



## **Employee Appraisal, Promotion & Compensation Policy**

This document outlines two core HR policies that govern how we assess, recognize, and reward employee contributions:

### **1. Employee Appraisal Framework**

A structured process for evaluating individual performance, aligning personal goals with organizational objectives, and providing feedback for growth.

### **2. Promotion & Salary Increment Policy**

Clear guidelines on how appraisal outcomes translate into promotions and compensation adjustments, ensuring fairness, transparency, and merit-based advancement.

These policies work together to support the professional development and career progression of our team members, while maintaining consistency and equity across the organization.

## Employee Appraisal Framework

### 1. Objective

To standardize performance evaluations, ensure transparent growth opportunities, and align compensation, promotions, and development plans with clear performance benchmarks and behavioral competencies across all departments within SellThru.

### 2. Appraisal Cycle

- **Frequency:** Annual – New salaries will be rolled out every **January** following the completion of the annual appraisal cycle.
- **Half-Year Reviews:** Line Managers are expected to conduct and document Half-Year Reviews with their team members using a shared tracking sheet. These reviews will serve as progress checkpoints, and the average score across the year will determine the final appraisal outcome.
- **Coverage Period:** January – December (previous calendar year).
- **Eligibility:** All full-time employees with at least 6 months of tenure.

### 3. Performance Rating Scale

Rating	Description	Salary Increment Range
5 – Excellent	Far exceeds expectations	10–15%
4 – Very Good	Exceeds expectations	6–10%
3 – Good	Meets expectations	2–5%
2 – Fair	Partially meets expectations	No appraisal
1 – Poor	Does not meet expectations	Performance Review Plan – 3 months to improve

**Note:** All final scores are subject to calibration by HR and Department Heads to ensure consistency across departments.

### 4. Standard Hierarchy by Department

#### Career Progression Roadmap:

Intern → Executive → Senior Executive → Manager → Senior Manager → Associate Account Director → Director → Senior Director



**To eliminate title inconsistencies across teams, the following standardized designations should be used:**

**CRM (Customer Relationship Management):**

- Executive: CRM Executive
- Senior Executive: Senior CRM Executive
- Manager: CRM Manager
- Senior Manager: Senior CRM Manager
- Associate Account Director: Associate Director – CRM
- Director: Director – CRM
- Senior Director: Senior Director – CRM

**SEO (Search Engine Optimization):**

- Executive: SEO Executive
- Senior Executive: Senior SEO Executive
- Manager: SEO Manager
- Senior Manager: Senior SEO Manager
- Associate Account Director: Associate Director – SEO
- Director: Director – SEO
- Senior Director: Senior Director – SEO

**Performance Marketing:**

- Executive: Performance Marketing Executive
- Senior Executive: Senior Performance Marketing Executive
- Manager: Performance Marketing Manager
- Senior Manager: Senior Performance Marketing Manager
- Associate Account Director: Associate Director – Performance Marketing
- Director: Director – Performance Marketing
- Senior Director: Senior Director – Performance Marketing

**5. Promotion Guidelines**

Promotion eligibility is based on:

- Minimum of 10 months in the current role
- Demonstrated ownership, leadership, and cross-functional impact
- Clear support from Department Head

**Approvals Required:**

- Management
- Department Head
- HR Department
- Finance Department (for budget compliance)



## Promotion & Salary Increment Policy

**Applies To: All Full-Time Employees at SellThru**

### 1. Purpose

This policy establishes clear, transparent, and fair guidelines for employee promotions and salary adjustments in line with performance, company growth, and market standards.

### 2. Promotion Guidelines

#### 2.1 Promotion Criteria

Promotions are based on the following factors:

- Consistently high performance (minimum rating of 4 or above)
- Demonstrated growth in responsibilities and leadership
- Contribution to team and company goals
- Alignment with SellThru's core values

#### 2.2 Typical Promotion Timeline

Current Role	Next Role	Typical Duration
Intern	Executive	6–12 months
Executive	Senior Executive	12–18 months
Senior Executive	Manager	18–24 months
Manager	Senior Manager	18–24 months
Senior Manager	Assoc. Account Director	18–24 months
Assoc. Director	Director	2–3 years
Director	Senior Director	2–3 years

*Exceptions may apply based on exceptional performance or business needs.*

### 3. Salary Increment Policy

#### Annual Review Cycle

Salaries are reviewed annually during performance evaluations and may be adjusted based on:

- Individual performance
- Company performance
- Market competitiveness
- Budget availability

#### 4. Salary Band Guidelines (AED/month)

Role	Salary Range
Intern	2,000 – 5,000
Executive	5,000 – 9,000
Senior Executive	9,000 – 14,000
Manager	14,000 – 20,000
Senior Manager	20,000 – 25,000
Assoc. Account Director	25,000 – 30,000
Director	30,000 – 35,000
Senior Director	35,000 – 42,000

*Salary bands are reviewed annually and may be updated based on market data.*

#### 5. Non-Monetary Recognition

SellThru values and acknowledges outstanding performance through a variety of non-monetary rewards. These are subject to overall company performance and board approval, and may include:

- Professional development support (e.g., training, courses, certifications)
- Additional leave days
- Flexible work arrangements
- Spot recognition bonuses for exceptional contributions

#### 6. Final Notes

- All promotions and salary changes must be approved by Management and HR, with Finance ensuring budget compliance.
- This policy is subject to periodic review and adjustment to align with company strategy, market benchmarks, and applicable laws.
- This document supersedes any previous practices or communications regarding appraisals, promotions, and compensation.