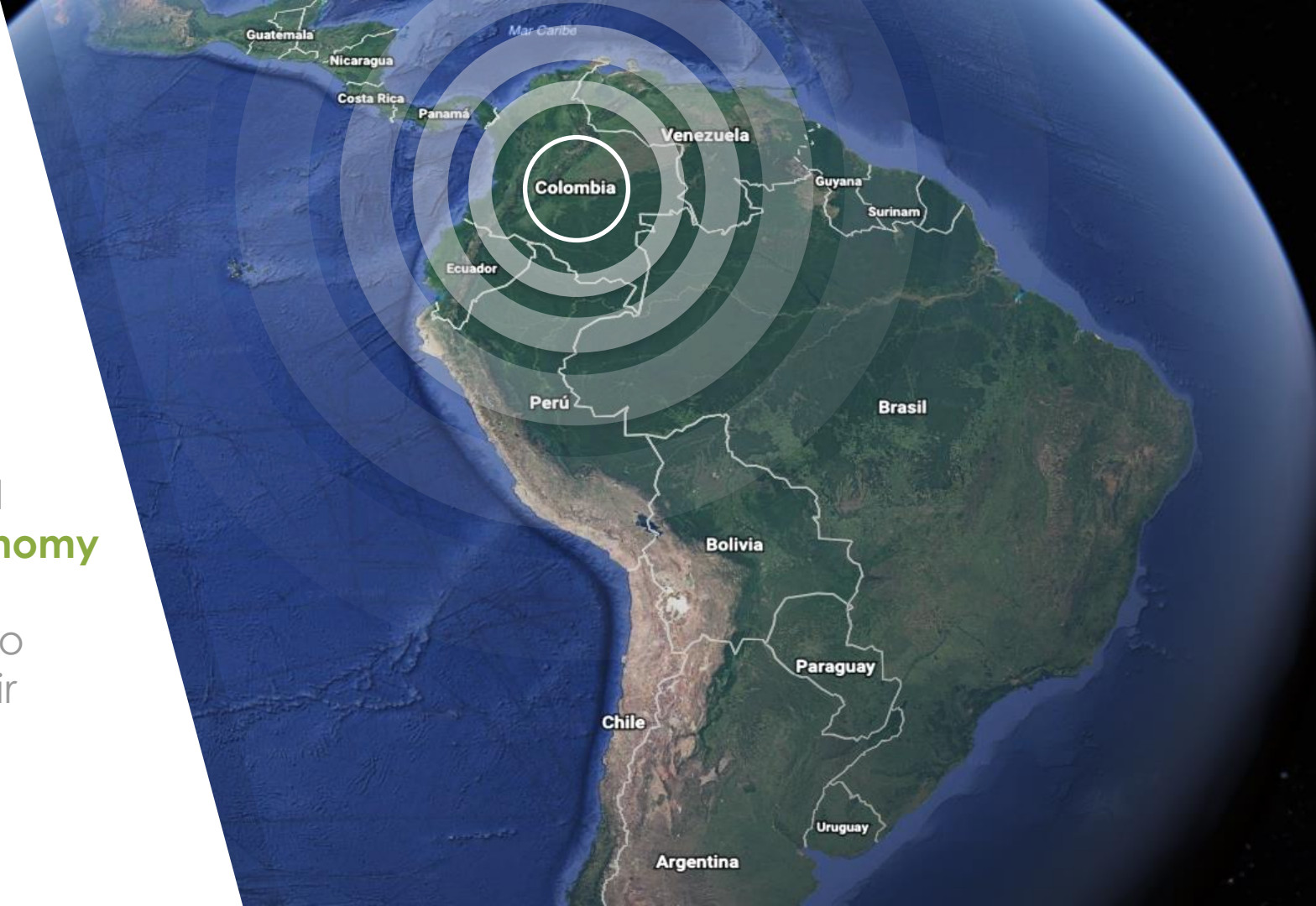


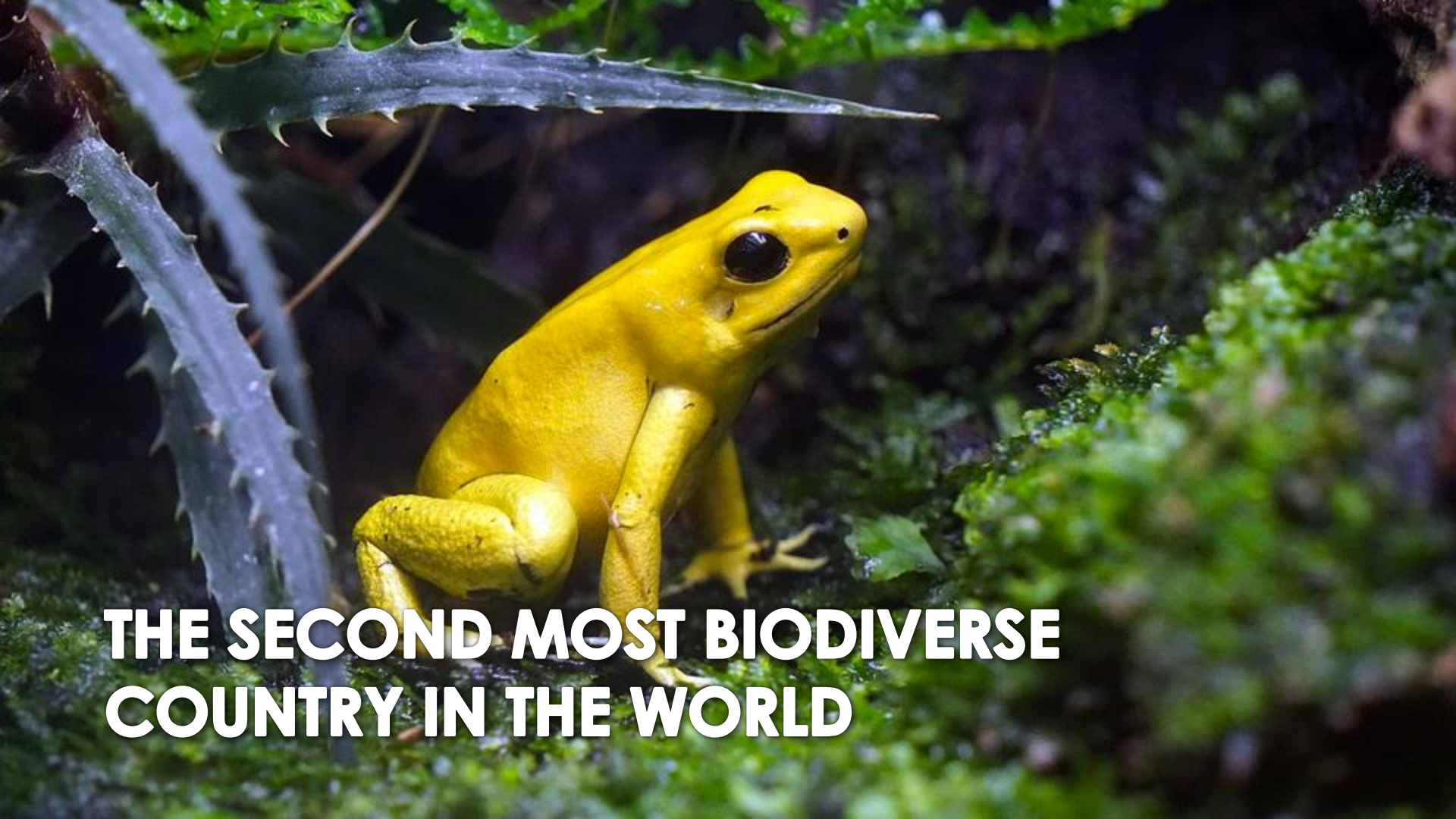


Vásquez **Kennedy**  
Career Success

COLOMBIA

**Privileged location** and **healthy economy** attracts companies to establish their hubs in the country





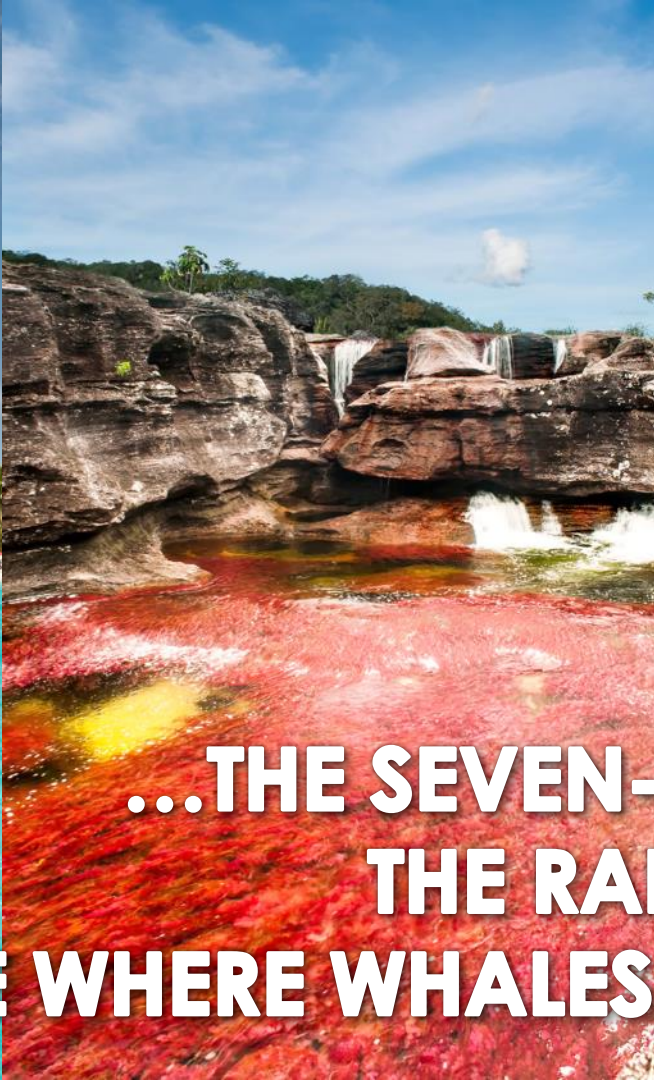
**THE SECOND MOST BIODIVERSE  
COUNTRY IN THE WORLD**



**MORE THAN 40,000 PLANT SPECIES,  
15% OF THE GLOBAL TOTAL**



**THE LARGEST VARIETY  
OF BIRD SPECIES IN THE WORLD**



**...THE SEVEN-COLORS SEA,  
THE RAINBOW RIVER,  
THE PLACE WHERE WHALES GIVE BIRTH...**



**...AND MUCH, MUCH MORE...**



**COLOMBIA:  
A KEY  
MARKET IN  
LATAM**





# KEY FACTS & FIGURES

## COLOMBIA



Biggest economy  
in LATAM



Worldwide Coal  
exporter

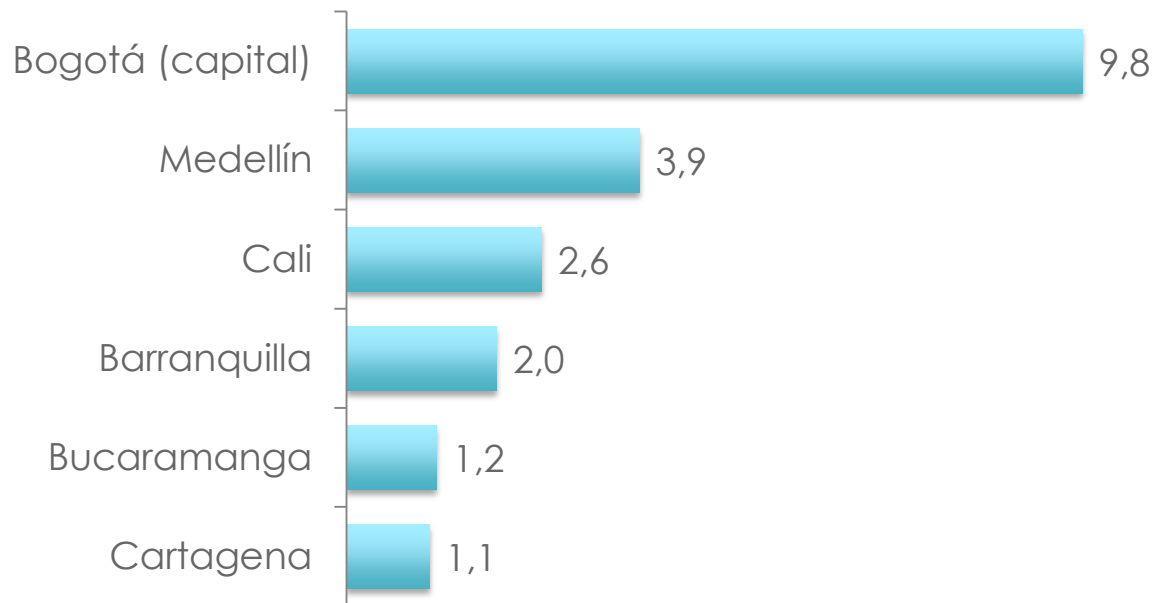


LATAM Oil  
producer



# 48 MILLION

Total population

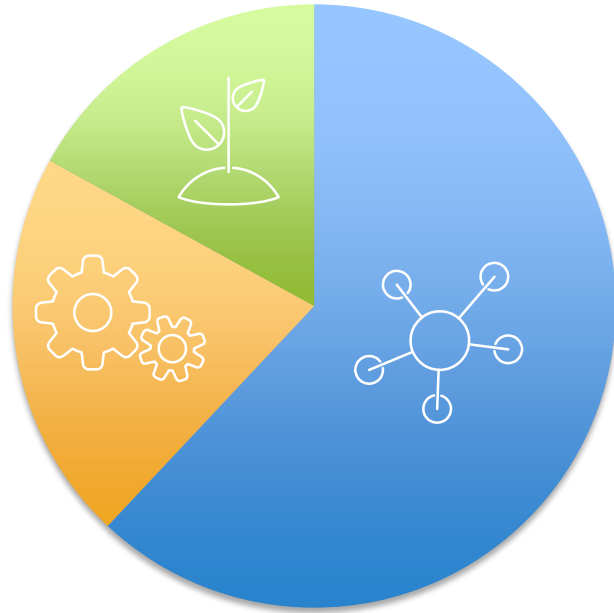




# KEY FACTS & FIGURES

## COLOMBIA

### GDP COMPOSITION



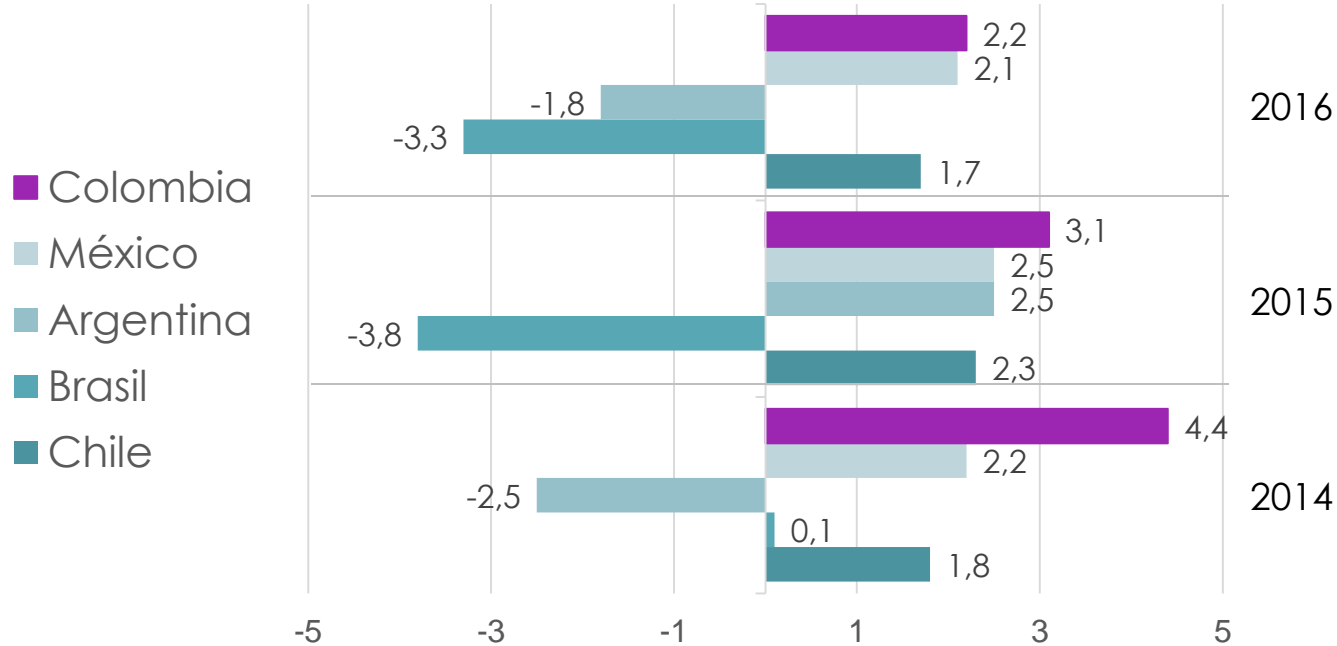
- Services
- Industry
- Agriculture



# KEY FACTS & FIGURES

## LATIN AMERICA

### GDP GROWTH RATE





After four years of negotiations, the Colombian government signed a peace deal with the FARC guerrillas in November '16. Government estimates agreement **may bolster economy by 2%**



Vásquez Kennedy

# A VALUABLE PARTNER IN A KEY MARKET

- ▶ Ambitious **vision**
- ▶ Solid **foundations** and knowledge
- ▶ Strategic **market** in LATAM

# OUR MISSION

We support the development of successful careers





## OUR VALUES



### **Impeccability:**

World-class contents, methodologies and supporting materials



### **Accessibility:**

At any time, from any place, in an affordable way



### **Transcendence:**

Making lives better





Impeccability



## OUR VISION 2021

Strong, validated,  
**innovative** and  
**highly focused**  
portfolio





Accessibility



## OUR VISION 2021

Our technological platform makes VK services accessible to a **wide range of users**





## OUR VISION 2021

Our proven business model has been replicated by **franchises** operating in the 4 main cities of the country



Accessibility



Transcendence



## OUR VISION 2021

Fixed-duration flexible  
programs, adapted to  
*user's needs.*





## OUR VISION 2021

OIGP partnership was  
the flagship in the  
conquest of  
Latin America



A blurred office desk with a computer monitor, a cup, and papers. The background shows a window with a grid pattern and a chair.

**WE HAVE BEEN  
WORKING  
HARD TO MAKE  
THIS VISION  
POSSIBLE**

**WHERE WE ARE STANDING**



Impeccability



## OUR CAPABILITIES

10 senior consultants with more than **3 centuries** of combined experience





Impeccability



## OUR CAPABILITIES

Operative support  
to our users: Work  
spaces, allied suppliers,  
communication and IT







Impeccability



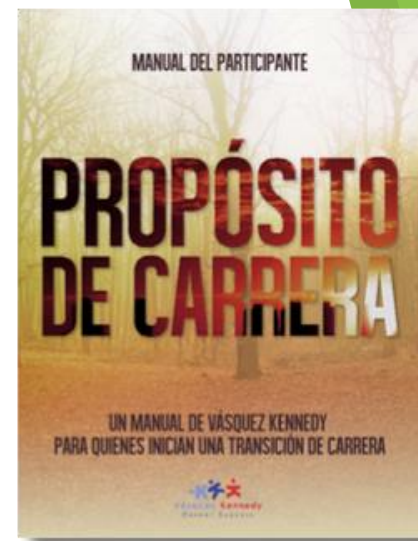
## OUR CAPABILITIES

Proven **methodologies**  
and a comprehensive  
**portfolio** of programs in  
outplacement and career  
development



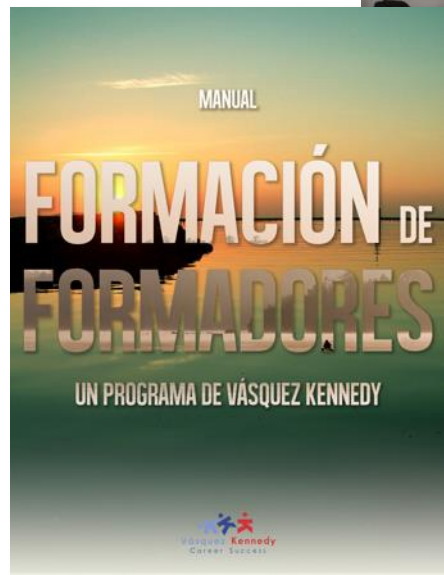
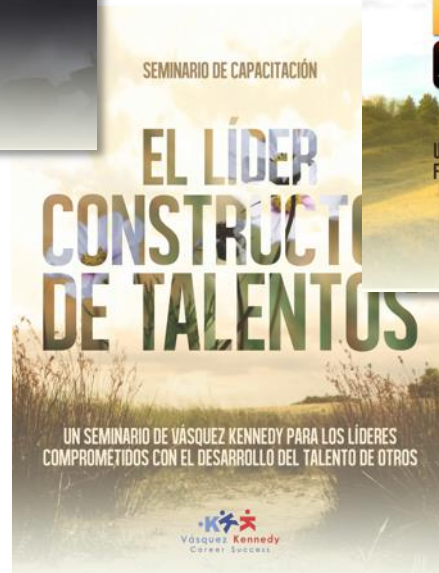
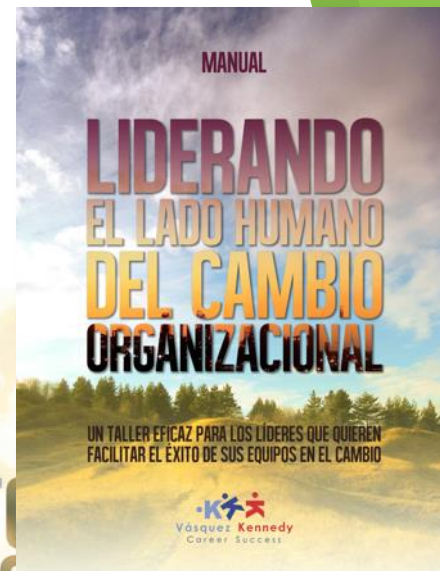


Impeccability



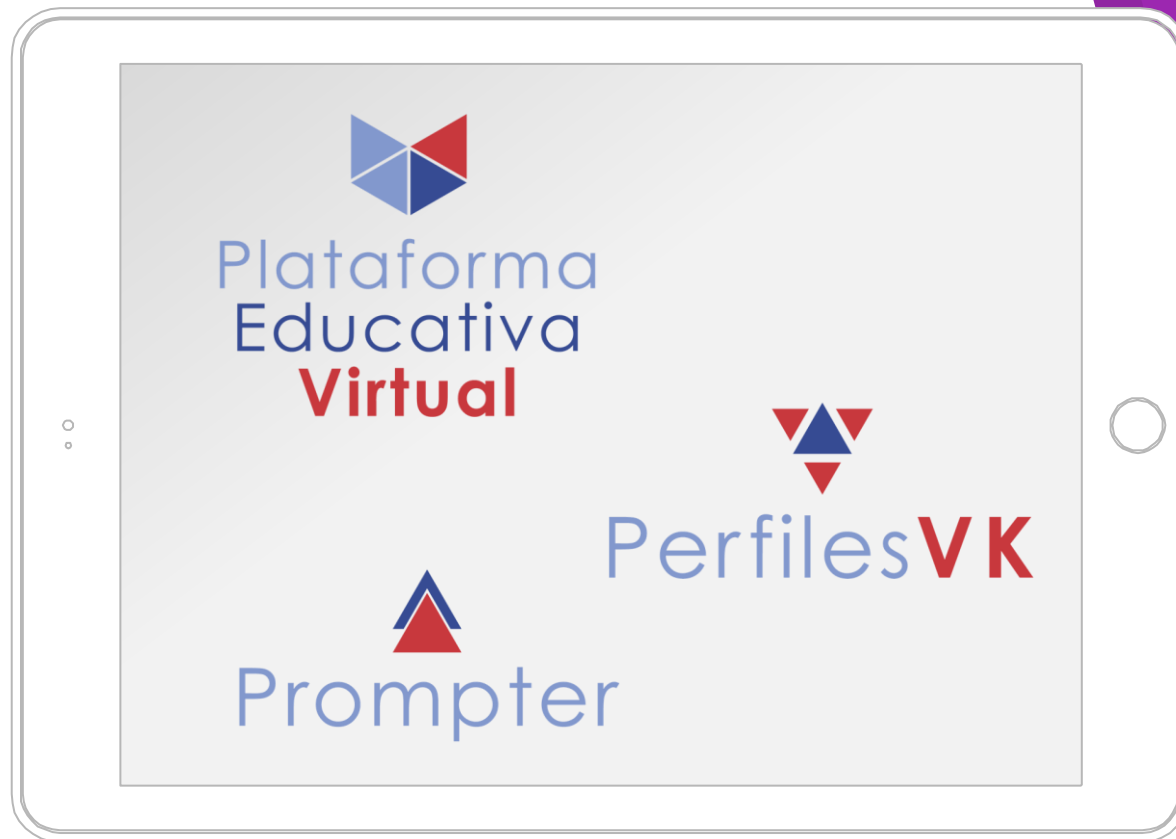


Impeccability





Accessibility









### ESTATUS DE SERVICIOS PRESTADOS 2016 Por participante

Participante	Fecha de Inicio Programa	Capacitación			Evaluación Psicológica	Plataforma Perfiles VK	Gestión de Empleo	Centro de Recursos	Finanzas Personales	Asesorías (Inicio a Fin)		Intención Principal de Carrera
		PC	BE	IL						BE	IL	
Imael Enrique Martínez	02/02/2016	x	x	x	x	x	x	x	x	x	BE	
	2/2/2016	x	x	x	x			x	x	x	BE	
	2/2/2016	x	x	x	x			x	x	x	BE	
	2/2/2016	x	x	x	x	En curso		x	x	x	BE	
	2/2/2016				x	N/A					IL	
	2/2/2016	x	x		x			x	x		BE	
	2/2/2016	x	x		x			x			IL	
	2/2/2016	x	x		x			x	x	x	BE	
	2/2/2016	x	x		x	x		x	x	x	BE	
	4/2/2016	x	x	x	x	x		x	x	x	x	BE

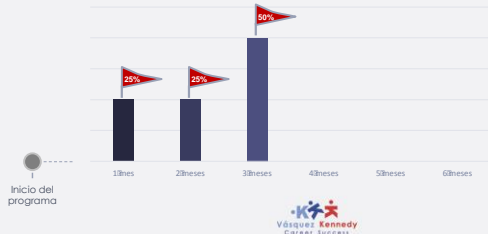


PC Propósito de Carrera  
BE Búsqueda de Empleo  
IL Independencia Laboral

### ÍNDICES DE PARTICIPACIÓN 2016

#### Porcentaje de Reubicación Laboral de los Participantes en Seis Meses:

Indica el porcentaje de personas que se reubicaron laboralmente dentro de un lapso de 6 meses.



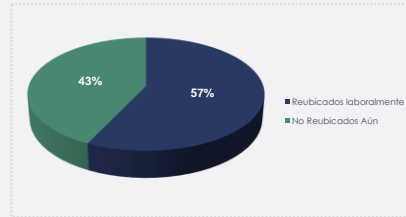
Total de personas reubicadas en la actualidad:

4

### ÍNDICES DE PARTICIPACIÓN 2016

#### Porcentaje de Participantes Reubicados Laboralmente:

Indica el porcentaje de personas que se encuentran reubicados laboralmente en la actualidad.



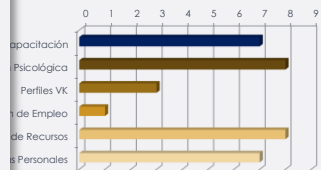
Sobre un total de 7 participantes



### ÍNDICES DE PARTICIPACIÓN 2016

#### Participación por Etapa del Programa:

Indica el número de personas que completaron las actividades por etapa del programa.



Sobre un total de 9 participantes



**€354.674**

Net Sales

**85%**

Share of Outplacement in total revenue

**38%**

Of our clients are multinational companies

**11.4%**

Profit over income





## OUR HISTORY

1997:  
Foundation  
**HTM RIGHT**

2000: Global  
**VK-LHH  
PARTNERSHIP**

2012-2013:  
**MERGER**

2014: Maturity  
**WALKING  
ALONE**

2017+  
**OIGP**



# SUMMARIZING...

VK will be a valuable partner in a key market.

And we will be delighted to **be part** of OIGP.