



Attijariwafa bank continues to lead the “TOP 25 ReKrateurs 2021” ranking

Casablanca, 7 February 2022 - For the second consecutive year, Attijariwafa bank has ranked first in Rekrute's Top 25 most attractive employers in Morocco in 2021. Like the previous years, this third edition of the “Top Rekruteurs” ranking is based on an analysis of several hundreds of millions of queries made to 1.5 million executives during their job search on Rekrute.

The ranking is based on five main criteria: the number of Followers, the number of Likes, the number of visitors to the job offers, the conversion rate of the candidates, the click rates on the logos and the HR Label for well-being at work.

2021 will undoubtedly have been an unprecedented year with its share of upheavals that have neither spared the global economy nor the job market. Fortunately, this situation has fostered the adoption of new organizational practices and compelled companies to become more agile and innovative. This is demonstrated today through this recognition of Attijariwafa bank, which confirms its ambition as a leading pan-African multinational company that strives for excellence on a continental scale. And for good reason, the group is strongly dedicated to support African talents and help them unleash their energies and fulfill their potential. Attijariwafa bank also advocates more than ever for an innovative, dynamic and attractive recruitment policy both in Morocco and abroad.

This approach aims to support the implementation of the Group's strategy in a challenging context arising from the digital transformation, the emergence of new professions and the identification of new areas of specialization required to expand the Group's activities.

In light of the above, Attijariwafa bank has been resolutely pursuing this transformation process for several years and has embraced the new imperatives and changes in the HR sector as opportunities to identify talents and offer them a reliable, seamless and interactive «candidate journey».

This strategy is underpinned by the active contribution of the Group's senior managers who take part in initiatives to promote the employer brand among talented people.

Several conferences and round tables are held to share their expertise, their visions and their career insight with young students.



About ReKrute:

ReKrute is present in 15 countries in French-speaking Africa and has been a leading player in the recruitment of executives and managers in these regions for 15 years. In Morocco, with more than 1.5 million registered executive profiles, ReKrute assists more than 3,000 multinational companies and major Moroccan corporations in their digital HR transformation every year.

Press Contact - Attijariwafa bank group

Mrs Ouafaa GHAOUAT

Media Relations Manager

Phone : 00212 647 47 32 90

Email : o.ghaouat@attijariwafa.com