

LINK Educational Alliance Employee Recognition Awards Program

“Every company should have its corporate values defined, but an employee’s personal values are just as important for the company. Employees should build their careers only in companies with values similar to their own. Otherwise, they will be at odds either with the company or with themselves. And the same goes for companies.”

Dr. Valentin Kuleto

I ABOUT THE PROGRAM

Employees want something more than a good pay and fine benefits: they want to be treated right, to make a significant contribution to the organization through their work, and to be appreciated and rewarded for their effort; to do an interesting job in a stimulating environment. To show appreciation of its employees’ efforts and contributions, LINK Educational Alliance hereby adopts the Link Educational Employee Recognition Program, whose goal is – to recognize the employees and their contributions, and to express gratitude and pride which the company feels due to its employees’ achievements.

LINK Educational Alliance especially recognizes contributions in the following aspects:

- availability to different organizational parts and services;
- loyalty to the group;
- readiness to take part in activities that are not strictly included in the job description;
- noteworthy performance over a longer period of time by employees who add quality to work processes and products and provide top service to students, build morale, keep clients, accept and represent change;
- entrepreneurial achievements that contribute to the growth and development of the group, through introducing new products or improving the existing ones, innovations and improvements to system quality, market diversification, and the realization of technological advancement;
- employees’ personal and professional development and activities that promote the group’s core values.

I THANK YOU & JOB WELL DONE – RECOGNIZING AND REWARDING GOOD PERFORMANCE

1.1. Motivating work arrangements and salary packages

LINK Educational Alliance strives to offer its employees professional challenges, contemporary work conditions, enticing monetary compensation for membership and performance, benefits in accordance with regulations, market trends and the standard of living of each country where we operate, and investment in their development through sharing knowledge and LINK professional

development resources. We genuinely strive to ensure that our employees grow together with the business they are developing, and that their knowledge and career alike keep growing. We offer mentorship, instruction, horizontal and vertical mobility through the group, along with a number of career development options at individual and organization level; rewards. We chose each other according to personal and corporate values.

As job types, job levels, positions, work environments, and the levels of authorization and responsibilities differ, so do the contributions of different employees to the sum of the company's values. But the common opportunity for everyone is: **do your job the best you can, and better.**

Through carefully formulated salary packages, we strive to provide just and stimulating compensations and benefits for each employee, respecting their personality, education, career achievement, and potential.

LINK Educational Alliance, as an excellent workplace, recognizes, confirms and values outstanding performance by its employees. The first thing we do to this end is – we always tell our employees how valuable they are; we say “thank you” and “excellent job”. It is important to show, see, recognize and reward a job well done and the effort invested into it. Sometimes this reward will be material, and sometimes it will include non-monetary incentives such as free hours and days. Sometimes, the reward as such will be a big thank you, with all the values that stand behind it. Teachers and other employees in education, based on their work evaluation and the realization of their contractual obligations within primary and secondary education, can be rewarded by days off during the school year, as well as an annual bonus as a part of special work packages for our teachers.

1.2. Promotions, horizontal and vertical mobility within LEA

For industrious people, advancement is a certainty. LINK Educational Alliance is an inspiring environment where success depends only on knowledge, hard work and dedication. Our employees can be sure that their work will be recognized and appreciated. We often promote our employees to even more challenging jobs and positions based on the demonstrated independence and responsibility, insight into their performance, quality assessment, and the company's development needs. The type of organization we have designed, and job analysis based on which we have designed each position, make room for horizontal and vertical mobility of employees within LEA, with their development and their rewarding in mind.

1.3. LINKedu for Employees – employee training and development

LINK Educational Alliance provides unlimited possibilities to its employees when it comes to training and professional education. LINK Educational Alliance and CompanyAcademy education services created the unique LINKedu for Employees concept, where the employees have access to a number of possibilities regarding training and education in today's most popular business fields. We are aware that only progress, continual learning and personal development of employees can lead to the advancement of the company itself, and that investment into the employees is the best sort of business investment.

LINK wishes its employees more knowledge and better competencies, and thereby – more success. This comprehensive knowledge can be found in the form of the huge knowledge base available through LINK’s distance learning platform. The group makes this knowledge base available through the LINKedu for Employees program, which means that our employees can access a wealth of courses and education programs aimed for further advancement in a variety of areas, related to the job they are performing at the company or a new position for which they are preparing.

Employees have the right to use these services and benefits provided by the company, if they do so in their free time, so that the use of these benefits does not interfere with performing their work tasks.

1.4. Rewarding dedication and contribution; regular stimulation

LINK Educational Alliance likes to reward employees whose ideas, dedication and results have contributed to the development of the group’s operations. LINK Edu Alliance lets employees use the B2E portal to write to the company about their own achievements, or to recommend a colleague who they believe has made an important contribution to the company. The company takes every suggestion and explanation into consideration, and makes sure to validate each extraordinary achievement.

Strongest LINK Edu Alliance links – that is the name of this achievement, because that is exactly what the employees who contribute to the company and help it to grow and develop are.

Employees can receive a digital badge as a reward at any time. Employees can recommend their colleagues who have shown good results, diligence and dedication for digital badges. Our industrious colleagues can receive several badges within one month. For every five badges collected, the employee receives a personalized reward of an appropriate value, in accordance with the company’s mission (quality, dedication, team play, achievement and innovation). Badges remain next to the employee’s name and photo permanently, for as long as the employee remains with the company.

II LINK EDU ALLIANCE ANNUAL LAUREATE

According to LINK’s business model and portfolio, different types of acknowledgment and rewards have been designed in order to cover all groups of employees. LINK Edu Alliance hereby establishes the following annual acknowledgments for the employees:

1. LINK Edu Alliance Annual Teacher Awards:
 - 1.1. LINK Edu Alliance Annual Teacher Award Elementary School (Serbia)
 - 1.2. LINK Edu Alliance Annual Teacher Award High School (Serbia)
 - 1.3. LINK Edu Alliance Annual Teacher Award International Schools
 - 1.4. LINK Edu Alliance Annual Teacher Award Higher Education
2. LINK Edu Alliance Annual Best-Performing Non-Teaching Staff Award
3. LINK Edu Alliance Serbia Annual Best Employee Award
4. LINK Edu Alliance WorldWide Annual Best Employee Award
5. LINK Edu Alliance National Annual Best Entrepreneur Award (Serbia)
6. LINK Edu Alliance WorldWide Annual Best Entrepreneur Award

LINK Educational Alliance establishes the following designations for LINK Laureates:

1. LINK Edu Alliance Teacher of the Year Elementary Education Level
2. LINK Edu Alliance Teacher of the Year Secondary Education Level
3. LINK Edu Alliance Teacher of the Year International Schools
4. LINK Edu Alliance Teacher of the Year Higher Education Level
5. LINK Edu Alliance Best Performing Non-Teaching Staff Member of the Year
6. LINK Edu Alliance Serbia Best Employee of the Year
7. LINK Edu Alliance WorldWide Best Employee of the Year
8. LINK Edu Alliance Serbia Entrepreneur of the Year
9. LINK Edu Alliance WorldWide Entrepreneur of the Year

2.1. LINK Edu Alliance Annual Teacher Award

We hereby establish the awards for best teachers and associates within the LINK Educational Alliance's formal education segment. The reward received by the recipients of this recognition includes a digital badge and the designation: **LINK Edu Alliance Teacher of the Year (name of subcategory)**. This acknowledgment also includes promotion on company networks, a plaque, and a material reward – **one-time payment equal to 50% of the employee's net salary**.

Which employee categories are eligible: All teachers and associates employed at LINK Educational Alliance formal education institutions who have signed an Employment Contract or an Additional Employment Contract for the year for which they are nominated/chosen for acknowledgment. This includes the following institutions: Primary School Savremena, Savremena Gimnazija, International School, Information Technology High School (ITHS), Information Technology School (ITS), Faculty of Contemporary Arts, and Allison Academy within different award subcategories.

What we reward (criteria): outstanding contributions to the development of the teaching profession, professional, artistic and scientific contribution, participation in projects, membership in editorial boards or other scientific, artistic and professional bodies and organizations, acknowledgements by other relevant institutions in the country and abroad, initiating ideas that contribute to the reputation of the school and LINK Educational Alliance, quality and quantity regarding mentorship of students, inspiring colleagues and students towards further effort and development, the promotion of good moral and professional practices and values, volunteering work, and the loyalty to the institution and to LINK Educational Alliance.

Who can apply / be nominated: Employees can be nominated for this award by any member of the teaching board, a student at the institution, or the management of LINK Educational Alliance (president, director, general manager). Also, the employees can nominate themselves for this acknowledgment if they feel that they meet the requirements. The application/nomination should include an explanation of the reasons for the nomination in a narrative not shorter than 70 and not longer than 150 words, stating proof that supports the claim as precisely as possible.

This award category includes four subcategories:

- 2.1. LINK Edu Alliance Annual Teacher Award Elementary School (Primary School Savremena)
- 2.2. LINK Edu Alliance Annual Teacher Award High School (Serbia) (SG, ITHS)
- 2.3. LINK Edu Alliance Annual Teacher Award International Schools (IS, AA)

2.4. LINK Edu Alliance Annual Teacher Award Higher Education (ITS, FCA)

2.2. LINK Edu Alliance Annual Best-Performing Non-Teaching Staff Award

We hereby establish the award for the best-performing non-teaching employee within LINK Educational Alliance formal education.

The reward received by the recipients of this recognition includes a digital badge and the designation: **LINK Edu Alliance Best-Performing Non-Teaching Staff Member of the Year**. This acknowledgment also includes promotion on company networks, a plaque, and a material reward – **one-time payment equal to 50% of the employee's net salary**.

What employee category is eligible: All employees at LINK Educational Alliance formal education institutions who are not a part of the teaching personnel, who have signed an Employment Contract or an Additional Employment Contract for the year for which they are nominated/chosen for acknowledgment. This includes the following institutions: Primary School Savremena, Savremena Gimnazija, International School, Information Technology High School (ITHS), Information Technology School (ITS), Faculty of Contemporary Arts, and Allison Academy.

What we reward (criteria): Outstanding contributions to the development of the profession, membership in professional associations, acknowledgements by other relevant local and international institutions, initiating ideas that contribute to the reputation of the school and LINK Educational Alliance, quality and quantity regarding work with students, inspiring colleagues and students towards further effort and development, the promotion of good moral and professional practices and values, volunteering work, and the loyalty to the institution and to LINK Educational Alliance.

Who can apply / be nominated: Employees can be nominated for this award by any member of the teaching board, a student of the education institution, or the management of LINK Educational Alliance (president, director, general manager). Also, the employees can nominate themselves for this acknowledgment if they feel that they meet the requirements. The application/nomination should include an explanation of the reasons for the nomination in a narrative not shorter than 70 and not longer than 150 words, stating proof that supports the claim as precisely as possible.

2.3. LINK Edu Alliance National Annual Best Employee Award (Serbia)

We hereby establish the reward for the best employee at the level of LINK Educational Alliance Serbia, as the country where the group's headquarters are located. The reward received by the recipients of this recognition includes a digital badge and the designation: **LINK Edu Alliance Serbia Best Employee of the Year**. This acknowledgment also includes promotion on company networks, a plaque, and a material reward – **one-time payment equal to 50% of the employee's net salary**.

What employee categories are eligible: Anyone employed at LINK Educational Alliance institutions and services in the Republic of Serbia who have signed an Employment Contract or an Additional Employment Contract for the year for which they are nominated/chosen for acknowledgment **except employees at formal education institutions**.

What we reward: Outstanding contributions to the development of the profession, membership in professional associations, acknowledgements by other relevant local and international institutions, initiating ideas that contribute to the reputation of LINK Educational Alliance, quality and quantity regarding the work with students, inspiring colleagues and students towards further effort and

development, the promotion of good moral and professional practices and values, volunteering work, and the loyalty to the institution and to LINK Educational Alliance.

Who can apply / be nominated: Employees can be nominated for this award by any member of the collective of LINK Educational Alliance from the Republic of Serbia, or the management of LINK Educational Alliance (president, director, general manager). Also, the employees can nominate themselves for this acknowledgment if they feel that they meet the requirements. The application/nomination should include an explanation of the reasons for the nomination in a narrative not shorter than 70 and not longer than 150 words, stating proof that supports the claim as precisely as possible.

2.4. LINK Edu Alliance National Annual Best Entrepreneur Award (Serbia)

We hereby establish the award for the best corporate entrepreneur at the level of LINK Educational Alliance on Serbia. The reward received by the recipients of this recognition includes a digital badge and the designation: **LINK Serbia National Entrepreneur of the Year**. This acknowledgment also includes promotion on company networks, a plaque, and a material reward – **one-time payment equal to 50% of the employee's net salary**.

What employee categories are eligible: Anyone employed at LINK Educational Alliance institutions and services in the Republic of Serbia who have signed an Employment Contract or an Additional Employment Contract for the year for which they are nominated/chosen for acknowledgment **except employees at formal education institutions**.

What we reward (criteria): Entrepreneurial ideas that contribute to increased revenue and lower costs, business process optimization; initiating new projects within the organization; solutions that advance the group's innovation potential, and growth or development of the business; initiating ideas that contribute to the reputation of the institution and of LINK Educational Alliance; outstanding contribution to the development of the profession; the promotion of good moral and professional practices and values, volunteering work, and the loyalty to the institution and to LINK Educational Alliance.

Who can apply / be nominated: Employees can be nominated for this award by any member of the collective of LINK Educational Alliance, or the management of LINK Educational Alliance (president, director, general manager). Also, the employees can nominate themselves for this acknowledgment if they feel that they meet the requirements. The application/nomination should include an explanation of the reasons for the nomination in a narrative not shorter than 70 and not longer than 150 words, stating proof that supports the claim as precisely as possible.

2.5. LINK Edu Alliance WorldWide Annual Best Employee Award

We hereby establish the award for the best employee at the level of the entire LINK Edu Alliance business globally. The reward received by the recipients of this recognition includes a digital badge and the designation: **LINK WorldWide Best Employee of the Year**. This acknowledgment also includes promotion on company networks, a plaque, and a material reward – **one-time payment equal to 50% of the employee's net salary**.

What employee categories are eligible: Anyone employed at LINK Educational Alliance institutions and services who have signed an Employment Contract or an Additional Employment Contract for the year for which they are nominated/chosen for acknowledgment in all countries where LINK Educational Alliance has its offices. **Employees from the Republic of Serbia cannot apply nor nominate others for this award.**

What we reward (criteria): Outstanding contributions to the development of the profession, membership in professional associations, acknowledgements by other relevant local and international institutions, initiating ideas that contribute to the reputation of LINK Educational Alliance, quality and quantity regarding the work with students, inspiring colleagues and students towards further effort and development, the promotion of good moral and professional practices and values, volunteering work, and the loyalty to the institution and to LINK Educational Alliance.

Who can apply / be nominated: Employees can be nominated for this award by any member of the collective of LINK Educational Alliance, or the management of LINK Educational Alliance (president, director, general manager). Also, the employees can nominate themselves for this acknowledgment if they feel that they meet the requirements. The application/nomination should include an explanation of the reasons for the nomination in a narrative not shorter than 70 and not longer than 150 words, stating proof that supports the claim as precisely as possible.

2.6. LINK Edu Alliance WorldWide Annual Best Entrepreneur Award

We hereby establish the award for the best corporate entrepreneur at the level of LINK Educational Alliance internationally. The reward received by the recipients of this recognition includes a digital badge and the designation: **LINK WorldWide Entrepreneur of the Year**. This acknowledgment also includes promotion on company networks, a plaque, and a material reward – **one-time payment equal to 50% of the employee's net salary**.

What employee categories are eligible: Anyone employed at LINK Educational Alliance institutions and services who have signed an Employment Contract or an Additional Employment Contract for the year for which they are nominated/chosen for acknowledgment in all countries where LINK Educational Alliance has its offices. **Employees from the Republic of Serbia cannot apply nor nominate others for this award.**

What we reward (criteria): Entrepreneurial ideas that contribute to increased revenue and lower costs, business process optimization; initiating new projects within the organization; solutions that advance the group's innovation potential, and growth or development of the business; initiating ideas that contribute to the reputation of the institution and of LINK Educational Alliance; outstanding contribution to the development of the profession; the promotion of good moral and professional practices and values, volunteering work, and the loyalty to the institution and to LINK Educational Alliance.

Who can apply / be nominated: Employees can be nominated for this award by any member of the collective of LINK Educational Alliance, or the management of LINK Educational Alliance (president, director, general manager). Also, the employees can nominate themselves for this acknowledgment if they feel that they meet the requirements. The application/nomination should include an explanation of the reasons for the nomination in a narrative not shorter than 70 and not longer than 150 words, stating proof that supports the claim as precisely as possible.

III CONCLUDING REMARKS

LINK Educational Alliance is a safe and desirable workplace. We choose our employees carefully, striving to make sure that they share our values. We choose employees according to their competencies, their talents and their humanity. In other words, we look for the best possible

employees. Being the best is an acknowledgment that must be deserved every moment, every day, every year. We encourage our employees and we empower them to advance themselves and move forward by sparing no resources when it comes to the quality of their work and professional development. We encourage each other to be better every day, because our children and our students deserve it. We give employees an inspiring work environment, financial incentives in accordance with the real economic conditions and the standard of the countries where we operate, and the possibility of professional advancement.

The awards described in the segment “Thank You & Job Well Done – recognizing and rewarding good performance” constitute a part of LINK Educational Alliance’s regular activities, as described in the document **Employee Rewards Procedure**.

Also, regular evaluation of the quality of work of teaching and non-teaching staff within the formal education segment of our operations at K-12 (primary and secondary) and higher education levels, and employee rewarding based upon it, will be regulated by special **Rules formulated at the level of each LEA educational institution**.

Calls for annual awards, nominations and decisions within LINK Annual Laureate will be organized according to the group’s action plans during the first trimester of the year for the preceding year. The decision regarding the acknowledgments and LINK laureates for each year is made by the president of LINK Edu Alliance based on the received nominations and applications and other assessments. In case that several candidates within the same category achieve equal performance, LINK can award several acknowledgments within the same category. In case of a lack of nominations and applications or average performance by employees from certain categories, the group can choose not to award an acknowledgment for the year in question. Every year, the awards are handed out to laureates by the president of LINK Educational Alliance.

The fact that LINK ANNUAL LAUREATE awards are handed out to a limited number of employees, whose performance has been exceptional, does not imply that LINK Educational Alliance does not value the work of others. On the contrary, every employee brings value to the group, and we see each and every one of them, recognize them, and appreciate each individual contribution. It is only a matter of time when your name will be included among LINK laureates.

Belgrade, May 16, 2022

President of LINK Edu Alliance

Dr. Valentin Kuleto