

# Employer brand

The Company aspires to be Russia's best employer and makes conscious efforts to attract, engage and retain the best employees.

In 2015, Gazprom Neft carried out a number of extensive public opinion surveys encompassing over 4,000 people, including the Company's potential candidates and employees.

The surveys raised a number of key questions: what do candidates know about the Company and expect from it; how do employees perceive the Company; and what makes Gazprom Neft different from other employers in the energy sector. The survey questions took into account the specifics of the younger generation and young professionals in terms of their work experience and special functional and regional aspects.

An Employer Value Proposition that focuses on the needs of target audiences was formulated based on an analysis of the survey results and taking into account the Company's strategic objectives and its competitive position in the global oil and gas industry. The EVP, which is based on the documents and work practice of Gazprom Neft and conveyed via effective communications channels, is intended to create a strong brand for the Company as an employer that attracts and retains the best employees.

**4,000** people  
took part in a public  
opinion study conducted  
by the Company in 2015

## EMPLOYERS OF RUSSIA

In 2015, Gazprom Neft ranked first in the "Russian Employers" rating compiled by the recruitment holding HeadHunter. Analysing the appeal of employers, the rating includes expert external and internal assessments with the participation of the leading research companies. As part of the HR Brand award, the Company proposed its own nomination for HR management projects that will compete for the award in 2016.

