+  
Sport clubs & Sport  
Weekend)

RECOGNITION **POPULATION**

Flex benefits

Sabbatical

Atlantic Bank

HOW MUCH?

PROCESS OF  
LEAVING

27% ANNUAL SALARY



PROCESS OF  
RECRUITMENT

23% ANNUAL SALARY



PROCESS OF  
INDUCTION  
AND TRAINING

6% ANNUAL SALARY



DECREASE OF  
PRODUCTIVITY

19% ANNUAL SALARY



TOTAL COST

75%

EMPLOYEE'S ANNUAL SALARY



## Phase 1

- Capital market analysis: new ways of long-term investment
- Cost-benefit analysis
- Guidelines & procedures
- Software upgrade

## Phase 2

- Communication campaign
- Official kick off

### Phase 3

- Opportunity to choose preferred option
- Implementation

### Phase 4

- KPI Tracking
- Program follow up



# Atlantic Bank

ATLANTIC GRUPA

THE HOW?

1. You get your **annual bonus**

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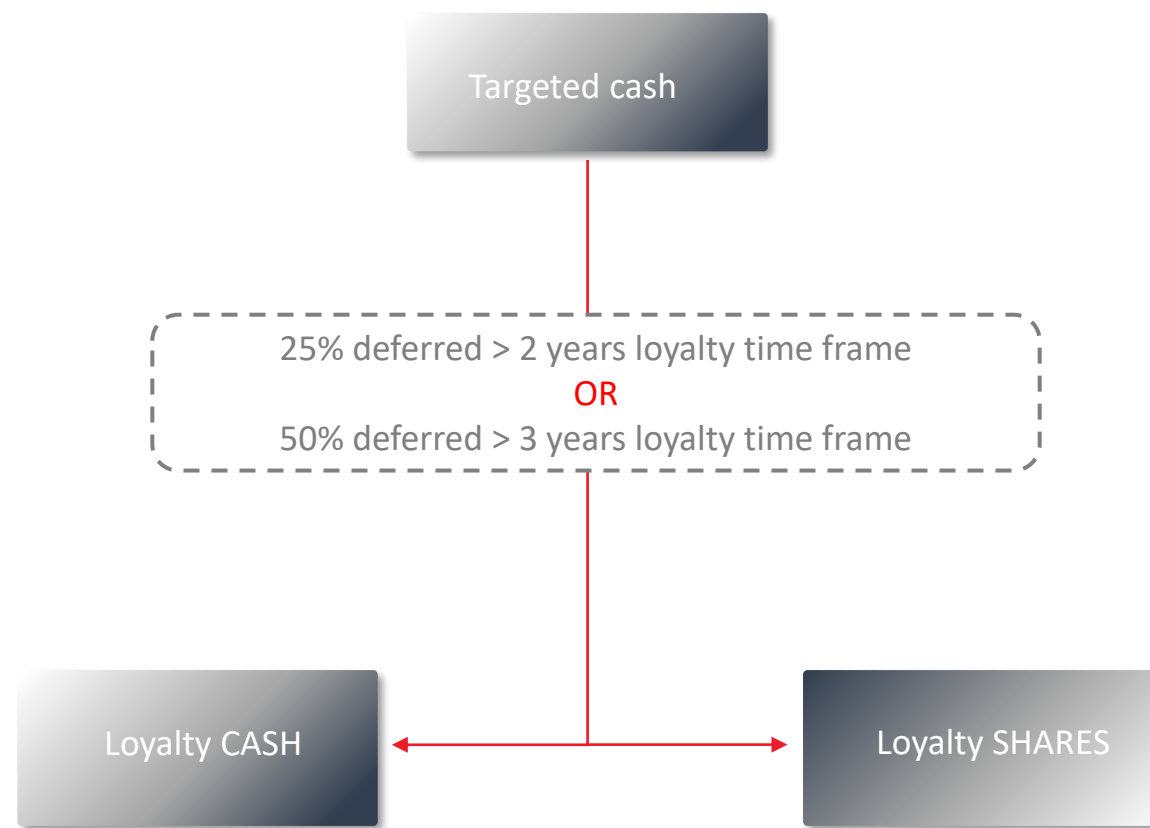
2. Choose **how much& long** do you want to put to Atlantic Bank

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4. Choose **in which format** you want to keep it in Atlantic Bank

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THE MODEL



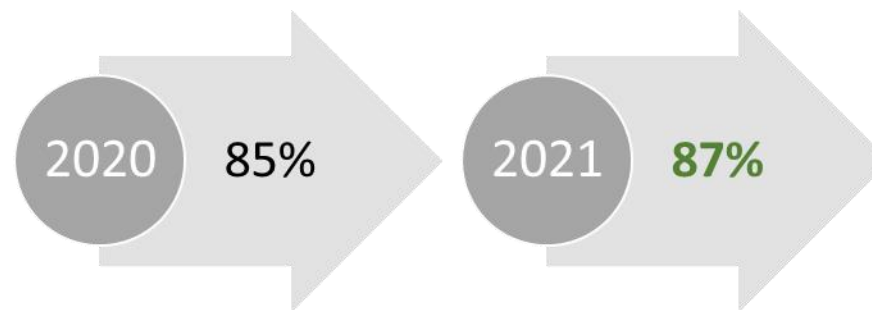
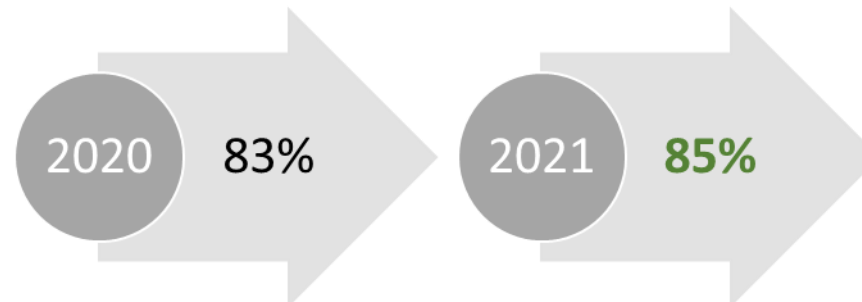
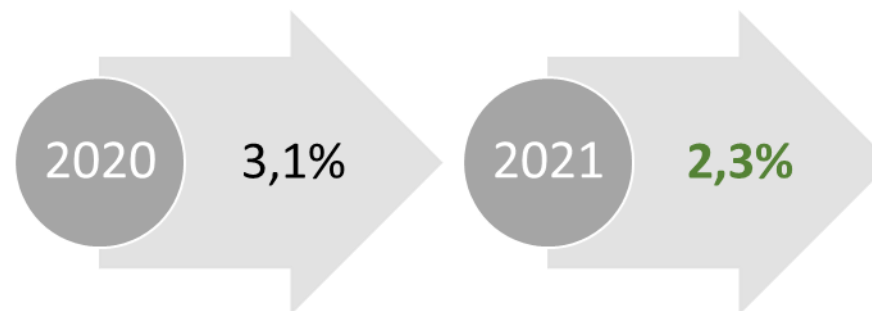
In a nutshell, Atlantic Bank **adds greater value** to our employees **than any other financial institution or instrument available on the market**

OUR PICTURE OF SUCCESS:

# Organization

## COMPANY

- Lower fluctuation of the targeted recognition pool
  - 10% increase of total population over the years
  - Consequently Decrease Talent acquisition costs for key positions
- Increased engagement rate
- Increased employee NPS & employer branding

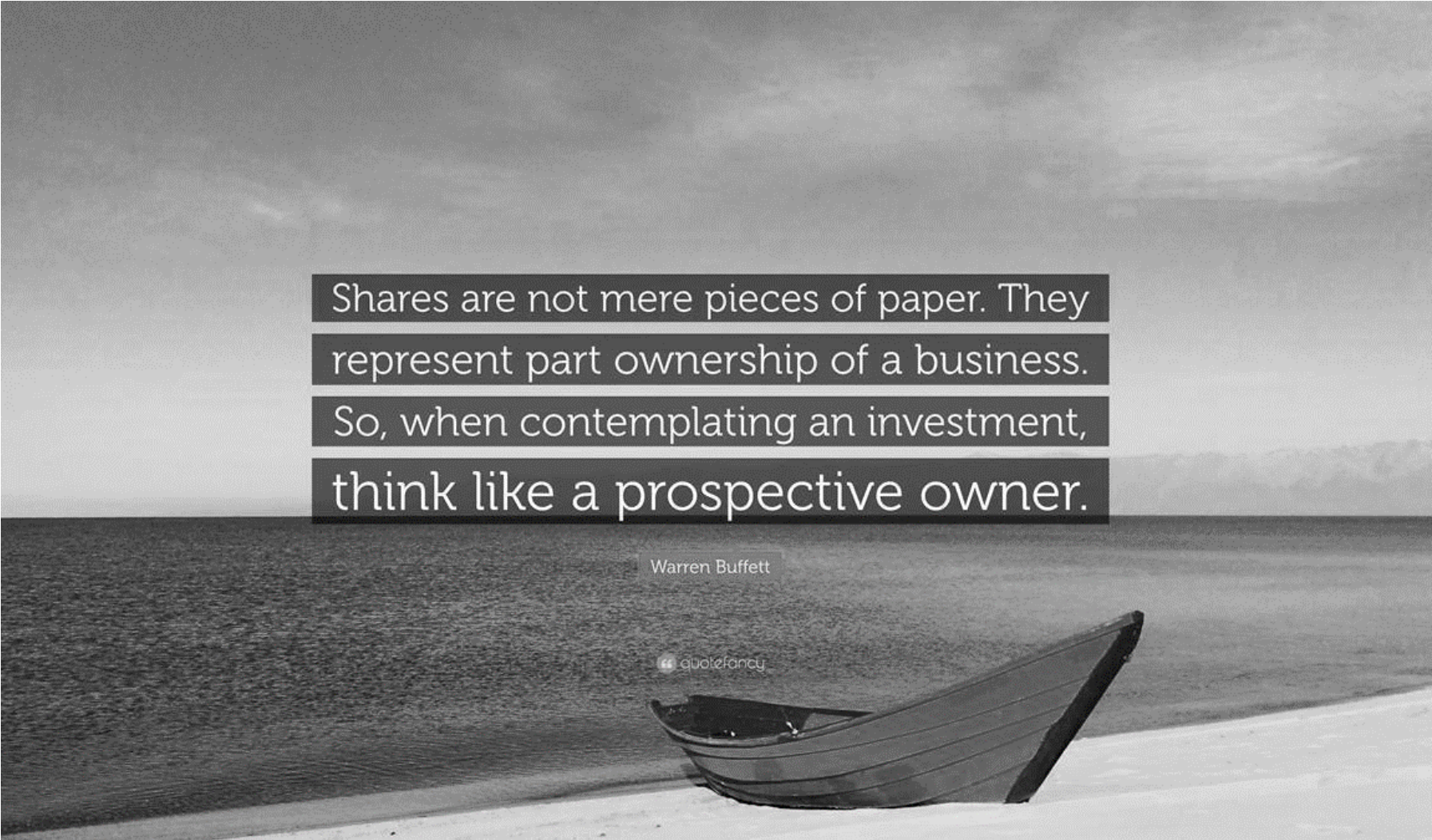


OUR PICTURE OF SUCCESS:

# Employees

ORGANIZATIONAL IMPACT

ATLANTIC BANK



Shares are not mere pieces of paper. They  
represent part ownership of a business.  
So, when contemplating an investment,  
think like a prospective owner.

Warren Buffett

“ quotezany