

FROM VALUES TO VALUE:

BUILDING A SUSTAINABLE
REWARDS STRATEGY
FOR LONG TERM SUCCESS

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softserve

KEY DRIVERS

VALUES

- TRUST TEAMWORK
- GROWTH
- INNOVATION
- WILLINGNESS TO HELP
- EXCEED
- EXPECTATIONS



VALUES



TRUST

We cultivate an environment where trust thrives because of honesty, transparency, and mutual respect.



TEAMWORK

We value collaborative teamwork because it advances the success achieved by strong relationships and a sense of belonging.



GROWTH

We nurture growth, learning, and curiosity within our teams.



INNOVATION

We achieve technical excellence by fearlessly embracing the challenge to experiment and innovate.



WILLINGNESS TO HELP

We are community builders. Our willingness to help is at the heart of what we do.



EXCEED EXPECTATIONS

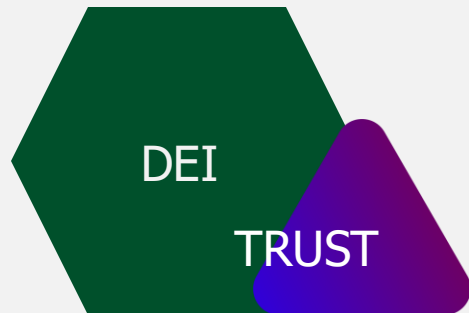
We go the extra mile, measuring our success by exceeding expectations.

SUSTAINABILITY PRINCIPLES



THE TIMELESS FOUNDATION OF CORE VALUES

We build Trust through **transparent and fair** compensation practices through **clear career pathways** with openly communicated **criteria for promotions and salary increases**. This transparency not only fosters Trust but also ensures our rewards strategy **adapts to changing expectations around Equity and Fairness**.



Did You Know Week 2: Company Compensation Ranges

TR Total Rewards Team

Friday 19 July 2024

COMPENSATION RANGES

Dear Team,

We have **Company Compensation Ranges** at SoftServe to ensure internal **pay equity, fairness, and market competitiveness**. These ranges are designed and reviewed based on:

- Market benchmarks and salary forecasts (reports from Mercer, Comptryx, Korn Ferry, Tack TMI – ODM, Willis Towers Watson, EY)
- Inputs from recruitment / GTO team / local HR team / country leaders
- Compa-ratio of existing associates
- Turnover/attrition rates
- Stability of range structure

Ranges are updated annually in **March**, with a mid-year review in **September-October** for significant changes.

You can find the latest [Compensation ranges dashboard](#) for specific job profiles on the [Compensation Management Power BI App](#).

Kind regards,

FOR YOUR FUTURE softserve

My Cabinet

Aiden Arnold Business Title

PROFILES OVERVIEW

ACTIVE PROFILES INACTIVE PROFILES

+ Add Profile

PRIMARY PROFILE

Business Analysis

80% 75% 100% 60%

Technical Communication | Secondary profile

COMPETENCE GROWTH PROFILE COVERAGE

22% (45 jobs)

51%

COVERED JOBS 65/122

22% (45 JOBS)

NOT COVERED JOBS 57/122

23% (44 JOBS)

SUMMARY

Job Level	JUNIOR TECHNIC...	MIDDLE TECHNI...	SENIOR TECHNIC...	LEAD TECHNICA...	EXPERT TECHNI...
Job Coverage	93%	30%	30%	14%	0%
Management Level	4/4	4/5	1/5	0/3	0/5

MAY 2020

Job Level	JUNIOR TECHNIC...	MIDDLE TECHNI...	SENIOR TECHNIC...	LEAD TECHNICA...	EXPERT TECHNI...
Job Coverage	93%	30%	30%	14%	0%
Management Level	4/4	4/5	1/5	0/3	0/5

View Details

Job Level	JUNIOR TECHNIC...	MIDDLE TECHNI...	SENIOR TECHNIC...	LEAD TECHNICA...	EXPERT TECHNI...
New Jobs	10%	0%	0%	0	0%

THE TIMELESS FOUNDATION OF CORE VALUES



COMPANY DAY

To celebrate 30+ year history we provide additional day-off for #Togetherring

DARE TO CARE

Comprehensive program covering mental/emotional, physical, financial, social and workplace well-being.

Offering extensive health coverage, mental health support, and well-being programs ensures our employees are healthy and productive, which is essential for long-term organizational sustainability.



HIGHLIGHTS

74

eNPS

2,894 ^{65% YoY}

users of psychological hotline

71

Health and Well-being score.
11 points above the technology industry benchmark

115

online and offline well-being events

79%

retention rate

2,800+

participants of offline well-being events (**NPS 72**)

94%

of associates state their productivity is 100%

3,700+

participants of online well-being events (**NPS 86**)



Company Culture at SoftServe Systems Ltd

The employee experience below at SoftServe Systems Ltd, compared to a typical company.

92% of employees at **SoftServe Systems Ltd** say it is a great place to work*, compared to **54%** of employees at a typical **UK based company**.



*Responses to the statement "Taking everything into account, I would say this is a great place to work." vs. a typical UK company.

100%

People here are treated fairly regardless of their age.

100%

People here are treated fairly regardless of their race.

98%

This is a physically safe place to work.

98%

When I look at what we accomplish, I feel a sense of pride.

98%

I can be myself around here.

THE TIMELESS FOUNDATION OF CORE VALUES



OPEN TECH

Pro Bono Platform. We partner with NGOs and global organizations and provide opportunity for employees to contribute their paid time and skills for important causes.

ACTIVE PROJECTS

29

COMPLETED PROJECTS

53

VOLUNTEERS

1310

TEAMWORK

CHARITY

MATCHING DONATIONS through OPEN EYES CHARITY FUND

With the support of our company, associates, partners, clients and people who care, we deliver important charitable projects in our communities.

OUR RESULTS

200+

finished projects

\$15,000,000

raised since 2014

250

medical facilities

800+

volunteers

123

ambulances

900 ton

humanitarian aid

THE TIMELESS FOUNDATION OF CORE VALUES

EMPOWERING COMMUNITIES

HIGHLIGHTS

17

pro bono technological solutions developed

1,780

associates engaged into volunteering & charity initiatives



Gold in Technology for Global Good Awards

500

contributors of OpenTech pro bono crowdsourcing platform

65

volunteering & charity projects organized



"Corporate Giver" a Bulgarian Donors' Awards 2023

11,200+

tech professionals engaged in events globally

14,000+

people from vulnerable groups supported through volunteering initiatives



"Best Resilient the Year" award Bulgaria

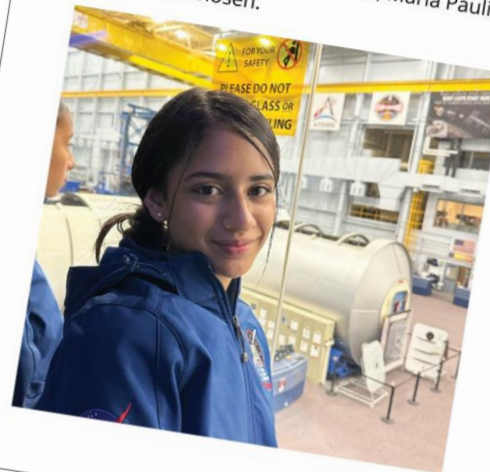
WILLINGNESS TO HELP

EMPOWERING COMMUNITIES

DIVERSITY, EQUITY AND INCLUSION

SHE IS AN ASTRONAUT

Approximately 19,6 million Colombians do not earn enough money to fulfill their basic needs, such as shelter, food, and medical insurance. Fourteen year-old Maria Paulina is part of one such family — her father is unemployed and her mother teaches at a rural school. The opportunities for quality education are limited. SoftServe Colombia, dedicated to promoting IT education and STEM skills to girls from vulnerable communities, joined the She Is Astronaut program as a sponsor for one student. After interviewing 25 applicants, Maria Paulina Millan, was chosen.



Maria Paulina was selected for the program, which consisted of a four-month virtual education phase and a five-day academic immersion at NASA Space Center in Houston. Maria Paulina developed an educational platform for public schools to analyze real-time grades and interests of students to classify them and help them improve their learning.

The program was a life-changing experience for Maria Paulina, giving her the opportunity to meet and be inspired by Alma Stephanie Tapias, a metallurgical engineer, and astronauts such as Michael Foreman and Bill McArthur. Also, she tested her knowledge and STEM skills with academic challenges on robotics and coding.

SoftServe is closely following Maria Paulina's journey, empowering her to become a role model for other girls like her.

WILLINGNESS TO HELP + EMPOWERING COMMUNITIES



THE TIMELESS FOUNDATION OF CORE VALUES

By investing in our employees' professional development, we create a culture of continuous learning that keeps pace with industry changes. Through SoftServe University, we offer extensive training programs.

Last year, over 90% of our employees enhanced their skills through courses and certifications.

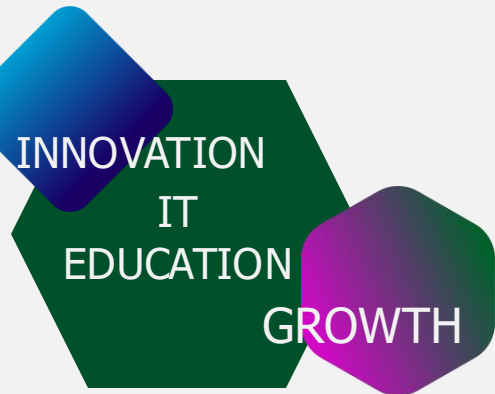
Supporting growth ensures our workforce remains skilled and our rewards strategy remains aligned with employee aspirations.



THE TIMELESS FOUNDATION OF CORE VALUES

Innovation is crucial for staying ahead. We encourage it by rewarding creative problem-solving. Employees who develop groundbreaking solutions receive bonuses and public recognition.

By incentivizing innovation, we ensure our rewards strategy evolves with technological advancements.



2023 AT A GLANCE

GENERATIVE AI LAB

In 2023, SoftServe introduced its Generative AI Lab, empowering enterprises to harness Gen AI for enhanced business outcomes. This initiative broadens SoftServe's AI/ML expertise, focusing on multimodal AI applications and generative model innovation, backed by a specialized team. This move aims to fast-track the adoption of Generative AI from concept to practical application.

Leveraging partnerships with AWS, Google Cloud, Microsoft Azure, and NVIDIA, SoftServe's Generative AI Lab is not just about exploring the latest tech but ensuring these innovations directly benefit clients through a results-driven approach and a proven framework for cross-industry application.



AI DISCOVERY

Research and validation of generative AI applications



AI LAUNCHPAD

Experimentation and testing of AI for specific business cases



AI ADOPTION

Rapid scaling and productionalization of AI

July 4, 2024

UAE Courts Welcome GenAI Advisor Aisha

Company

UAE Ministry of Justice

Approach

GenAI-First

Business Function

Service Operations

Industry

Government & Public Sector

Impact Area

Operational

Foundational Model

N/A

The UAE Ministry of Justice introduces 'Aisha,' a GenAI-powered virtual employee designed to enhance judicial processes and efficiency.

Aisha, utilizing advanced GenAI, generates applications, audio, and images, aiding various judicial tasks. Positioned at court entrances, Aisha provides customers with transaction status updates, writes requests, and offers advice based on an extensive database.

Aisha's primary function is assisting judges. She analyzes millions of past cases, presenting relevant judgments in seconds. This feature significantly reduces case review time and improves the accuracy of judicial rulings, ensuring more informed decisions.

For lawyers, Aisha is a valuable resource. While a typical lawyer may handle around 1,000 cases in a career, Aisha's database encompasses millions. This allows her to deliver comprehensive information and advice swiftly, enhancing legal practice efficiency.



Source: SoftServe

THE TIMELESS FOUNDATION OF CORE VALUES

TELEWORK ALLOWANCE

By supporting remote work, we reduce our carbon footprint. We provide allowances for energy-efficient home office equipment, aligning our benefits with environmental sustainability.

PUBLIC TRANSPORT AND BYCICLE PROGRAMS

We subsidize public transportation and bicycle purchases, promoting eco-friendly commuting options.

ANNIVERSARY PROGRAM

WILLINGNESS
TO HELP
ENVIRONMENT



87%

OF ALL BRANDED GIFTS OF ANNIVERSARY PROGRAM IN 2024 ARE MADE BY RESPONSIBLE BUSINESSES

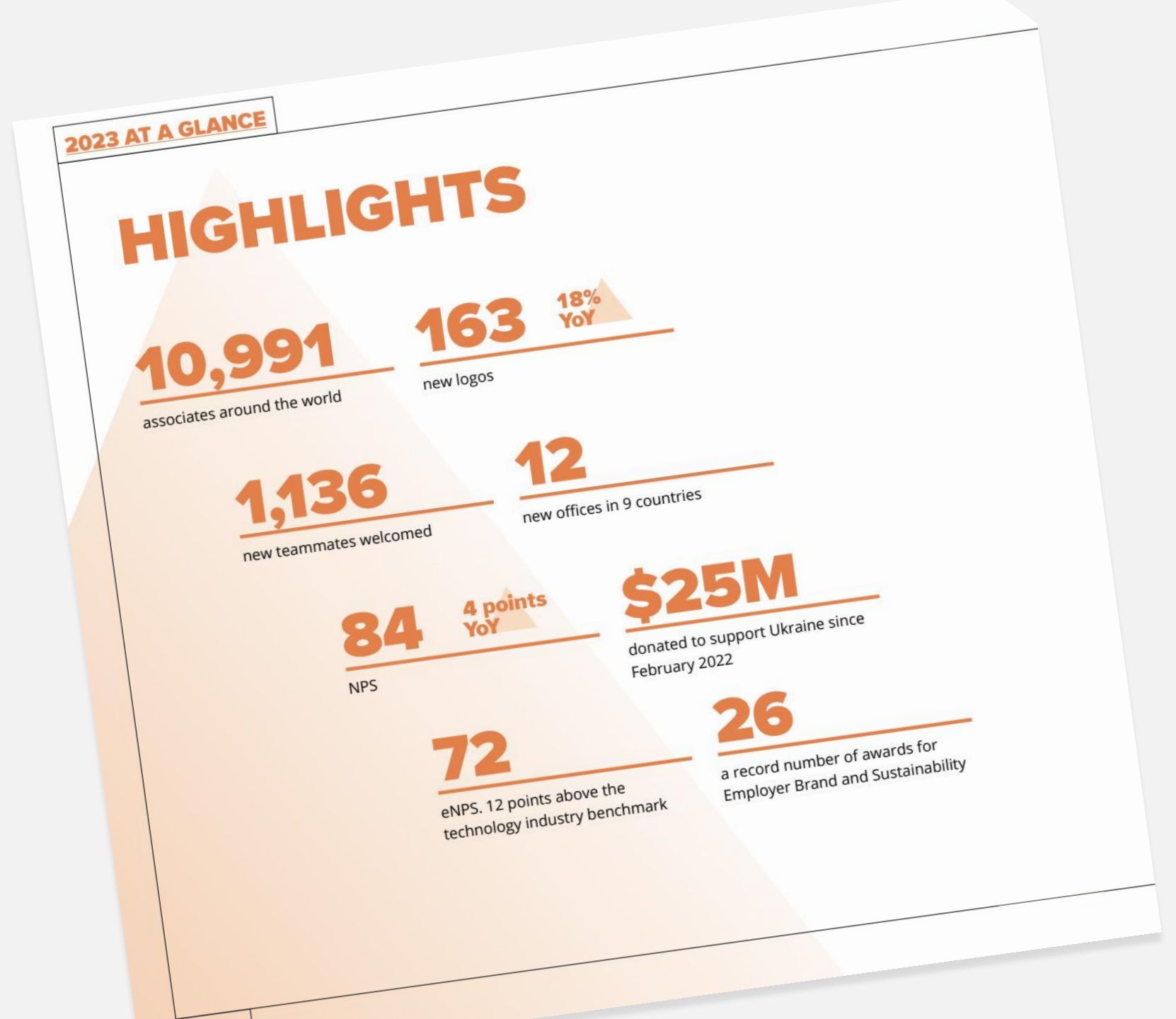
ANNIVERSARY PROGRAM 2024

AND IT WORKS

AND IT WORKS

EXCEED EXPECTATIONS

We go the extra mile, measuring our success by exceeding expectations.





TO BUILD YOUR REWARDS STRATEGY FOR LONG-TERM SUCCESS, ASK YOURSELVES:

- Is your rewards strategy aligned with your core values and culture?
- Does it incorporate sustainability in a way that addresses environmental, social, and economic factors?
- Can it adapt to changing employee needs and societal expectations?

THANK YOU!



**SUSTAINABILITY
REPORT**

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