

press release

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Potentialpark 2021: Hera awarded for its ability to attract talent

The Hera Group ranks among the most “talent-friendly” companies, for the fifth consecutive year, according to the Swedish research firm Potentialpark. Recognition comes once again for Hera’s efforts in online and social communication, aimed at young graduates in search of employment: second place overall in Italy and first for the career page on its site

Only a few weeks after obtaining Top Employer certification, for the 12th consecutive year and ranking first overall in Italy for the second year in a row, the Hera Group has also been included once again among the companies with the best ability to attract talent. This has been established by the 2021 Italian edition of the Online Talent Communication study, carried out by the Swedish research firm Potentialpark, that each year drafts a ranking of companies who, through their online communication, are the most attractive for candidates in search of employment.

In Potentialpark’s 2021 edition, Hera came in second in Italy, further improving its position in the overall ranking. Excellent results were also obtained by the Group in specific categories: first in the “Career Website” category, thanks to continuous improvements in the “Work with us” section of the company’s site (<https://www.gruppohera.it/gruppo/lavora-con-noi>). The Group furthermore maintained second place in the Mobile category, for the ease with which candidates may apply using a cell phone/smartphone.

The Hera Group, moreover, has been focusing on innovation for some time now, offering candidates the best available technology. Social recruiting activities, i.e. interaction with candidates on the main social networks, are increasing: this effort was also recognised by Potentialpark, which included the Group in this category’s Top 10, with a significant improvement over previous years.

The Group’s profile on LinkedIn, the main social network for professional relations, continues to grow and has now reached over 80,300 followers.

These are significant results, that highlight the constant and growing commitment shown by the Hera Group towards communication and involving talented people, using all portals and digital tools. In addition to creating and spreading information, in fact, Hera makes efforts to customise its content, to meet the needs of the job market and rank among the best companies to which young people can look with interest.

In fact, numerous activities have been designed to facilitate the application process and provide all information required to understand “life” at Hera. By visiting the Group’s website, young people looking for opportunities can indeed become familiar with the company, obtain information on salary policies, contracts, methods used to improve the balance between private life and professional careers, and learn about the company’s welfare plan and the HerAcademy corporate university, the first in Italy to be created by a multi-utility.

<https://eng.gruppohera.it/group/>

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