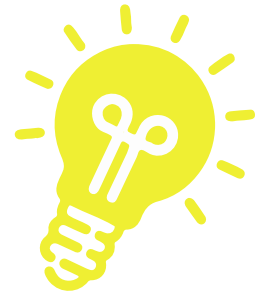


**HOME OF PERFORMANCE**



# Know Us Better

**#HOPRocks**

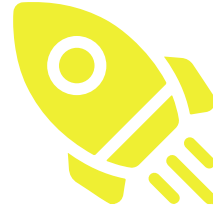


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# Introduction

Through this document we aim to provide you with valuable insights into the world of Home of Performance.

By the time you reach the end, we're confident that you'll have a comprehensive understanding of the company we've built. We are driven by a powerful purpose – to partner with people in our community, fostering sustainable business growth that enriches the lives of all stakeholders and contributes to the thriving economy in the regions we choose to serve.

At Home of Performance, we live by five core values that define our culture: transparency, ownership, nurturing relationships, fostering growth, and embracing fun. These principles are at the heart of our success, guiding us to build strong connections, cultivate personal and professional development, and create a vibrant and joyful work environment. With these values as our compass, we continue to thrive as a united team, passionately committed to making a positive impact in the world of digital marketing. To bring our vision to life and deliver outstanding solutions, we're committed to attracting and retaining the best talent in the industry.

Our organisation is full of exuberance and vibrancy, with a team of brilliant minds working together to drive our shared vision forward. We embrace innovation and encourage each individual to contribute their unique insights and ideas. We value diversity, foster collaboration, and strive for excellence in everything we do.

As you delve into this handbook, we hope you'll find it informative, engaging, and a testament to the exciting journey we're undertaking. Welcome to Home of Performance, where we're passionate about redefining the boundaries of digital marketing and creating remarkable experiences for our clients and our team alike.

***We live by  
5 core values  
that define  
our culture:  
Transparency,  
Ownership,  
Nurturing  
Relationships,  
Fostering  
Growth &  
Embracing Fun***

# Founder's Letter

Dear Team,

I am delighted to address you as the Founder & Managing Director of Home of Performance. From our humble beginnings, we have evolved into a full-service provider at the boutique level, driven by our unwavering commitment to delivering exceptional results.

When I embarked on this journey, my primary goal was to create a company that could provide top-notch services to a select group of clients. However, our growth has surpassed my initial expectations, and today, we stand proud as a global agency with world-class capabilities.

At Home of Performance, we exist for a profound purpose – to empower businesses and drive their success in the digital realm. We believe that the future of marketing lies in harnessing the power of data, technology, and human expertise to create remarkable experiences for our clients.

We understand that in today's fast-paced world, businesses face immense challenges in standing out and reaching their target audience. That's where we come in. Our mission is to be a true partner to our clients, supporting them on their journey to achieve high-impact business growth quickly and effortlessly.

As we continue on this remarkable journey, I am immensely proud of the progress we have made together. Each one of you plays a vital role in shaping our success, and I am grateful for your dedication, talent, and passion. Together, we will continue to push boundaries, exceed expectations, and lead the way in the digital marketing industry.

Thank you for being part of Home of Performance. Let's embrace the opportunities ahead, celebrate our achievements, and continue to make a lasting impact on the businesses we serve.

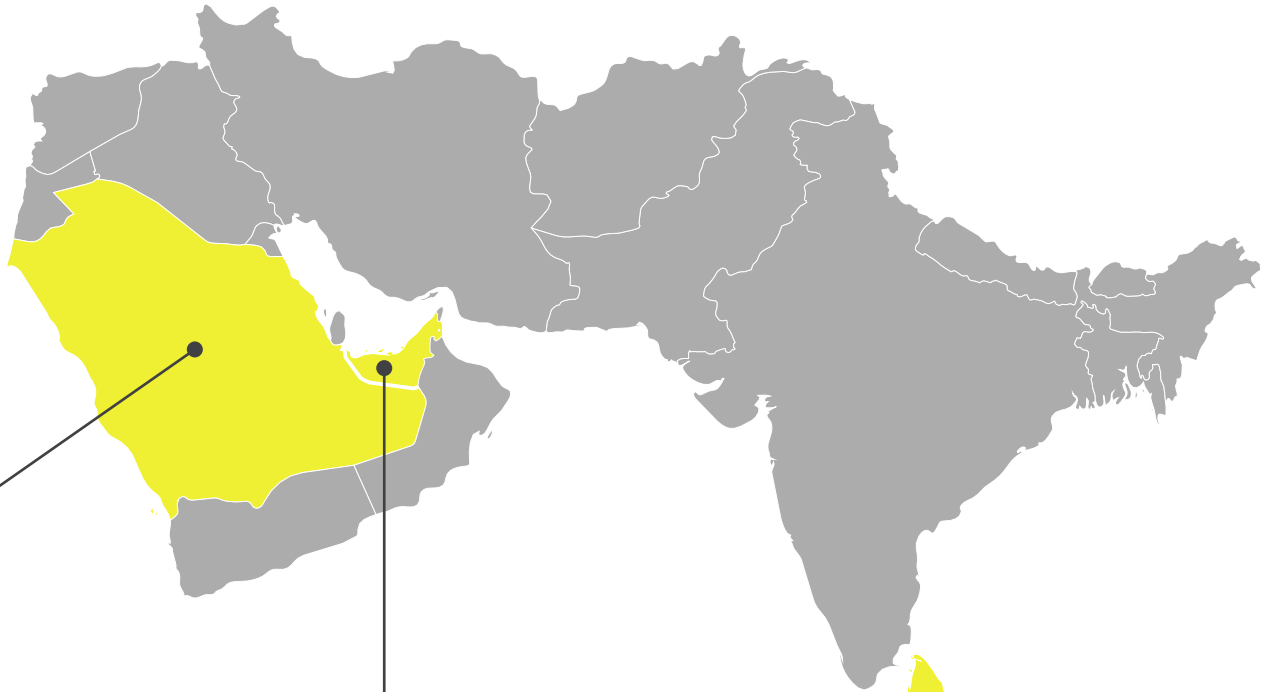


**John Von Hofsten**  
Founder & Managing Director

//  
***Let's embrace  
the opportunities  
ahead,  
celebrate our  
achievements,  
and continue to  
make a lasting  
impact on the  
businesses we  
serve.***



# Our Offices



## Riyadh, KSA

3141, Ibn Malik Road,  
Al Malqa  
Riyadh  
Kingdom of Saudi Arabia

☎ 966 55 034 2635

✉ [info@hop.rocks](mailto:info@hop.rocks)

## Dubai, UAE

Code Business Tower, 8th Floor  
23rd St, Al Barsha, Al Barsha 1  
Dubai  
United Arab Emirates

☎ +971 4 227 8572

✉ [info@hop.rocks](mailto:info@hop.rocks)

## Colombo, Sri Lanka

2nd Floor, Old Bank Building,  
Orion City, #752, Dr Danister  
De Silva Mawatha Colombo 09  
Sri Lanka

☎ +94 11 267 3699

✉ [info@hop.rocks](mailto:info@hop.rocks)





# Our World



# Our Values

## Transparency

'Honesty is the best policy'. We cultivate a culture of open and sincere communication, building trust and fostering collaboration amongst our team and with our esteemed clients.

## Ownership

Embracing accountability and responsibility, we take charge of our tasks and projects, delivering results with unwavering dedication and a sense of pride.

## Nurturing Relationships

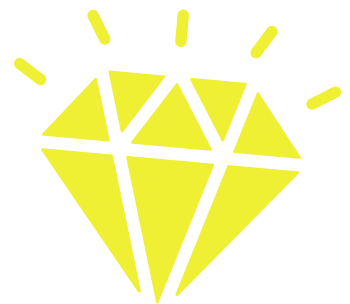
Our focus on building genuine relationships with clients, partners, and fellow team members fosters our supportive and cohesive community.

## Fostering Growth

Empowering our team to seize opportunities for learning and advancement, we nurture personal and professional growth to flourish together.

## Embracing Fun

Celebrating achievements, encouraging creativity, and infusing delight into every step of our journey, Home of Performance becomes a vibrant canvas of excellence and joy.





# Our Journey So Far

Every step of our journey has been filled with dedication, innovation, and remarkable achievements. Join us as we take a nostalgic trip down memory lane and highlight some of the key milestones that have shaped our path.

The logo for PipeDrive, featuring the word "pipedrive" in a lowercase, sans-serif font.The Google Partner logo, consisting of the word "Google" in its multi-colored font above the word "Partner" in a blue, sans-serif font.

## 2020

**February 18, 2020**

Home of Performance Becomes PipeDrive Premium Agency Partner In UAE

**April 13, 2020**

Home of Performance Becomes a Certified Google Partner Agency In UAE

**July 1, 2020**

Home of Performance (HOP) Becomes Adjust Certified Solutions Partner

**September 23, 2020**

Home of Performance Becomes Certified Criteo Partner Agency In UAE

## 2021

**Jun 21, 2021**

Home of Performance Becomes a HubSpot Gold Partner

**Oct 11, 2021**

Home Of Performance Becomes A Certified Agency Partner for HUAWEI Ads





## ● 2022

**Feb 15, 2022**

Home Of Performance Becomes A HubSpot Platinum Partner Agency

## ● 2023

**May 23 -24, 2023**

Home of Performance Takes Center Stage at Seamless Middle East 2023 - The Future of Digital Commerce

**seamless**  
MIDDLE EAST



**#HOPRocks**

# Our Accolades

These awards and nominations reflect our unwavering dedication to delivering real and tangible solutions and bolster our commitment to driving exceptional success for our clients. We are truly grateful for the recognition and proud to share these achievements with you.

## ● 2020



### **MENA Search Awards 2020**

#### **Winner**

**Category:** Best Use of Search – B2C

**Campaign:** Home of Performance & HTMi – Serving Future Hoteliers, One Lead At A Time

## ● 2021



### **Global Search Awards 2021**

#### **Winner**

**Category:** Best Local PPC Campaign

**Campaign:** Home of Performance & The Healthy Home – Killing Germs & The Competition

**Category:** Best Global Start-Up Agency

### **MENA Search Awards 2021**

#### **Finalist**

#### **Agency Category**

Best Small Integrated Search Agency

Best Small SEO Agency

#### **Campaign Category**

Best Use of Search – Finance

Best Use of Search – B2B

Best Use of Search – Retail/ Ecommerce

Best Local Campaign

Best Low Budget Campaign

Best Performance Campaign



### **Sortlist Awards 2021 – MENA Edition**

#### **Winner**

**Category:** Best Closer Award

“The beauty of this agency is that they don’t work with sales staff, and they invest a lot of time and effort in each pitch and proposal. With a research and customer-centric approach, they build predictable and precise strategies that make it easy for our clients to know and understand what each project will yield them in return. This is the reason why the close rate is so high, and why they were awarded the best closing agency.”

Judging Panel – Sortlist Awards 2021 MENA Edition



## ● 2022

### **MENA Search Awards 2022**

#### **Winner**

**Category:** Best Use Of Search – Retail/ E-commerce (PPC)

**Campaign:** Home of Performance & Tavola – Sharpening Knives & ROAS

### **Marcom Awards 2022**

#### **Winner**

**Category:** Best Digital Marketing Campaigns

#### **Award Tier: Platinum**

Home of Performance & Tavola – Sharpening Knives & ROAS

Home of Performance & The Warehouse Gym – Pumping Iron & The Sales Funnel

#### **Award Tier: Gold**

Home of Performance & Alsaree3 – Delivering Food, Delivering Success

Home of Performance & The Healthy Home – Healthifying Homes & CPL's

## ● 2023



### **European Search Awards 2023**

#### **Finalist**

**Category:** Best Use of Search – Finance (SEO)

**Campaign:** Home of Performance & BPC – Enabling Real-life Transactions Organically

### **Global Agency Awards 2023**

#### **Finalist**

**Category:** Best SEO Campaign – BPC

**Campaign:** Home of Performance & BPC – Enabling Real-life Transactions Organically

**Category:** Best PPC Campaign – Tavola

**Campaign:** Home of Performance & Tavola – Sharpening Knives & ROAS

**Category:** SEO Agency Of the Year

**Category:** PPC Agency Of the Year



**Global Search Awards 2023**  
**Finalist**

**Category:** Best MENA PPC Campaign

**Campaign:** Home of Performance & Tavola – Sharpening Knives & ROAS

**Category:** Best Use Of Search – Finance (SEO)

**Campaign:** Home of Performance & BPC – Enabling Real-life Transactions Organically

**Category:** Best Use Of Search – B2B (SEO)

**Campaign:** Home of Performance & O-CITY – Traversing The World Of SEO Smartly

**Category:** Best Use Of Search – B2B (PPC)

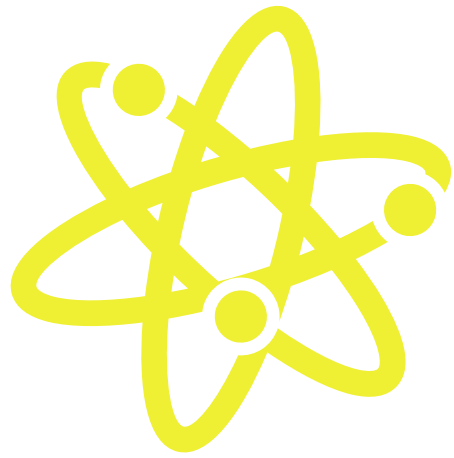
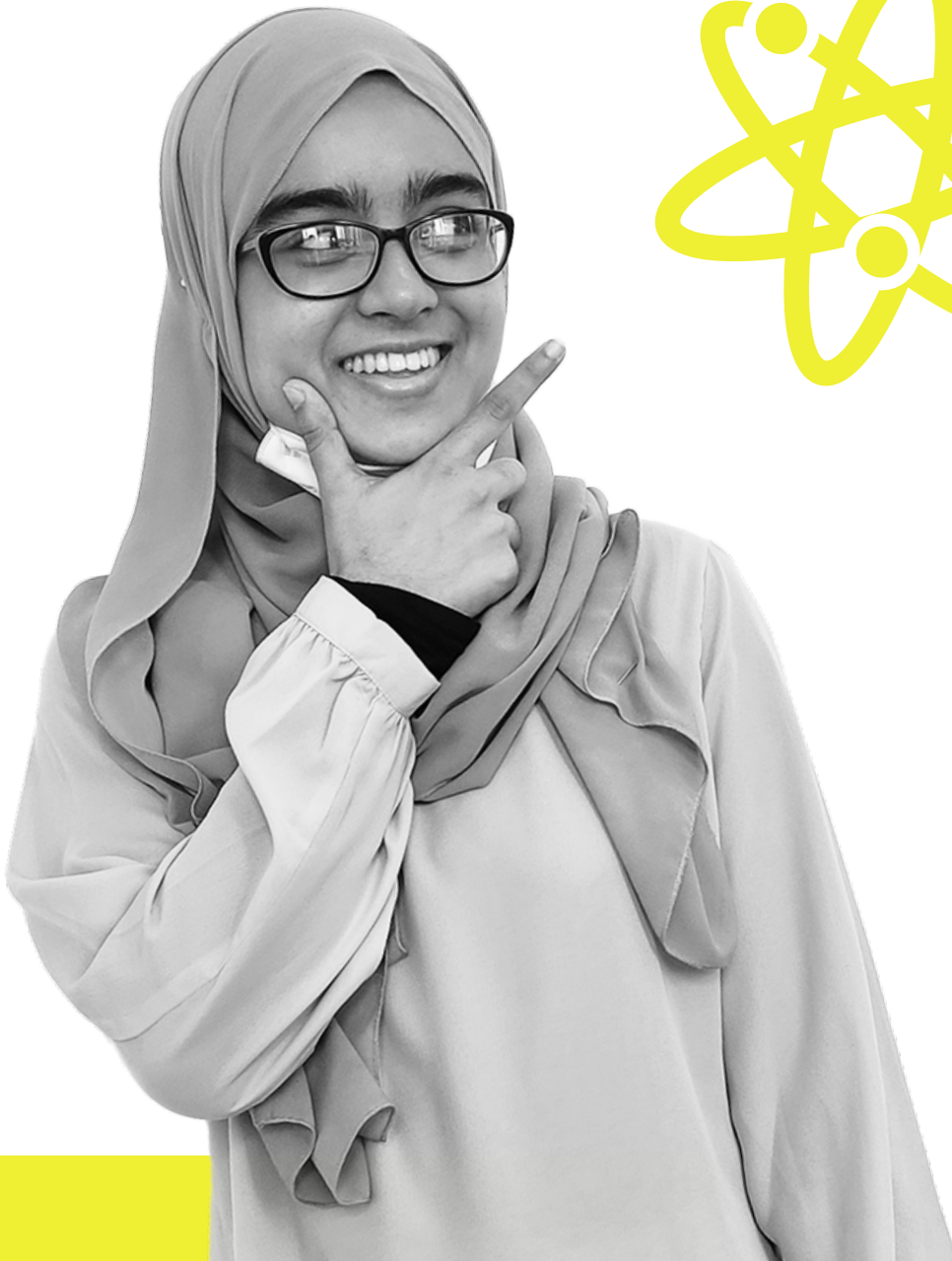
**Campaign:** Home of Performance & LRQA – Certifying The World, One Lead At A Time

**Category:** Best Use Of Search – B2C (PPC)

**Campaign:** Home of Performance & Warehouse Gym – Pumping Iron & The Sales Funnel



# The Basics



# Employment Contract

## Full-Time Employees

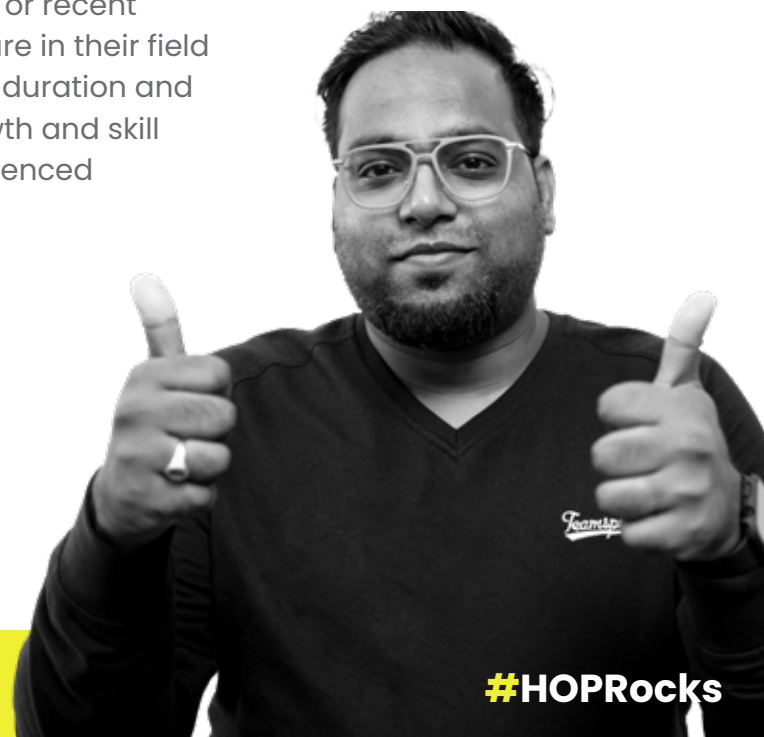
Full-time positions are for individuals who work 45 hours per week. Full-time employees enjoy the benefits and entitlements provided by the company, such as healthcare benefits, and paid time off. They play a vital role in driving the success and growth of our organization.

## Part-Time / Freelance Employees

Part-time and freelance positions are designed for individuals who work fewer hours than full-time employees. These positions are given at the discretion of the management and offer flexibility for individuals who seek a better work-life balance or have other commitments alongside their employment.

## Interns

Internship programs at Home of Performance provide valuable learning experiences for students or recent graduates looking to gain practical exposure in their field of study. Internships are typically of a fixed duration and provide opportunities for professional growth and skill development under the guidance of experienced professionals.



# Communications

At Home of Performance, we understand the critical role that effective communication plays in driving our success. We prioritise transparency and believe in practising what we preach both with our clients and within our own organisation.

## Monthly Meetings

Our Dubai, Riyadh, and Colombo offices come together for monthly meetings to align our efforts, share updates, and foster a sense of unity across our teams.

## Daily Team Huddles

Our daily huddles or work-in-progress meetings provide an opportunity for team members to align, discuss ongoing projects, and address any challenges collectively.

## Internal Messaging Platforms

We leverage Google Chat as our primary internal messaging platform, enabling quick and efficient communication among team members.

## Client Communication

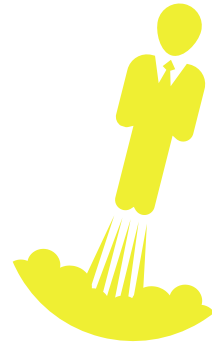
We use platforms such as Slack, email, and WhatsApp to maintain open lines of communication and provide timely updates and support.

## Project Management and Task Assignment

Asana is our go-to project management tool, allowing us to centralize project information, assign tasks, and track progress.







# Your Career



# Joining Us

Once you've successfully joined our team, we want to make sure that your first day at Home of Performance is welcoming and informative. We believe in setting a positive tone from day one and creating an environment where you feel supported and excited about your new role. We'll walk you through what you can expect and provide helpful tips to make your transition smooth and enjoyable.

But our commitment to your growth and development doesn't stop after your first day. We believe in nurturing talent and empowering individuals to reach their full potential. We'll share how we prioritize learning and development opportunities, ensuring that you have the resources and support to thrive in your professional journey with us.



# Our Hiring Process – An Overview

Curious about how we find exceptional talent like you? Let us walk you through our hiring process.

## **1. Application Received**

We receive an application from a candidate, either through their own initiative or as a referral.

## **2. Screening**

We carefully screen the applications, assessing the candidate's experience, education, skills, and their motivation for applying to the role at Home of Performance.

## **3. Phone Screening**

We conduct a phone screening to get to know the candidate better, understand their skill set, and explore what they are seeking in a position at Home of Performance.

## **4. In-person Interview**

The candidate meets with a few individuals from our office. This interview is an opportunity for both the candidate and us to gather more information and assess the fit between the candidate and our company.

## **5. Case Interview**

Depending on the role the candidate is applying for, we may conduct a case interview that includes assignments or tasks related to the specific position. This allows us to evaluate the candidate's capabilities in a practical context.

## **6. Offering**

If the candidate successfully passes the interview stages, we extend a job offer, expressing our desire to have them join our team.

## **7. Onboarding**

Once the offer is accepted, the candidate goes through an onboarding process that includes necessary paperwork, system setup, and orientation to help them familiarize themselves with our company and policies.





# You've been **hired!**

---

## What now?

\*Please note that this handbook is not a work contract.  
It doesn't create an employment agreement.



# Onboarding

## Before Your First Day

We want to ensure that your first day at Home of Performance is smooth and enjoyable. Before you start, we will reach out to gather any necessary information and address any questions or concerns you may have. We understand that starting a new job can be nerve-racking, so please don't hesitate to reach out to us with any inquiries!

## Your Office Buddy

To help you get settled in, we will assign you an Office Buddy. This will be a knowledgeable colleague who has been with Home of Performance for a while. They will have relevant qualifications and resources to assist you in getting acquainted with the office and your new colleagues. They will be there to support you as you navigate your initial days with us.

## Your Manager

We understand that starting a new job can feel overwhelming with so much to absorb. Therefore, we don't have a strict process for how quickly you start working on projects and tasks. During the first two weeks, your manager will schedule an initial one-on-one meeting with you. This meeting will cover topics such as future one-on-one meetings, ongoing feedback practices, and our approach to performance evaluations. We want to ensure that you have a clear understanding of our work processes and that you feel supported from the start.

# Your First Week at Home of Performance

## **Induction**

To start off, you'll participate in an induction session to get to know our company culture, values, and mission. We'll give you an overview of our structure and key departments, so you have a good understanding of how we work.

## **Team Introductions**

You'll have the chance to meet your team members and get to know them. Take this time to learn about their roles and how your work will connect with theirs. We encourage collaboration and open communication.

## **Training and Orientation**

We'll provide you with comprehensive training materials to help you feel confident in your role. You'll learn about our tools, systems, and processes, so you can navigate your tasks smoothly.

## **Setting Expectations**

Your manager will schedule a one-on-one meeting during your first week to discuss your responsibilities and goals. This meeting will clarify expectations, address any questions, and set you up for success.

## **Support and Communication**

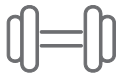
Starting a new job can be challenging, but we're here to support you. Don't hesitate to reach out to your manager, team members, or HR department for guidance or any questions you have.

## **Performance Expectations**

We have high standards for performance, and your manager will discuss key goals and indicators. We'll provide ongoing feedback and evaluations to support your growth and development.

We want your first week at Home of Performance to be engaging and enjoyable. Use this handbook as a guide, and feel free to ask questions and share your ideas.

# Benefits



**Gym or Fitness Memberships**



**Wellness Programs**



**Team-building Activities or Retreats**



**Company-paid Learning & Certifications**



**Paid Parental Leave**



**Maternity Leave**



**Team Celebrations**



**Work-from-Home Option**



**Flexible Work Hours**



**Thursday Team Lunch**



**Office Laptop**



**Tea & Coffee On The House**



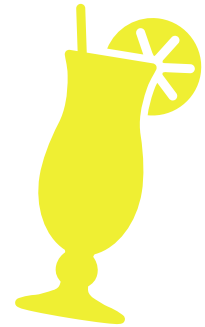
**#HOPRocks**



# Leave Entitlement – Dubai

## Annual Leave:

- You are entitled to 25 working days of leave per calendar year.
- Leave cannot be taken during the probation period.
- All available leave must be taken within the same calendar year.
- In certain situations, with the Managing Director's approval, a maximum of 5 days can be carried forward to the first quarter of the New Year.
- Leave can be taken anytime during the calendar year after the probation period. If you leave the company, any leave taken beyond the earned amount will be deducted from your final settlement.
- Plan and communicate your annual leave as early as the first quarter of the year or at least 30 days prior to the planned leave.



## Sick Leave

### **Paid sick leave**

You are entitled to a maximum of 20 days of sick leave per year after completing 6 months of continuous service.

### **Unpaid sick leave**

This is not available during the probation period or if the illness results from employee misconduct.

- Notify the office manager/HR and immediate supervisor for any sick leave request.
- The employer may require a medical examination or request a medical report for absences of up to 2 days.

## **Maternity Leave**

- Female employees are entitled to a fully paid maternity leave of 60 days.
- After delivery, women are entitled to two additional breaks each day for nursing their child, not exceeding half an hour per break, for 18 months following the date of delivery.

## **Parental Leave**

- Both mother and father of the baby are entitled to 15 working days of paid parental leave from the day of the child's birth, up to six months.

## **Monthly Gained Leave**

- After completing 6 months of service, employees can gain 2 days of paid leave each month.

## **Compassionate Leave (Bereavement Leave)**

- The UAE Labor Law does not have specific provisions for compassionate leave.
- Employees may request to deduct leave from their annual leave or discuss unpaid leave or alternative arrangements with the employer in case of the unfortunate demise of an immediate family member.

# Leave Entitlement – Sri Lanka

## Annual Leave:

- First Year – You will be entitled to one day of leave for every completed two (02) months of service.
- Second Year – You will have a maximum of seven (07) days of leave referred to as 'Casual Leave'.
- From the second year onward, the number of annual leave days will be based on the quarter in which you joined the company:
  - If you joined between January and March: 14 days of leave.
  - If you joined between April and June: 10 days of leave.
  - If you joined between July and September: 7 days of leave.
  - If you joined between October and December: 4 days of leave.
- Each calendar year of continuous employment entitles you to fourteen (14) days of leave referred to as 'Annual Leave'.



## Casual and Sick Leave

First Year – You will be entitled to one day of leave for every completed two (02) months of service.

From the second year onward, you will have a maximum of seven (07) days of 'Casual Leave'.

## **Maternity Leave**

- Maternity leave is 12 weeks (84 days) of paid leave, excluding weekly holidays, Poya days, and statutory holidays.
- Out of the 12 weeks, 2 weeks (14 days) of leave are taken before confinement (including the day of confinement), and 10 weeks are taken following the day of confinement.

## **Parental Leave**

- Employees are entitled to a parental leave of 15 working days from the day of the child's birth, up to six months.
- This parental leave is a paid leave that can be applied for by both the mother and father of the baby.

## **Casual Leave:**

- First Year – You will be entitled to one day of leave for every completed two (02) months of service.
- From the second year onward, you will have a maximum of seven (07) days of 'Casual Leave'.

## **Monthly Gained Leave**

- During the first year of employment, employees will be entitled to one day of paid leave for every two (02) months of completed service.

## **Compassionate Leave (Bereavement Leave)**

The Sri Lanka Labor Law does not have specific provisions for compassionate leave.

Employees may request to deduct leave from their annual leave or discuss unpaid leave or alternative arrangements with the employer in case of the unfortunate demise of an immediate family member.

# Career Development

We believe in fostering a culture of continuous learning and professional growth. Our career development framework is designed to provide clarity, transparency, and opportunities for advancement. We want every team member to understand what is expected of them and how they can excel in their roles.

The career ladder at Home of Performance is closely tied to our performance review process and transparent salary bands. We aim to create a level playing field where everyone has a clear understanding of the expectations and criteria for career progression.

**Currently, we have the following areas in our career ladders:**

- **Marketing**
- **Technology**
- **Creative**
- **Strategy & Admin**

Within each career ladder, we have defined competency levels and clear criteria for advancement. We encourage open dialogue and regular performance discussions to help you identify areas for growth and chart your career trajectory.

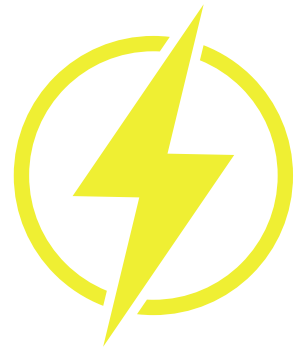


# Performance Review

Our performance evaluation system is designed to provide meaningful feedback, support professional development, and align individual goals with HOP's objectives.

## **Bi-Annual Reviews and Annual Evaluation**

Our performance evaluation system consists of bi-annual reviews, which form the foundation for the annual evaluation. We have moved away from solely relying on lengthy and vague annual goals. Instead, we utilize a combination of short and long-term priorities that offer greater flexibility, practicality, and relevance to individuals and the organization. This approach ensures prompt attention to priorities and performance while maintaining alignment with HOP's overall objectives.



## **Performance reviews at HOP are built upon three essential blocks:**

### **Goal Achievement**

Ability to meet or exceed the goals and targets set for their role

### **Competencies and Skills**

Demonstrated competencies & skills relevant to the job responsibilities.

### **Behaviours and Values**

Adherence to the organisation's values, code of conduct, and expected behaviours.

# Overall Rating

Based on the outcomes of these evaluations, an overall rating is assigned using the following scale:

## **Outstanding** ★★★★★

Reserved for exceptional performance that consistently exceeds expectations, reflecting an outstanding level of achievement, innovation, and impactful contributions to the team and the organization as a whole.

## **Exceeds Expectations** ★★★★☆

Signifies performance that consistently goes beyond what is expected, demonstrating a strong level of proficiency, initiative, and the ability to deliver high-quality results, often exceeding predefined goals and targets.

## **Meets Expectations** ★★★☆☆

Indicates performance that meets the defined expectations for the role, reflecting a solid level of competency, adherence to deadlines, and satisfactory achievement of goals and objectives.

## **Improvement Needed** ★★☆☆☆

Suggests that performance is falling slightly below the expected level, identifying areas where improvement is necessary to meet desired standards. Constructive feedback and guidance will be provided to enhance skills and performance.

## **Unsatisfactory** ★☆☆☆☆

Reflects performance that consistently fails to meet expectations, indicating significant areas of improvement that require urgent attention. A performance improvement plan may be implemented, outlining specific actions required to bring performance up to the expected standard.

\*Note: Performance reviews serve as the foundation for annual salary increments.



# Promotion Process

To be considered for a promotion, the following criteria need to be fulfilled:

- Maintain consistently high performance ratings that exceed expectations.
- Demonstrate proficiency in your current role by delivering skills and meeting expectations.
- Showcase the potential to perform at the level required for the desired future role, indicating readiness for increased responsibilities and higher-level challenges.

Once the employee and the manager mutually agree that the eligibility criteria have been fulfilled, the next steps are as follows:

- 1.** The employee, with the support of their manager, will prepare a promotion application that highlights their accomplishments, skills, and readiness for the desired promotion.
- 2.** The manager reviews the promotion application and assesses the employee's readiness for promotion. They consider factors such as performance, skills, and potential for growth.
- 3.** The promotion committee consists of individuals with relevant experience working closely with the employee. They provide valuable insights and perspectives to support the decision-making process.
- 4.** The final decision regarding the promotion rests with the management team. They consider the recommendations from the manager to make an informed decision on the employee's promotion.

# Salary Bands



We value the contributions of our employees and acknowledge that their commitment drives our success. Therefore, we adopt a performance-based approach to compensation, where pay is closely aligned with individual performance, achievements, and the value they bring to the organization.

While we prioritize fair compensation based on performance, the final decision regarding salary bands and adjustments lies with the management team. They carefully evaluate various factors, including performance, market benchmarks, and budget considerations, to arrive at decisions that align with our overall organizational goals.



# Sri Lanka

## LKR

	Marketing			Technology	
	Paid Media	Social Media	SEO	Developer	Data & Analytics
L1	80K-130K	80K-130K	100K-150K	100K-150K	N/A
L2	130K-200K	130K-200K	150K-200K	159K-200K	150K-250K
L3	200K-300K	200K-300K	200K-400K	200K-400K	250K-400K
L4	300K-500K	300K-500K	400K-600K	400K-600K	400K-600K
L5	500K-800K	500K-800K	600K-800K	600K-800K	600K-800K

	Creative		Strategy & Admin		
	Content	Design	Strategy	Finance & HR	Sales & Marketing
L1	60K-100K	60K-100K	N/A	80K-130K	100K-150K
L2	100K-150K	100K-150K	N/A	130K-200K	159K-200K
L3	150K-250K	150K-250K	250K-400K	200K-300K	200K-400K
L4	250K-400K	250K-400K	400K-600K	300K-500K	400K-600K
L5	400K-600K	400K-600K	600K-1000K	500K-800K	600K-800K

# UAE | Saudi Arabia

## AED / SAR

	Marketing			Technology	
	Paid Media	Social Media	SEO	Developer	Data & Analytics
L1	6K-9K	6K-9K	6K-9K	6K-9K	6K-9K
L2	9K-12K	9K-12K	9K-12K	9K-12K	9K-12K
L3	12K-16K	12K-16K	12K-16K	12K-16K	12K-16K
L4	16K-20K	16K-20K	16K-20K	16K-22K	16K-22K
L5	20K-30K	20K-30K	20K-30K	22K-35K	22K-35K

	Creative		Strategy & Admin		
	Content	Design	Strategy	Finance & HR	Sales & Marketing
L1	5K-7K	5K-7K	N/A	4K-6K	6K-9K
L2	7K-9K	7K-9K	N/A	6K-8K	9K-12K
L3	9K-13K	9K-13K	15K-20K	8K-10K	12K-16K
L4	13K-15K	13K-15K	20K-25K	10K-20K	16K-20K
L5	15K-22K	15K-25K	25K-40K	20K-25K	20K-25K

# Offboarding

We believe that every journey has its seasons, and when it's time to say goodbye, we do it with gratitude and care. Offboarding employees is as important to us as welcoming new ones, and we strive to make this transition as smooth and positive as possible.

As part of our commitment to continuous improvement, we conduct a comprehensive exit interview led by our HR team. This valuable feedback session allows departing employees to share their experiences, insights, and suggestions, helping us identify areas for growth and refinement. We take their feedback to heart, using it to fine-tune our processes and create an even better work environment for future team members.

Farewells are celebrated with heartfelt appreciation and warm memories, as we acknowledge their achievements and positive impact. We extend our best wishes and stay connected with departing team members, inviting them to events and gatherings, cherishing the relationships we've built.



# Thank you for your time!

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