A Win-Win Solution for International Hires and Employers in OWL
Agenda

- International Hire and Employer Challenges
- Peer-to-Peer Support as a Powerful New Solution
- The InterNations Corporate Membership
- Why InterNations Business Solutions?
3 Common Myths: International Hires and the Employer’s Responsibility

1. Relocation is only about the professional side
   - Relocating for work has a strong influence on a private level which cannot be ignored.

2. The employer should only cover basic expat needs
   - International employees need professional, practical, and personal support.

3. Social integration doesn’t affect productivity at work
   - Unhappy employees abroad cannot focus on work and be successful.
The Lack of Social Integration Support Impacts Various Aspects of Expat Life

EASE OF SETTLING IN

25% consider an early return
Top reason: loneliness

Satisfaction with:
1. relationship with partner
2. financial situation
3. job overall & working hours

Dissatisfaction with:
1. making new friends
2. feeling at home in local culture
3. socializing and leisure activities

(UN)HAPPINESS

Top Contributor: happy with job (60%)

Top Contributor: lack of socializing (50%)

FEELING HOME ABROAD

60% yes

25% no, not yet

16% no, probably never

From the Expat Insider 2019 Business Edition
Germany: International Hires Need More Personal Support

68% miss access to local networking opportunities

60% find it hard to make local friends

44% don’t feel at home in German culture

From the Expat Insider 2018 Business Edition Country Focus: Germany
A New Generation of Employees Brings New Needs and New Expectations

**EXPECTATIONS OF EMPLOYER**
Remuneration needs to include attractive benefits

**WORK-LIFE BALANCE**
They seek to balance their work life and personal life

**PERSONAL GROWTH**
They seek new challenges to remain stimulated

**FAMILY-CENTRICITY**
Employers need to consider family life and dual career couples

**AUTHENTICITY**
They expect employers to cater to their individual needs

**PRONE TO JOB-HOPPING**
They will move on if their needs are not met by employers
Ongoing Peer-to-Peer Support: The Missing Link to Talent Retention

International Hire Lifecycle

"HONEYMOON" NEW LOCATION

"REALITY" NEW LOCATION MISSION CRITICAL

INTEGRATION INTO NEW LOCATION

INTERNATIONS ASSISTANCE UPRONT & ONGOING SUPPORT ABROAD

CHALLENGES

PEER-TO-PEER SUPPORT

CORPORATE MEMBERSHIP

WHY BUSINESS SOLUTIONS?
A Peer-to-Peer Community Provides Helpful Advice for Faster Integration

- INFORMATION ON LOCAL LIFE
- LANGUAGE EXCHANGE
- PARTNER INCLUSION
- FIRST ORIENTATION
- NEWCOMERS’ BUDDY
- TIPS ON CULTURAL DIFFERENCES
- DOS & DON’TS
There Is Something for Everyone with Options for Face-to-Face Networking

**EVENTS**

**What**
- Newcomers' and community events
- Held after work or on weekends

**Where**
- At exclusive and central venues
- With modern entry management

**By who**
- Organized by our Ambassadors

**For whom**
- Free or reduced entry for premium members

**ACTIVITIES**

**What**
- A large variety of get-togethers
- Sharing interests and hobbies

**Where**
- In smaller, more casual settings
- Venues related to types of activities

**By who**
- Organized by our Consuls

**For whom**
- For premium members only

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**Events**
- 6,500 per year

**Ambassadors**
- 1,000

**Activities**
- 60,000 per year

**Consuls**
- 5,500

**Groups**
- 4,100
Sponsored Corporate Membership: What You Get

✓ Easy invitation process and workflow
✓ Employer branding
✓ Detailed reporting
✓ Simple integration of expat partners
✓ Personal customer service
Work Efficiently with the Smooth Sponsored Membership Process

**Step 1: Invitations**
- **Employer Purchases Vouchers**
  - Choose a license model according to the size of the expat population
  - Include partner support by adding the Plus Partner Option
- **Employer Sends Expat Invitations**
  - Promote it through the Invitation Manager in the Business Portal
  - InterNations can support with flyer templates

**Step 2: Registration**
- **Expats Activate Vouchers**
  - By accepting the invitation, expats access a landing page for registration
  - InterNations provides detailed reporting
- **Expats Register**
  - Expats complete their registration and bypass the approval process
  - Those who already have a profile can easily upgrade to premium

**Step 3: Membership**
- **Expats Activate Membership**
  - All premium benefits and features are immediately available
  - Expats are supported by the InterNations Customer Service, and local Ambassadors and Consuls

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**CHALLENGES**

**PEER-TO-PEER SUPPORT**

**CORPORATE MEMBERSHIP**

**WHY BUSINESS SOLUTIONS?**
Increase Talent Retention and Employee Satisfaction

YOUR BENEFITS AT A GLANCE

- Reduce the risk of turnover by supporting social integration abroad
- Make international hires feel better supported by offering improved employee benefits
- Improve HR efficiency by offering a self-service solution at a low cost
- Strengthen employer branding by positioning yourself as a top international employer
- Ensure faster time-to-productivity by improving onboarding and addressing employee satisfaction
- Contribute to happy expat families by providing partner support
We’re the World’s Largest Social Network for Expats and Global Minds

- 3.8+ M members of all nationalities
- 420 cities worldwide
- 70:30 expat:local ratio
- 85% have a university degree
- 50:50 gender split
- 39 average age
- 12 years’ experience in expat sector
- 2007 year founded
- Munich headquarters in Germany
- 140+ team members
- 2017 part of XING
We Ensure Data Protection and Strict Quality Assurance

- PRIVACY
- QUALITY
- COMPLIANCE
- TRUST
- INSURANCE

CHALLENGES  PEER-TO-PEER SUPPORT  CORPORATE MEMBERSHIP  WHY BUSINESS SOLUTIONS?
With InterNations, our international colleagues can build relationships very quickly and create their new social network. It matters to us that they feel socially integrated — not only within Personio, but also beyond work in their private life.

Adriana Sabino
HR Manager, Personio
Some of Your Employees Have Already Signed Up on InterNations

EMPLOYEES WHO ARE ALREADY MEMBERS

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<th>Number of Vouchers</th>
<th>12 month membership</th>
<th>6 month membership</th>
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<tr>
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<td>50</td>
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The Drivers for a Successful Community Opening

- **CORPORATE MEMBERSHIP**
  - A sizeable amount of Premium Members is needed to create a Community
  - Commitment of companies to sponsor a Corporate Membership for their employees
  - Active invitations and promotion of InterNations on behalf of the partners

- **TECHNICAL INFRASTRUCTURE**
  - InterNations provides the full technical infrastructure from the start
  - Including an event calendar, groups, member search and a local forum
  - InterNations promotes the Community to ensure consistent member growth

- **COMMUNITY ACTIVITY**
  - Special attention to the new community by InterNations HQ
  - Recruiting of Ambassadors and Consuls by Community Management
  - Ongoing support and quality management
  - Facilitate regular events and activity postings

A significant amount of Premium Members is needed to open a new Community

InterNations provides the technical infrastructure and ensures ongoing growth as basis for activity

InterNations Community Management will put special attention to activate the Community
Questions!

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