



OUR SERVICES
FOR EMPLOYEES AND
COMPANIES

2020



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peoplematters



OUR SERVICES APPROACH

FOR EMPLOYEES AND
COMPANIES



“EXPERTISE UP”

“Independent consultants who, after a long career linked to multinational consulting firms, promote a new business model, agile, dynamic, and transformative”

TRANSFORMERS

“Transformation of services based on the fusion of tax, labor, social security, and new technologies”

INNOVATIVE

“Development of digital platforms for the provision of services aligned with the new organization of resources and people in the digital age”

VERSATILE

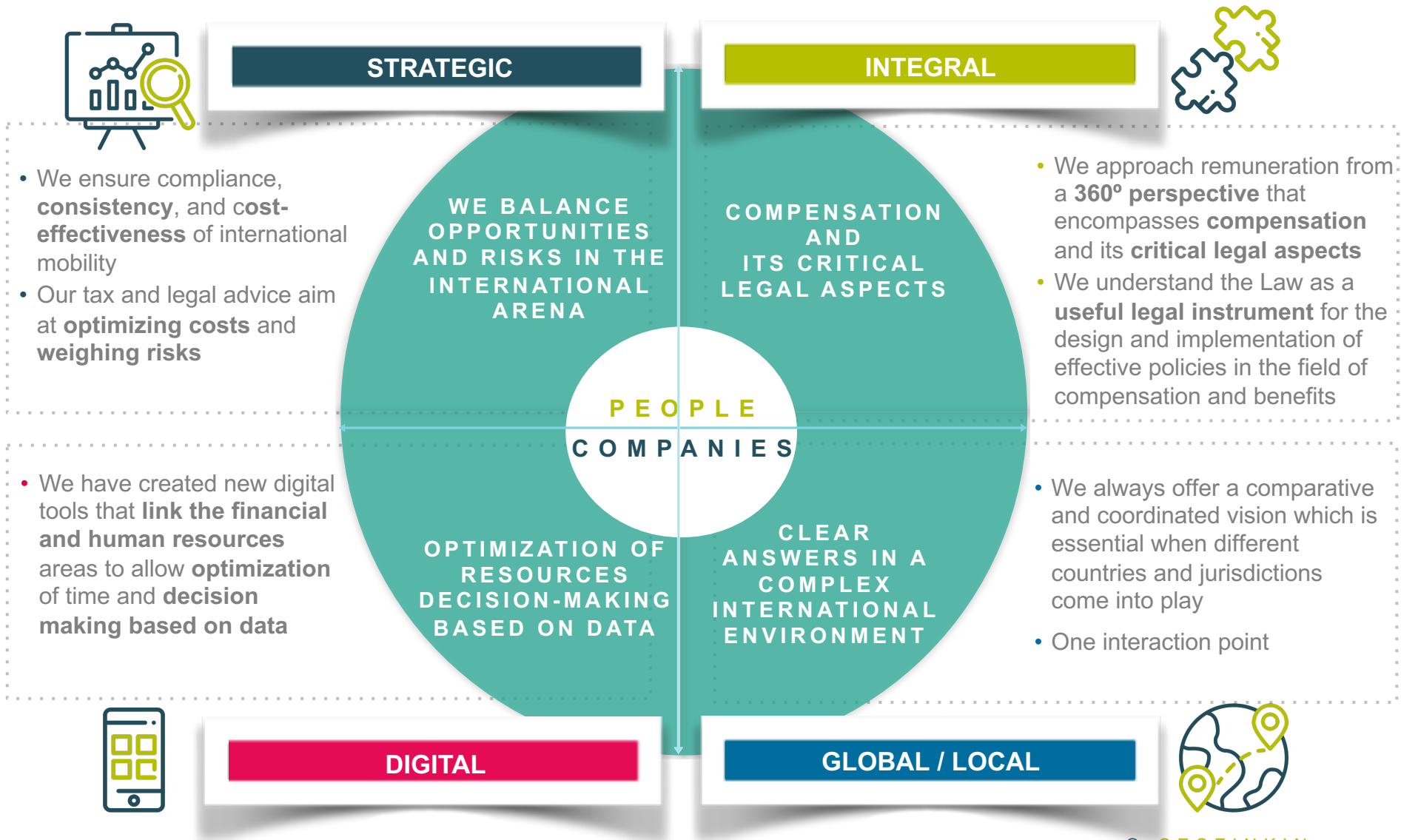
“The sum of different legal visions allows us to design integrated solutions in the financial and human resources fields that respond to the expectations, needs, and objectives of each Company”

CREATIVE

“CESZINKIN is an open space for consultants and executives to project their ideas and their evolution in teams of diverse talents”



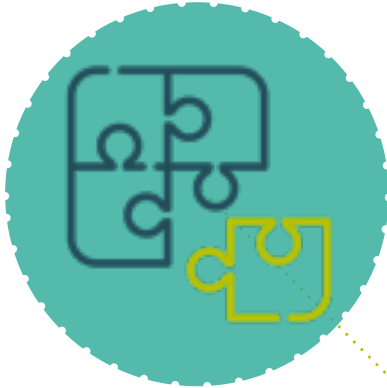
OUR SERVICES APPROACH FOR EMPLOYEES AND COMPANIES





OUR KEY SERVICES

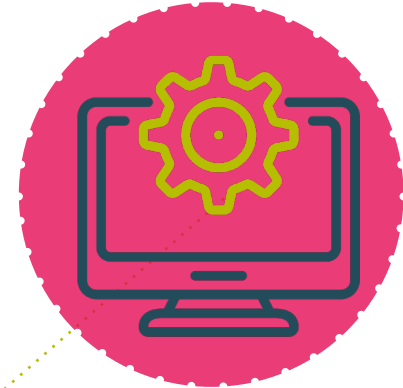
OUR KEY SERVICES



**STRATEGIC LEGAL
CONSULTING**



**SENIOR
MANAGEMENT**



**DIGITAL
SERVICES**



OUR KEY SERVICES



BUSINESS INTERNALIZATION

Internationalization of companies

- Cost optimization and risk assessment
- Analysis of the fiscal, labor, and social security context of the country receiving the investment

INTERNATIONAL MOBILITY

Holistic Approach

- Mobility policies and their legal framework
- Comparative and coordinated analysis of the different countries
- Integrated compensation vision and its critical legal aspects i.e., tax, labor, and social security
- International assignment planning under criteria of cost efficiency and legal security

TAXATION

Optimization of Compensation

- Tax optimization systems for compensation and its coordination with corporate compensation policies
- Digital platform for global business services and management of employee tax benefits

COMP&BEN

Compensation legal framework

- Design, implementation and efficient transformation of remuneration policies and benefits
- Articulation of long-term remuneration schemes
- Local and global schemes

SENIOR MANAGEMENT

Executive Remuneration

- Design and transformation of executive remuneration
- Pension and savings schemes
- Good corporate governance
- Policies and advice to boards and committees of remuneration and appointments



WE LOVE YOU TO TALK
ABOUT US

WE LOVE YOU TO TALK ABOUT US INTERNATIONALIZATION AND MOBILITY



"The broad vision they provided of the legal framework in more than 22 countries on three continents in which we operate has allowed us to outline an international mobility policy that continues to help us make sound decisions in the mobility of our talent without taking legal risks or unnecessary costs."

– AYARÍ JIMÉNEZ, CORPORATE DIRECTOR OF COMPENSATION OF GRUPO BIMBO



WE LOVE YOU TO TALK ABOUT US

INTERNATIONALIZATION AND MOBILITY



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– **AYA AYARÍ JIMÉNEZ**, CORPORATE DIRECTOR OF COMPENSATION OF **GRUPO BIMBO**

"Close and personalized treatment. Agility and clarity of answers in a complex international environment. Flexibility to adapt to company needs at all times. All this greatly facilitates an effective strategy in the field of mobility."

– **CAROL PARDO DE ANDRADE**, HR INTERNATIONAL COMPENSATION AND GLOBAL MOBILITY MANAGER IN **BANCO SABADELL**

"Working with them has been a guarantee to eliminate the legal barriers to mobility in each of the countries in which we operate. Its integrated approach has allowed us to obtain the fundamental guidelines to carry out the assignment of our collaborators in other countries, under criteria of cost efficiency and legal security."

– **JUAN JOSÉ ROTA**, CORPORATE DIRECTOR OF HUMAN RESOURCES IN **VISCOFAN**



WE LOVE YOU TO TALK ABOUT US

INTERNATIONALIZATION AND MOBILITY



“Their estimable help and professionalism have made simple the undertaking of new international projects. Proactive professionals like them make it easier to anticipate future problems in international environments where we face constant changes and instability. Without all their support, our international expansion would not have been possible.”

– FRANCISCO LÓPEZ PARRA FINANCIAL AREA
DIRECTOR IN QUIRÓN PREVENCIÓN

“They have great expertise in everything related to international mobility and legal aspects at the tax, labor, and social security levels. We relied on their invaluable help and professionalism in the revision and preparation of international assignment policies and legal advice.”

– MIREIA GALOFRÉ , C&B HEAD IN ADEVINTA

“They offer an integrated vision of compensation and its critical legal aspects: fiscal, labor and social security.”

– JUAN JOSÉ RIDAURA, DIRECTOR OF
HUMAN RESOURCES IN STADLER RAIL



WE LOVE YOU TO TALK ABOUT US

SENIOR MANAGEMENT



"The team has a broad vision of advice to senior management. They know how to combine the legal and tax codes of different remuneration packages and creativity. They always provided us with alternatives and legal security in all our decisions."

– **EUGENIO PRIETO** , PRESIDENT OF INDUSTRY AND INFRASTRUCTURE FOR **A.T. KEARNEY**



WE LOVE YOU TO TALK ABOUT US

SENIOR MANAGEMENT



"I have been fortunate to have them as "second opinion" advisors and the result was highly satisfactory. They are prepared professionals, rigorous and always willing to seek the best solution, within the law, and anticipate future demands and challenges."

– RAMÓN JOSÉ DÍAZ RICO , PEOPLE
MANAGEMENT MANAGER IN CAIXABANK

"Their drive, leadership, and pragmatism (always oriented to fix problems) have been the key to be able to finalize the project in time and with the committed quality. Prominent in their area of expertise, they are excellent senior professionals, engaged, with a clear, concise, and direct language with an excellent professional attitude. Skills highly valued for HR of an industrial company. Excellent work, excellent colleagues."

– PABLO BARRASA, HR MANAGER IN
ABENGOA

"It has been a pleasure working with them for their contribution to design the solution to the underlying business problem and make the legal form adapt to it and not vice-versa."

– MIGUEL ZURITA , MANAGING PARTNER IN
ALTAMAR CAPITAL PARTNERS





OUR PARTNERS IN PEOPLE MANAGEMENT CONSULTING

peoplematters



Why PeopleMatters (1/2)

PeopleMatters is a company that provides professional HR consulting services





Why PeopleMatters (2/2)

Recognized professionals

We are a team formed by recognized professionals of People Management with more than 25 years of experience working for the leading Spanish and multinational companies

We work for your company

We know the market. Our recommendations are not foreign to the business nor are only adjusted to technical criteria. They support organizational goals aligned with each company's business strategies

Partners of our customers

We seek a relationship of partners of our customers, in order to advise them on the correct implementation of their business strategy through the people and contribute them added value in their decision making process

We invest in your development

All our actions are oriented towards a self-sufficient client, able to manage the designs made and obtain from us a constant stream of new ideas and suggestions

We keep up to date

We research and develop useful knowledge and tools for our customers so they can respond to market trends. We are looking for alliances that contribute high added value





CESZINKIN

CONSULTORÍA LEGAL ESTRATÉGICA