



WELCOME TO MOORE



CONTENTS

Welcome Message	3
Our Mission	6
About Us	7
Career Path	8
Services	12
What Makes us Different	13
Corporate Philantropy	18
People Development	21

“We are a group of dynamic, creative, and talented people. We continuously attract talented workforce within a work environment that values unique perspectives, encourages individual growth and treats all employees with respect.”

- Mamas Koutsoyiannis



Mamas Koutsoyiannis
CEO Romania & Moldova
Moore Assurance & Advisory



Elena Panainte
Partner Romania & Moldova
Moore Assurance & Advisory

“We are committed to empowering you further with meaningful, challenging and rewarding opportunities.

It will be our pleasure to welcome you to Moore Assurance & Advisory.”

-Elena Panainte

WELCOME TO MOORE

LETTER FROM THE CEO

Our vision is to provide high-quality professional services to international and local businesses in Romania and the Republic of Moldova. We want to empower the talented youth to pursue a career in finance, audit and consulting services. We will continue to provide tools and support to enable you to thrive in your career and become experts. Right from the start of your career, you will be encouraged to focus on specialized sectors and areas.

Moore Assurance & Advisory is a talent-driven organization, as our team members capture information and insights into how an organization runs and potential areas for improvement.

We believe quality is essential but an effective solution for our clients requires the use of technology, innovation, and adaptability and hence you will develop

the ability to understand what customers want, change in response to new demands and continuously learn new skills and technologies.

As part of a bigger network with years of legacy, Moore has grown to be one of the largest international accounting and consulting groups worldwide. By combining our local expertise and experience with the breadth of our worldwide networks, we can provide our people with the right exposure to learn and develop in their professional career. We achieved significant growth in the last 2 years by broadening our service lines and identifying new target markets.

In the upcoming years, we want to drive sustainable growth by focusing on creating value for our stakeholders and increasing brand awareness through the strategic use of digital and online media platforms.



HELPING YOU THRIVE IN A CHANGING WORLD

OUR MISSION

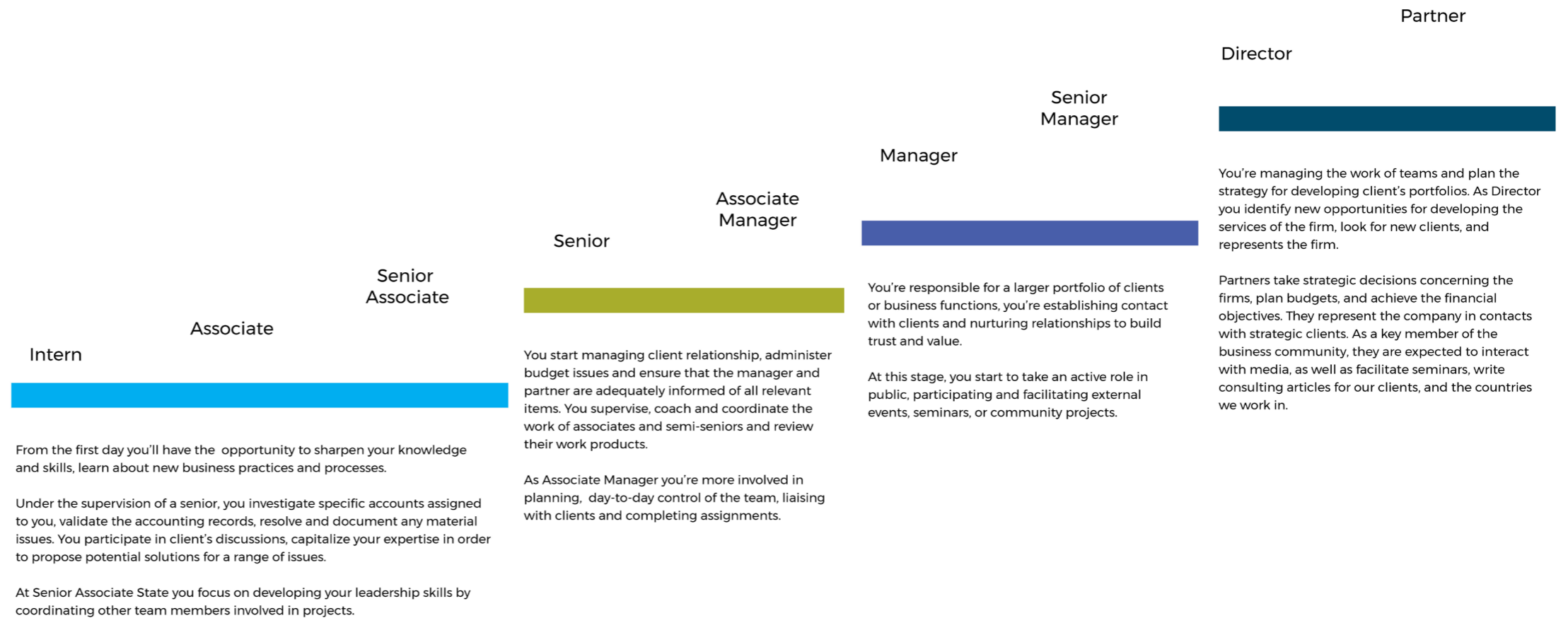
- Expand Opportunities
- Provide real commercial value to our clients and their business.
- Keep companies of our clients compliant with the Law, rules, and regulations.
- Keep our clients competitive

CAREER PATH

We understand that you'll be already thinking about what's next. At Moore we encourage you to be passionate about your career and realize that knowing where you can get to will be the key to knowing where you start.

We provide along your career:

- Mentoring Support
- Buddy system
- Training Programs
- Business Trips
- Performance Assessments
- Team Buildings
- International Exposure
- ACCA and Other Professional Qualifications
- Dynamic Working Environment





ABOUT US

Moore Assurance & Advisory is an independent member firm of Moore Global with offices located in Bucharest, Timisoara (Romania) and Chisinau (Moldova).

We offer a range of integrated services to help clients grow both locally and internationally. All offered services aim to add real commercial value to our clients business.

We aim to contribute to the creation of a healthy business environment and to be recognized as one of the most trusted professional services firms in Romania and Moldova by providing bespoke business solutions of the highest international standards. There are 3 offices under the management of Moore Assurance & Advisory, located in Bucharest, Timisoara and Chisinau, and over 50 professional employees.



Global Presence



US \$3.06 bn



Industry Knowledge



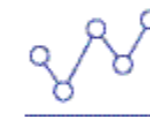
30K+ People

Our brand pillars:
Access - Passion - Care - Community

Members and Correspondants	Countries	Firms	Offices	Principals and Staff	Fee Income US\$m
Africa	8	22	27	945	32.1
Asia Pacific	17	22	49	3,029	171.2
Australasia	2	14	26	667	80.8
China	1	3	53	7,663	387.2
Europe	43	118	262	8,150	908.0
Latin America	20	27	35	1,173	36.0
Middle East	14	16	30	811	32.8
North America*	7	44	127	8,131	1,412.5
	112	266	609	30,569	3,060.6

* Includes Bermuda and The Caribbean

SERVICES



Our global network of more than 30,000 people enables our clients to access a comprehensive range of services, skills and up to date practical experience of the latest trends and issues affecting the global market place, as well as the local technical knowledge required to add real commercial value to their business.

So, whether it's a startup, business, or about to internationalize, Moore Global member firms deliver a range of integrated services to help the clients grow, realize and protect their wealth, both in their home country and internationally.

Take a look at the services offered by our member firms to find out about the expected value and benefits.

- Audit and Assurance
- Business Consultancy
- Business Restructuring and Insolvency
- Corporate Finance
- Financial Services and Wealth Management
- Forensic and litigation support
- Governance, Risk, and Internal Audit
- IT Consultancy
- Legal Services
- Outsourcing
- Tax
- Trusts and Estates

WHAT MAKES US DIFFERENT

It was clear from our experience that a good job was essential to provide trust and keep a healthy reputation, but what makes us truly different is much more than our services and it comes from the attitude of our people.

How we treat our people we treat our clients; investing in relationships, empathy, sharing, and collaboration are part of our actions that build value over time. The generic competencies that stand and make us different from our competition.

It is much more than putting the right quality, it is also on how technology makes the client service a better experience, and how we innovate provides a base on how we compete.

13



Moore firms focus on excellence in key business sectors.

FIRM'S CULTURE

We invest in relationships building trust, showing empathy, sharing information and being transparent, creating value for our team members and clients. We keep our organization Agile and responsive to the business environment.

LEADERSHIP STYLE

Ethical leadership is demonstrated respecting: people, clients, and suppliers. Among the ethical conduct, the leaders of the firm focus on promoting the firm's culture, respecting the firm procedures and enabling team members to perform.

REPUTATION AND EXPERTISE OF TEAM MEMBERS

"Reputation is argued to be an important and sophisticated asset; reputation is built, not bought, suggesting it is a non-tradable asset that may be much

more difficult to duplicate than tangible assets." (Kelly and Ashwin, 2013, p. 260). Ensuring quality is essential, while the right attitude towards our clients, makes it better. Engaging our client with our firm values allows high retention of clients.

CLIENT SERVICE

As for the reputation, our service is designed not to "tick the box" and it is tailored to respond to the business needs of our clients. The effort is focused on understanding our client's stake-holders, understanding the business and responding with the right solution to meet the expectation. Involvement of the right expertise and team members with the support and professionalism of the partners makes our service difficult to replicate.

CLIENT ACQUISITION

A client acquisition is always a challenge, showing our competitive edge and proving our case is much more than providing the right sales packs. To achieve this, we use our reputation and we respond with our people to

gain trust. Also being part of major business association allows us to engage the right attributes to provide credibility for our services.

TECHNOLOGY

We understand that technology plays an important role in today's business context. Using technologies to ease our job is essential and makes us more attractive to engage people, retain talent and provide the client with the right experience of our service.

INNOVATION

Being a professional service firm, we shift our focus by providing more complex solutions to our clients, such as; our audit services that are supported by strong digitalization strategy to facilitate the audit processes and provide faster and better results. Our people and strategic horizon to innovate new client services is the core of our innovation.

BRANDING

Our brand is supported by the international presence in over 112 countries. "Helping you thrive in a changing world", is our brand positioning. These words capture what Moore provide clients and our community: a rock to rely upon in a business world defined by constant renewal, challenge, and innovation. Advisers who not only provide the support enabling clients to flourish but also the care to build strong, human relationships.

This positioning is not something we aspire to be. It is who we are. We bring this to life through our brand pillars: Access, Passion, Care, and Community.



ETHICS MODEL A RESPONSIBLE BUSINESS MODEL

“Ethics is a branch of moral philosophy and there is considerable debate within philosophy over its true nature.” (Needle, 2015, p. 321).

Our business model does not rely only on profits and growth; our work is driven by respecting the ethical standards of our profession. At the base of our services we have our Quality Assurance Manual (established based on the International Standard on Quality Control) that defines among performance, human resources, monitoring programs, the Ethical Leadership required for our firm to operate while all our team members are required to adhere to those standards: integrity, independence, objectivity, professional due care and professional skepticism.

To ensure congruence the firm leadership has annual communication events, team members are appraised based on their ethical requisite, partners promote ethical behavior.

SUSTAIN THE DEVELOPMENT OF TEAMS

In general, all actions are embedded with the leadership of the firm and its culture, established by the business model which defines a larger scope for our firm, such as: to make an impact to the professional service by providing high quality services and to raise the level of the profession, fact which can be achieved by empowering team members, linking their performance to the outcome and encouraging them to innovate, providing support and access to objectives based trainings and to relevant qualifications: ACCA, CISA, CRISC, CFA.

Oil and Gas, Energy (as well as Nuclear Energy), Production Companies part of our work include the assessment of their compliance with the environmental regulations ensuring that their reports reflect true and fair regarding their actions and initiatives to mitigate potential natural disasters and pollution.

ETHICS EMBEDDED IN SERVICE DELIVERY

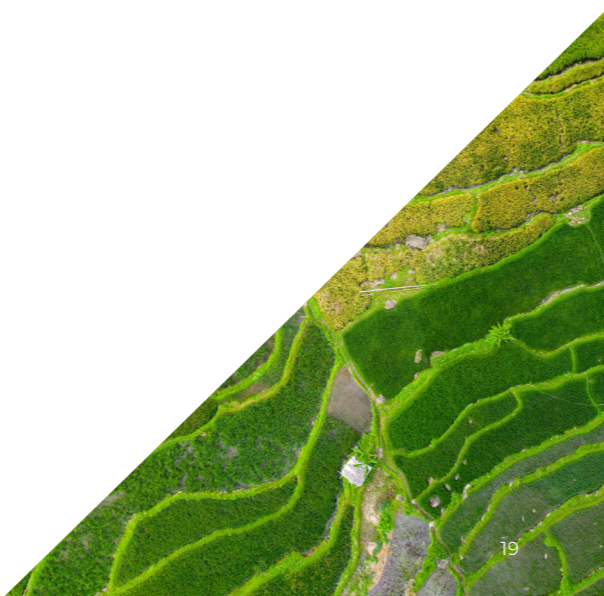
Services are designed to promote ethics as part of our quality requirements, we encourage and advice our clients in conducting business for carrying of ethical prerequisite while ensuring that our clients are complying with the law, best practices and environment. Working with various industries including:

CORPORATE PHILANTHROPY

Although there is a challenge among stakeholders having different interest from the outcome of carrying the business, Social Responsibility can be well blended within the brand-awareness initiatives as well as of fostering more responsible team culture as being part of our firm's

- Engaging team members on environmental activities;
- Encouraging team members to avoid printing materials which are not required;
- Encouraging team members to recycle;
- Sponsoring charitable events;
- Providing pro-bono services to several NGOs that contribute to the society.

Actions contribute to create welfare for other and to service our society promoting a better public image of the firm, sustaining our good reputation focused on quality and ethics, while team members are more connected with the firm.





At Moore whilst we like to “grow our own” talent by developing staff from graduate entry level through to professional qualification and beyond (including partner level), we also find that it is good to recruit experienced staff externally at a senior level. This helps to bring fresh thinking and a new perspective, creating stronger blended teams.



PEOPLE DEVELOPMENT

Global people development

We provide our members with the opportunity to develop as leaders in a range of important paths, positioning our firm as a leading network for the employment, retention, development and mobility of our people.

Harvard Executive Leadership Programme

A unique programme designed through collaboration between Harvard and Moore Global.

Targeted for current and future leaders of our firms and the network, in partnership with the world’s best-known business school, Harvard, delegates travel to its Cambridge, Massachusetts campus to understand the leadership context for the professional services firm of the future, through Harvard’s globally admired case study learning methodology.

The Global Mobility Programme

Exposing the talent within our organisation to a new experience abroad or gaining access to additional skills from the network for our own business; is an important way to develop our people and the internal capabilities of our firm. The Moore Global Mobility Programme has been established to achieve this, with secondment opportunities available throughout the network, and the HR support to guide our people.

Technical training

Moore Global offers a range of technical training opportunities at a local, regional and international level. Training areas include courses on auditing and reporting, ISA implementation, IFRS and accounting updates, ethics and independence and taxation.

Conferences

Moore Global holds a number of international, regional and national conferences providing both training and networking opportunities. As well as general events, there are many specialist events, covering tax, audit and specific industry sectors.

CONTACT US

Our Offices

Bucharest Office

Soseaua Bucuresti-Ploiesti nr 73-81, Victoria Business Park, Floor 4, Building 4, office no. 7

Bucharest, Romania

T: +4 0374 490 074
F: +4 0374 094 191
E: info@moore.ro

Timisoara Office

30056, 1 Ionel Bratianu Square, Bratianu Real Estate Timisoara, Romania

T: +4 0374 490 074
F: +4 0374 094 191
E: info@moore.ro

Chisinau Office

63 Vlaicu Parcalab Street, Sky Tower, 6th floor, MD-2012, The Republic of Moldova

T: +373 22 022 555
F: +373 22 022 556
E: info@moore.ro

www.moore.ro

