



ANNUAL REPORT 2020

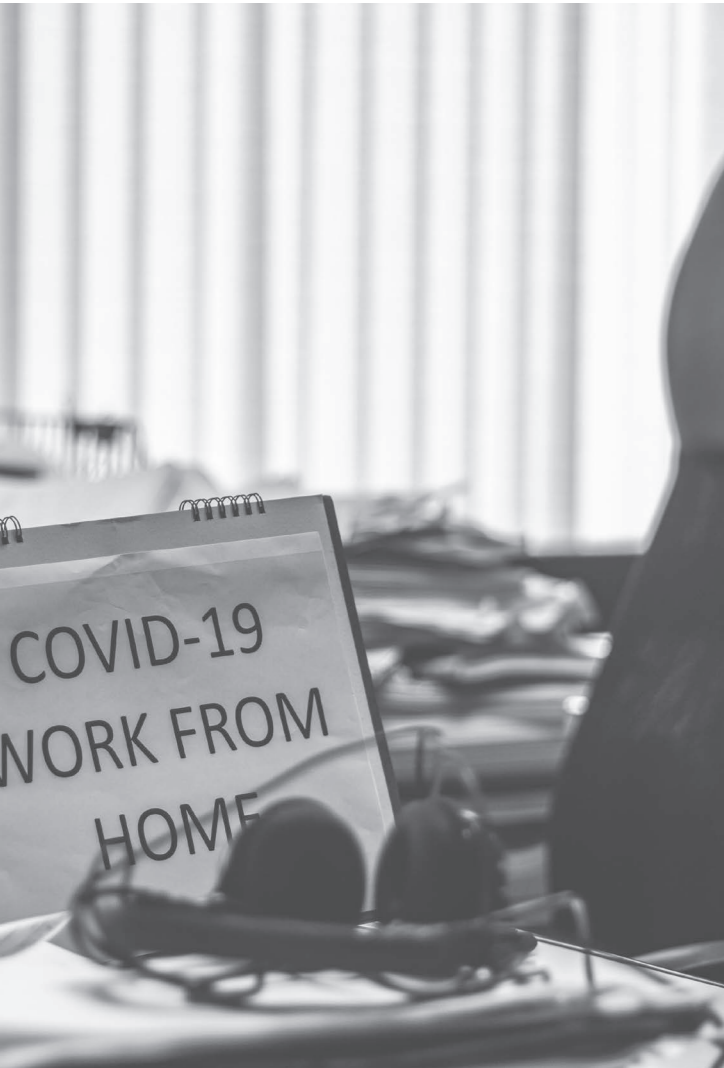
GLOBAL



2020

- AUDIT & ASSURANCE
- TAX & LEGAL
- CONSULTING
- CORPORATE FINANCE





ANNUAL REPORT 2020

Our daily lives have been tremendously affected by the Covid-19 pandemic. Lots of human suffering as well as economic damage. Our firm as well as many professionals around the world have adapted to be close of people, and to provide support to our clients on these complex circumstances.



Index

<u>GLOBAL FIRM</u>	4
<u>OUR VISION OF FUTURE</u>	8
<u>OUR VALUES</u>	10
<u>SERVICES</u>	12
AUDIT & ASSURANCE	
TAX & LEGAL	
CONSULTING	
CORPORATE FINANCE	
OUR CLIENTS' TRUST IS OUR MOST VALUABLE ASSET	
<u>AUREN IN FIGURES</u>	22
<u>OUR TEAM</u>	26
<u>COMMUNICATION</u>	28
<u>GLOBAL FOCUS</u>	38

GLOBAL FIRM



ANTONI GÓMEZ

Chairman of
Auren International

The year 2020 will be remembered as having basically been lived under the effects of the COVID-19 pandemic. The spread of the virus on a global scale has given rise to healthcare and financial consequences of extraordinary impact. Our world is extraordinarily globalised, with all the consequences this involves in all areas. This publication contains the main events and figures for 2020, with a view to the future, since we are aware that the coming year will continue to be greatly affected by the said pandemic. We will continue to adapt as best as possible in order to respond to the needs of our clients.

We continue to consider our international focus to be one of our most important strategic pillars.

Despite the fact that the circumstances have been particularly difficult for everybody,

with our clients focused on attending to their domestic needs, reducing their new international initiatives as a result, we have adapted our actions to the special times affecting us.

We have exchanged experiences as regards how to deal with the impact of Covid-19 in the various countries where our firm is present, both as regards internal organisation and meeting our clients' needs. We have increased the information provided within a regulatory scope and in related to shared services. Finally, and significantly, we have maintained our regular conventions, above all regionally and globally, in a virtual format. This has meant record attendance at all our meetings and conventions, as a result of the facilities offered by virtual formats. For many people in the firm, this has resulted in an increase in international contact with other members of the firm.

We have also continued virtually with our work groups, in which new members have been able to participate. Therefore, despite limited personal contact, interactions and shared projects, these groups have continued and even increased.

We have continued to increase services and territorial coverage in those countries where we are present. Our strategy seeks to ensure excellence in service, with multidisciplinary teams and with a solid position as regards both size and territorial coverage. Probably at a slower rate than if personal contact had been possible, we have still continued to hire specialised professionals and firms with skills allowing us to provide our clients with a better service.

With common services and an ingrained spirit of collaboration among our professionals, our organisational model allows the

various Auren offices and their clients to carry out their activities with a high level of efficiency, thanks to the more than 2.500 experts working with shared objectives.

Regardless of their size and activity, companies have increasing interaction with other countries, and Auren provides the appropriate response, with our solid position in those countries where we have a direct presence and with the coverage provided by the association ANTEA, Alliance of Independent Firms, promoted and fostered by Auren, with a presence in over 70 countries and with more than 300 offices in the main cities of the world. This year, we have continued to increase our international presence, particularly in the Asia-Pacific region and northern Africa, as increasingly significant pillars in international economic activity.

Aware of the growing importance of international development, we have relations and agreements with other firms and associations for mutual collaboration enabling a continual improvement in the service for our clients. In this sense, in the coming years, our international activities will continue to be the object of our utmost attention, reinforcing and strengthening our collaboration with other international groups.

OUR STRATEGY SEEKS TO ENSURE EXCELLENCE IN SERVICE, WITH MULTIDISCIPLINARY TEAMS AND WITH A SOLID POSITION AS REGARDS BOTH SIZE AND TERRITORIAL COVERAGE

We have continued to have an active presence in the Forum of Firms and the Transnational Auditors Committee of IFAC (International Federation of Accountants), and have significantly improved our presence in international rankings.

Through the Auren Foundation, we have continued to develop initiatives in different countries in relation to attending to vulnerable groups and performing various actions contributing to an improvement of the organisations, as a contribution to a fairer, more sustainable world.

Thus, through the proximity of our teams, the firm satisfactorily meets international challenges. With professionalism and with the guarantee of our presence and values, here and all around the world, we continue to commit to sustainability and the development of individuals, companies and society.



OUR VISION OF FUTURE

The future of professional service companies requires strategies to be adopted for competitive differentiation. Some of them choose to compete on prices, others on specialisation, or on enhancing their brand as an identifier for their services to win the clients' trust.

Auren is clearly committed to the reputation of its brand identifying the features of its services, consolidating it as one of the market leaders in the countries where we are present. Therefore, our strategy will continue to be the implementation of co-ordinated actions in order to rise in the rankings among the companies of reference of each geographic area. Such actions are focused on the following aspects:

Strengthening multidisciplinary approaches. The increasing complexity of the business

world makes it necessary to address issues from multiple points of view. Auren will intensify the development of new services specialising in areas of consultancy, law, corporate, etc.

Growing globally. The economy is global and the world is increasingly interrelated. At Auren, we are continuing with the process of international expansion, increasing the presence in new markets and cities, strengthening our size and offering services in those in which we are already working. We provide value by co-ordinating our services internationally.

Committing to innovation. Reality is evolving at a dizzying rate, and the leading companies must remain in the forefront in order to be able to meet the increasing needs of their clients. For this reason, Auren

maintains an innovative attitude, favouring the processes and culture of innovation in all aspects of management and in the approach of the services it provides.

Technology. Technological tools are an essential strategic factor for professional service companies. Quality, efficacy and safety are fundamental elements in order to compete, something which is only possible if the company relies on next-generation technology. Auren is keen to remain at the forefront of technological advances.

Knowledge and added value. Clients appreciate the added value we provide them and, in order to achieve this, our teams must have technical knowledge of the highest level. At Auren, we promote strategies for attracting and retaining talent, the ongoing

THE TALENT OF OUR TEAMS IS A KEY FACTOR IN OUR SUCCESS

training of teams and knowledge management. The talent of our teams is a key factor in our success.

Sector specialisation. Our forward-looking strategy must evolve in order to go from specialists in the provision of services to specialists in sectors. This path, which we started taking several years ago, must be increasingly clear in order for us to be recognised as leaders in new key sectors for the economic development of the territories in which we act.

All these strategic lines have the same orientation towards growth, providing value to our clients. Size has become the essential factor in order to compete, and merger processes, which are obviously no stranger to the professional service sector, will continue. Auren has maintained a vision of constant organic and inorganic

growth for years, through integrations, acquisition of portfolios and the incorporation of new partners, etc., and we must insist on this strategy, which has brought us such good results.

To conclude, all the foregoing is based on our culture and our organisational model, based on solid professional, personal and social models, and a true brand mark of the company.

OUR VALUES



Proximity

We work closely with our clients. Our flexibility and around-the-clock availability set us apart. We proactively commit to them.



Professional ethics

Everything we do is subject to objectivity, independent criteria and confidentiality. Our code of conduct reflects our commitment to the honesty that forms part of our culture.



Quality

The experience and expertise of our professionals, combined with exacting and effective work methods, ensure that we deliver nothing but excellence.



Multidisciplinary approach and expertise

We are familiar with the increasing complexity of the business world and its global nature. Therefore, Auren has teams that are specialised in different economic sectors and types of organisations, and we tackle problems from a multidisciplinary perspective: legal, tax, financial, organisational, human resources, etc.



Innovation

Auren is an innovative firm in the provision of new services, the improvement of processes, and the implementation of cutting-edge technologies. We know that the world is constantly changing and we are progressing along with it.



We provide added value

Our customers do not "buy hours of work", but require solutions. They share with us the added value that our services generate.

WE BASE OUR APPROACH ON TEAMWORK AND A COMMITMENT TO THE SOLUTIONS WE DELIVER, BECAUSE TOGETHER WE CAN CREATE FAR MORE ADDED VALUE.

OUR AIM IS TO WORK ALONGSIDE COMPANIES AND ORGANISATIONS SUCH AS YOURS WHICH, LIKE US, ARE COMMITTED TO ETHICS AND VALUES, FOCUSING ON SUSTAINABLE DEVELOPMENT AND GROWTH WITHOUT FORGOING SOCIAL ENGAGEMENT.

SERVICES

AUDIT & ASSURANCE

THE WORLD OF FINANCIAL AUDITING IS CHANGING QUICKLY. AT AUREN WE ARE IN A CONSTANT STATE OF INNOVATION IN ORDER TO OFFER OUR CLIENTS THE BEST QUALITY AT THE BEST PRICE.

Our quality control system meets the International Standards on Auditing, and Auren is one of the few firms worldwide to have been admitted to the prestigious Forum Of Firms (Transnational Auditors Committee - IFAC). This guarantees compliance with the strictest quality control levels, and in fact Auren has been recognised for years as

a standard setter in the field of auditing.

Inspiring confidence

Our audit reports ensure the corresponding interested parties (shareholders, credit institutions, customers, suppliers, employees, regulators, etc.) trust your company's accounts.

Professionally qualified staff

Our professionals have specific knowledge of the business and extensive experience in the field of auditing and assurance. We believe that investing in continuing professional development is essential in this sector.



TAX & LEGAL



IN THE COMPLEX AREA OF LEGAL AND TAX REGULATIONS, BEING ABLE TO FIND THE BEST SOLUTIONS GUARANTEES THE PEACE OF MIND YOUR COMPANY NEEDS.

The best advice possible

Our intention is to comply with the law while incurring the lowest costs possible. The difference between simple or excellent advice can mean a great deal to a company, and this is achieved through the knowledge and experience of strong multidisciplinary teams

with in-depth knowledge of all regulatory matters.

The Auren approach

We interact with our clients to provide them with the most suitable solution, however simple or complex.

CONSULTING

WE PROVIDE SOLUTIONS. WE DO THIS BY WORKING CLOSELY WITH YOUR COMPANY USING THE TEAMS NECESSARY TO ACHIEVE EXCELLENT RESULTS.

Experienced consultants

Our consultants are accustomed to working in complex environments, building on their experience in comparable companies to make the process easier, while controlling the costs of each situation.

organisational or structural matters, to name but a few, our consultancy services will measure up to your expectations.

Our economists, engineers, psychologists, IT experts and other professionals are ready to provide you with the most suitable solution, using a multidisciplinary approach to ensure its effectiveness.

A multidisciplinary approach

We are innovative, experienced and focused on obtaining effective results. Whether you need advice on personnel, IT,

CORPORATE FINANCE

WE ARE A LEADING FIRM IN THE FIELD OF FINANCIAL ADVICE AND CORPORATE OPERATIONS. WE PROVIDE COMPREHENSIVE SUPPORT IN TRANSACTIONS RELATED TO THE SALE AND PURCHASE OF COMPANIES AND BUSINESSES.

We have a multidisciplinary team of professionals highly specialised in mergers and acquisitions, debt restructuring, financing operations (debt and capital), business valuations, etc.

Methodology

Our collaboration starts by identifying client needs, creating a strategic plan, rigorously analysing the situation of the business, studying the sector, locating opportunities for investment/divestment and negotiating and advising on the transaction and its closure.

Strategic support

Aware of the strategic importance of any corporate decision, we assist businesses by giving the utmost professional commitment. We ensure total confidentiality and discretion in all matters we handle. Our professionals have the expertise and experience required to provide this service.



OUR CLIENTS' TRUST IS OUR MOST VALUABLE ASSET



Radisson Montevideo
Victoria Plaza

**Julia Soria, controller
Administration and Finance
Manager**

Our hotel company, an icon in the city of Montevideo for the last 68 years, has entrusted Auren with its tax advice and auditing services for 10 years.

The tax guidance we continually receive from Auren is of the utmost importance, as the success or failure of the company depends on this being handled well.

Appropriate tax advice has allowed us to avoid risks and save time in decision-taking, generate economic tranquillity by taking advantage of tax breaks, while

allowing a capital increase through different types of investment, thus improving the infrastructure of the company and the service we offer.

In Auren's tasks, we place the high value of trust, emphasising the professionalism, ethics and efficiency of all of its services and its highly-qualified team of executives, with whom we maintain fluid and cordial communication. It is a pleasure to grow alongside them, in such a versatile and fast-changing world as the one we live in.



ARMADORA PEREIRA

ARMADORA PEREIRA

**JOSE ENRIQUE PEREIRA MOLARES
(Managing Director)**

Armadora Pereira is a company with a lengthy history: what is its origin and background?

Armadora Pereira was founded by Mr José Pereira Álvarez in 1955. It is now a vertically-integrated business group, covering all areas of the seafood chain: from fishing to preparation, marketing and distribution. We have around 1,000 people of different nationalities working for us. Our fleet of 20 fishing boats operates mainly in the Atlantic. The fleet has grown and has been modernised, always with the same spirit of

commitment to the environment and a philosophy that respects the sea. Our main products are hake, squid, octopus and prawns. We offer frozen and preserved seafood solutions to cover the needs of present and future consumers.

What stands out about your relationship with Auren?

We have worked together for many years and we place great value in their knowledge of the complexities of our sector, as they understand its ever-changing nature and special features, especially taking into account the fact that our company operates in different countries, each with its own idiosyncrasies, and almost always with very different laws from each other. The commitment of Auren to the 17 SDG 2030 is in line with our resource sustainability proposal.

And its professionals?

We appreciate their skills and willingness to find solutions to problems and ongoing collaboration with the finance department. We would also point out their proximity and keenness to hear about and understand not only the administrative-accounting-financial and/or tax criteria of the company and their application to the annual accounts, but also the Group management strategy.



PEGASUS GROUP

HÉCTOR TAMARIT ALMAGRO (CEO Pegasus Group)

With almost 55 years of history, Pegasus Group dates back to 1966, with the founding of FAASA Aviación, in Palma del Río (Córdoba), by the veteran aviator Sebastián de Almagro. Since then, the progress of the Group has been unstoppable, both as regards the performance of its activities in the emergency aviation sector and in the fight to extinguish fires.

Pegasus is one of the leading operators in the fire-extinguishing helicopter sector in Spain, with a significant presence in Andalusia, where it has its headquarters, training centre and main maintenance depot, which puts it in a privileged position in order to be one of the main players in aeronautical strategy in the region.

The principal activity Pegasus involves operating helicopters and aeroplanes for extinguishing forest fires and for air rescue. In addition, the Group is devoted to training helicopter pilots and mechanics,

flight simulation and aircraft maintenance.

The international strategy implemented has allowed it to have a significant presence in Latin America, especially in Chile, where it is the leading operator in the sector.

The Group is currently present in Spain, Portugal, Italy, Chile, Peru and Uruguay.

The Group has 110 aircraft, 18 of which are aeroplanes, and the rest, helicopters.

The future plans of Pegasus Group include maintaining the objective of consolidating the national marketing and increasing its international presence.

Your future strategy includes the ongoing internationalization of the Group: what other countries or international geographic regions would be the target of that expansion?

The Pegasus Group is currently designing a strategic plan for the next 5 years, where one of the most important factors is the

consolidation of our international presence, as well as an increase in our operations in other countries that are starting to implement our activity. This expansion is not only limited to the southern hemisphere, but also focuses on EU countries that are beginning to request our services.

In this process for defining their international expansion, Pegasus Group commissioned Auren Corporate to provide its professional collaboration for preparing the Group Business Plan for the timeframe 2020-2024. How has this collaboration been for your Group?

The collaboration with Auren has been very important when developing our Business Plan: we have found the perfect technical support in order to embody the plan.

What attributes of the Auren Corporate team stand out?

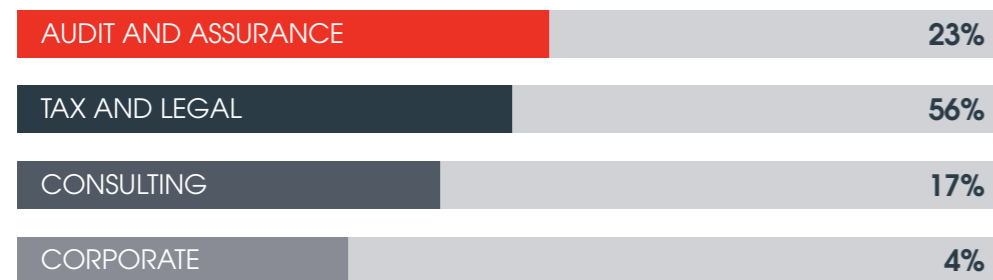
We have encountered a highly-qualified team with great experience in this area, and with a proximity very similar to the philosophy of our group.



AUREN IN FIGURES

INTERNATIONAL TURNOVER AND PROFESSIONAL RANKINGS

TURNOVER BY SERVICES AREA



Source: **auren** 2020

RANKING FIRM

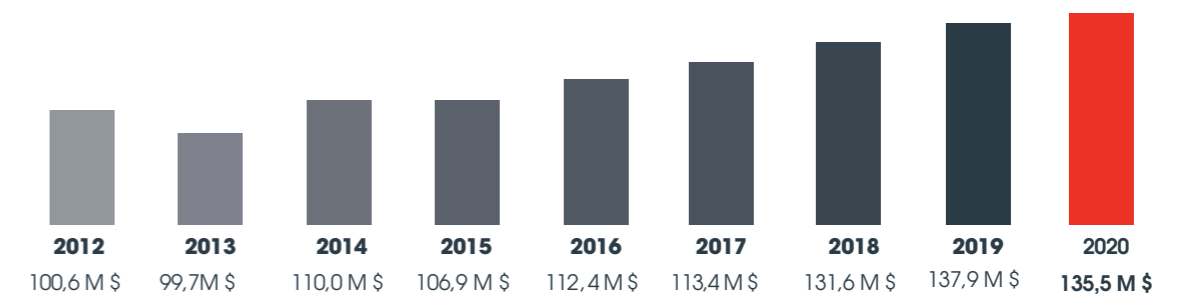


Source: **Accounting** 2020



TOTAL TURNOVER EVOLUTION

Data expressed in millions of USD



Source: **auren** 2020

ANTEA, ALLIANCE OF INDEPENDENT FIRMS

PROFESSIONAL SOLUTIONS FOR A GLOBAL WORLD

We live in a globalised world, and consequently, many of our clients have professional connections with other countries. Many SMEs have needs of professional services abroad, either by investments through its subsidiaries, or by any other form of business relationships. As a consequence of that, you never know when it may be essential to have advice and support of a professional from other country. This is extremely valuable when you need to have

a guarantee of a trusted advisor. The solution is Antea, an Alliance of Independents Firms established with the aim of organizing and promoting a wide association of firms cooperating to provide our clients the best possible service in their international needs.

Antea has a strong presence in Europe and Latin America. The broad geographical coverage of their members benefits their clients and their international needs. In addition to our members, we also have access

to a select group of professional firms and contacts in countries throughout the world.

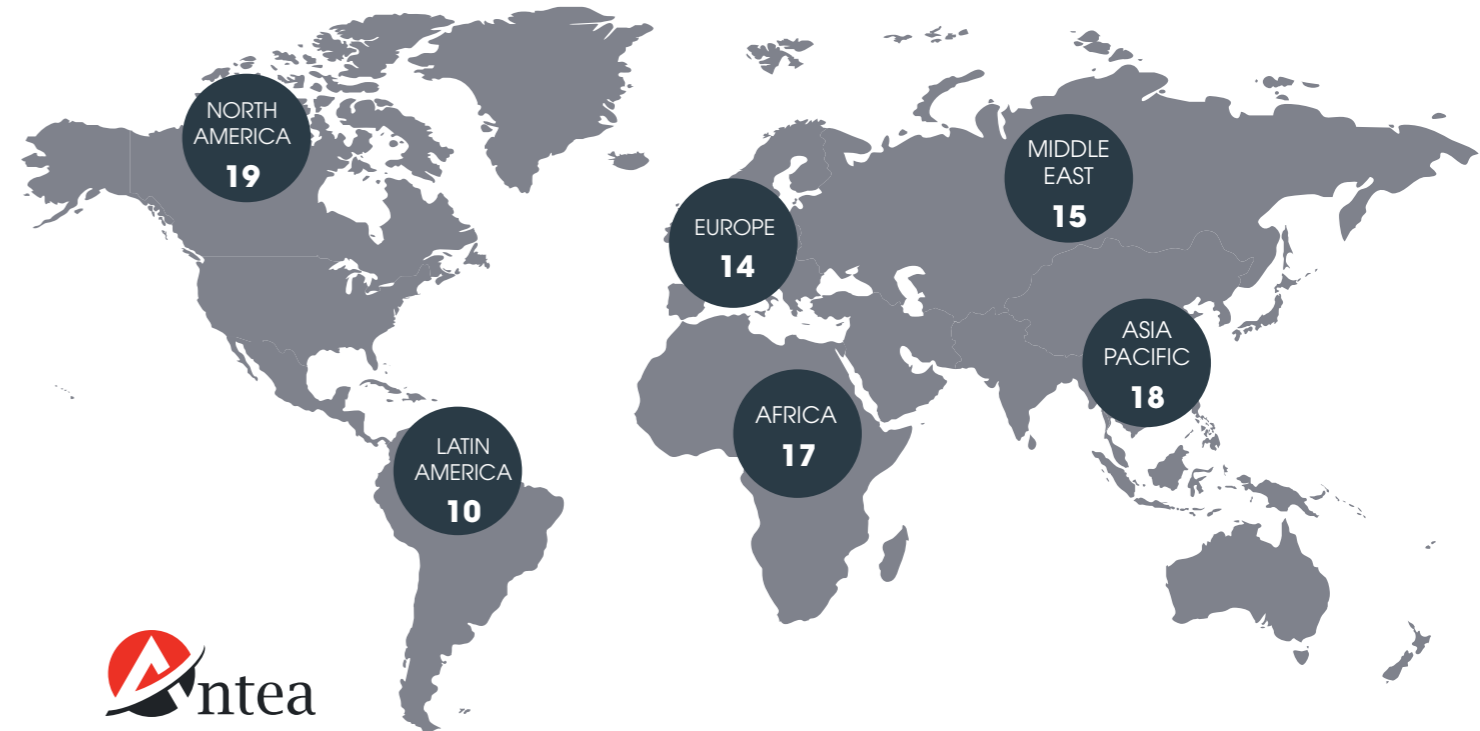
Antea members are professional experts in national legislation and are highly qualified in auditing, consulting, tax and legal matters with a recognized reputation in international business.

Staff	Countries	Offices	Turnover
5.155	70	300	311,1 M \$



WORLD RANKING OF PROFESSIONAL ASSOCIATIONS

Antea, an alliance of independent firms Auren driven, holds a leading position in the rankings at regional and global level.



Antea occupies the position **n°16** at world-wide level

Position that occupies in the ranking by turnover.

Source: **Accounting** 2020

OUR TEAM

OUR PROFESSIONALS ARE THE LARGEST ASSET OF THE FIRM. ITS HUMAN AND TECHNICAL QUALITY IS PART OF AUREN'S SUCCESS.

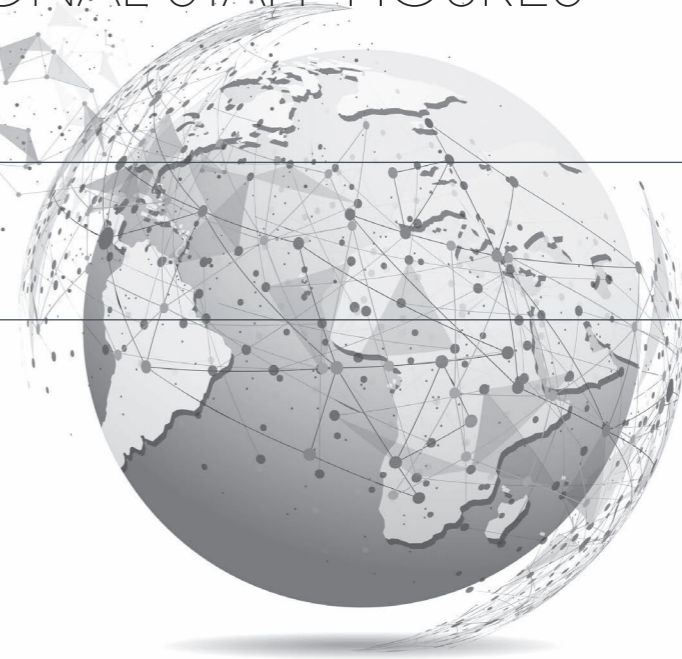


INTERNATIONAL STAFF FIGURES

STAFF BY REGIONS

AMERICA
Staff: **907**
Offices: **25**

EMEA
Staff: **1.246**
Offices: **34**



EVOLUTION INTERNATIONAL STAFF



Source: **auren** 2020

COMMUNICATION

GLOBAL
COMMUNICATION
BRINGS CHALLENGES,
OPPORTUNITIES



auren
2021
Fiscal

VADEMECUM 2020
Arbeitnehmer im Ausland
auren

VADEMECUM 2020
Baulohn
auren
www.auren.com

auren
2021
Laboral

VADEMECUM 2020
Private Steuer
auren

VADEMECUM 2020
Reisekosten
auren
www.auren.com

auren
AUREN news
BÜRO INFORMATION
RECHNUNGSWESSEN
UND WIRTSCHAFT

OUTSTANDING EVENTS

auren
INTERNATIONAL BUSINESS
FISCAL INFO

OUTSTANDING EVENTS

auren
INTERNATIONAL COMPARISON
2021-2022

What's in this issue
Withholding Taxes

Index

India

Newsletter June 2020

COVID-19
International publication

www.auren.com

In response to this crisis, governments all over the world have enacted legal, fiscal and monetary stimulus measures to counteract the disruption caused by the coronavirus. We have compiled an overview of the different measures that are available to support businesses in some countries in these uncertain times. This overview is ever evolving, we will continue to post tax updates and news as they come through.

Newsletter March 2020

COVID-19

FRANCE

The Government together with the French parliament has adopted the Finance Bill for 2020, which contains a total amount of 200 billion euros in tax cuts and other measures to support businesses and individuals during the crisis.

The Government together with the parliament has adopted the Finance Bill for 2020, which contains a total amount of 200 billion euros in tax cuts and other measures to support businesses and individuals during the crisis.

India - Israel Infrastructure Summit

Powered by

Comptabilitat i Tecnologies

Desenvolupament de solucions de gestió de la informació i de les dades per a les empreses.

Desenvolupament de solucions de gestió de la informació i de les dades per a les empreses.

FLASH FISCAL

Desenvolupament de solucions de gestió de la informació i de les dades per a les empreses.

Desenvolupament de solucions de gestió de la informació i de les dades per a les empreses.

RESILIENCIA

Què són més complexos
Per a un país, una de les grans competències de les empreses és la capacitat de resistir i superar les crisis. Aquesta capacitat es denomina resiliència, adaptabilitat i empenta.

SETTING UP BUSINESS IN ARGENTINA

Entities

Desenvolupament de solucions de gestió de la informació i de les dades per a les empreses.

Doing Successful Business in the New Normal: People, Methods & Innovation

Tuesday, December 1, 2020

Start time: 11:00 AM
Spain time: 12:00 AM

Comptabilitat i Tecnologies

Desenvolupament de solucions de gestió de la informació i de les dades per a les empreses.

Desenvolupament de solucions de gestió de la informació i de les dades per a les empreses.

AUDITORIA Y ASSURANCE
ABOGADOS Y ASESORES FISCALES
CONSULTORIA CORPORATE

Presencia internacional
70 PAISES
300 OFICINAS

WEBINAR

El nou Impost sobre Successions i Donacions a Catalunya. La planificació com a instrument esse per evitar més tributació.

10 de novembre de 2020 de 10:00 a 11:00 h.

WEBINAR

L'ESTAT D'INFORMACIÓ NO FINANCERA: una nova responsabilitat empresarial.

Dimecres 21 d'octubre de 2020 de 10:00 a 11:00 h.

Innovación, emprendimiento y estrategia

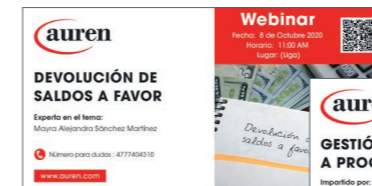
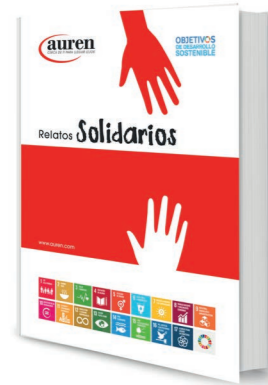
01 INICIACIÓN
02 ENERGÍA Y CÉLULAS
03 INTELIGENCIA
04 INICIACIÓN

AUREN CONSULTORES
SERVICIOS DE SOSTENIBILIDAD

Política de Recursos Humanos
EVALUACIÓN DEL DESEMPEÑO

Política de Recursos Humanos
FORMACIÓN

Política de Recursos Humanos
SELECCIÓN



PRESS NOTES

14 | Expansión | JURÍDICO | Martes 15 de octubre de 2019

CRECIMIENTO

Auren integra en Madrid Global Compliance

El primer cumplimiento normativo de las empresas reguladas, en especial financieras y de seguros. Auren integra en Madrid la consultora de operaciones con Leonard Odier, Tres Capital y Credit Suisse. La integración de Global Compliance en Auren sigue su filosofía de negocio. En el último año, ha integrado al bufete Gómez Tembuque y a la consultora Smarty Hub en Madrid, y al despacho Baró Arnaez en Barcelona.

Mario Alonso, presidente de Auren.



Mario Alonso, presidente de Auren.

El primer cumplimiento normativo de las empresas reguladas, en especial financieras y de seguros. Auren integra en Madrid la consultora de operaciones con Leonard Odier, Tres Capital y Credit Suisse. La integración de Global Compliance en Auren sigue su filosofía de negocio. En el último año, ha integrado al bufete Gómez Tembuque y a la consultora Smarty Hub en Madrid, y al despacho Baró Arnaez en Barcelona.

El primer cumplimiento normativo de las empresas reguladas, en especial financieras y de seguros. Auren integra en Madrid la consultora de operaciones con Leonard Odier, Tres Capital y Credit Suisse. La integración de Global Compliance en Auren sigue su filosofía de negocio. En el último año, ha integrado al bufete Gómez Tembuque y a la consultora Smarty Hub en Madrid, y al despacho Baró Arnaez en Barcelona.

El primer cumplimiento normativo de las empresas reguladas, en especial financieras y de seguros. Auren integra en Madrid la consultora de operaciones con Leonard Odier, Tres Capital y Credit Suisse. La integración de Global Compliance en Auren sigue su filosofía de negocio. En el último año, ha integrado al bufete Gómez Tembuque y a la consultora Smarty Hub en Madrid, y al despacho Baró Arnaez en Barcelona.

El primer cumplimiento normativo de las empresas reguladas, en especial financieras y de seguros. Auren integra en Madrid la consultora de operaciones con Leonard Odier, Tres Capital y Credit Suisse. La integración de Global Compliance en Auren sigue su filosofía de negocio. En el último año, ha integrado al bufete Gómez Tembuque y a la consultora Smarty Hub en Madrid, y al despacho Baró Arnaez en Barcelona.

El primer cumplimiento normativo de las empresas reguladas, en especial financieras y de seguros. Auren integra en Madrid la consultora de operaciones con Leonard Odier, Tres Capital y Credit Suisse. La integración de Global Compliance en Auren sigue su filosofía de negocio. En el último año, ha integrado al bufete Gómez Tembuque y a la consultora Smarty Hub en Madrid, y al despacho Baró Arnaez en Barcelona.



Mario Alonso, presidente de Auren (segundo por la izquierda), junto con Juan José Martín Beltrán, Paula García Marina y Pedro Moreno.

Auren integra la consultora de tecnología IO Digital

Redes.Ayuda.Madrid
La firma de servicios profesionales Auren avanza en su estrategia de crecimiento con la integración de la consultora tecnológica especializada en soluciones digitales y software IO Digital.

Tras la operación, Auren incorpora a Pedro Moreno, consejero delegado de IO Digital, y a Paula García Marina y Juan José Martín Beltrán, hasta ahora directora de operaciones y director de sistemas de información de la consultora, respectivamente, como nuevos socios de su división de consultoría de Auren. Además, la firma de servicios profesionales sumará a un equipo de 40 profesionales.

Desde Auren explican a EXPANSIÓN que con la integración refuerzan su área digital desde la que se ofrecen servicios de digitalización para las empresas y los negocios, basados en el análisis de oportunidades para la estrategia y crecimiento de las organizaciones. Además del diseño, acompañamiento y puesta en marcha de las soluciones.

Del mismo modo, la incorporación del equipo de IO Digital permitirá a Auren potenciar los servicios actuales de la firma a través de la creación de productos digitales como plataformas de gestión, asistentes virtuales basados en inteligencia artificial, automati-

zación de procesos o analítica de datos, entre otros.

La integración de IO Digital se suma a otras realizadas por la compañía durante los últimos meses y forma parte de la estrategia de la compañía de crecer ya orgánica y a través de fusiones y adquisiciones. En el último año, Auren ha integrado a la consultora experta en cumplimiento normativo, Global Compliance; al bufete Baró Arnaez y a la división de software de Advantagroup, para reforzar el área de consultoría de tecnologías de la información.

"El momento de cambios generalizados al que estamos asistiendo exige reforzar los servicios de apoyo a las empresas en sus procesos de transformación digital", explica el presidente de Auren, Mario Alonso.

Auren - con 15 oficinas en España y más de 850 profesionales en el país - cerró el pasado ejercicio con un facturación de 66,2 millones de euros, lo que supone un crecimiento del 16% frente a los 57,1 millones del año anterior.

NEGOCIOS EL PAÍS, DOMINGO 1 DE MARZO DE 2020
CARRERAS Y CAPITAL HUMANO

El 70% de las compañías tienen políticas de hiring, pero no siempre funcionan

Tras la elección, el primer ministro español se trata de gobernar al trabajador.

Las tecnologías van lo que mejor acompañan a los clientes, los que peor.

Cómo evitar que el novato se dé a la fuga

Muchas de las nuevas incorporaciones abandonan las empresas durante el primer año. Hay poco seguimiento de su trabajo por parte de las organizaciones.

FORO 5. CARRERAS

El primer ministro español se trata de gobernar al trabajador.

Las tecnologías van lo que mejor acompañan a los clientes, los que peor.

FORO 5. CARRERAS

El primer ministro español se trata de gobernar al trabajador.

Las tecnologías van lo que mejor acompañan a los clientes, los que peor.

FORO 5. CARRERAS

El primer ministro español se trata de gobernar al trabajador.

Las tecnologías van lo que mejor acompañan a los clientes, los que peor.

FORO 5. CARRERAS

El primer ministro español se trata de gobernar al trabajador.

Las tecnologías van lo que mejor acompañan a los clientes, los que peor.

LUNES, 27 DE ENERO DE 2020 | EL ECONOMISTA

Empresas y Finanzas

Mario Alonso Presidente de Auren

“Estamos negociando para abrir oficinas propias en Italia y Bélgica”

Auren Portugal - Vinte anos em Portugal

Alcancou duas décadas de atividade não só para todos e somente uma marca fundada em pilares como a excelência, o rigor e a transparência no trabalho. Auren Portugal, Auditoria, Assessoria, Consultoria, que este ano comemora 20 anos de serviço em território nacional. Victor Ladino, Administrador da marca, fala com a Revista Portos de Vêla sobre estas duas décadas e como a instituição tem vindo a assumir-se como um player de excelência no mercado local.



Victor Ladino, Administrador da marca.

Independência: “No queremos hacer de negocio político, queremos ser un negocio comercial y empresarial.”

Independencia: “No queremos hacer de negocio político, queremos ser un negocio comercial y empresarial.”

Autónomo: “Queremos ser un negocio comercial y empresarial, no queremos ser un negocio político.”

Autónomo: “Queremos ser un negocio comercial y empresarial, no queremos ser un negocio político.”

Autónomo: “Queremos ser un negocio comercial y empresarial, no queremos ser un negocio político.”

Autónomo: “Queremos ser un negocio comercial y empresarial, no queremos ser un negocio político.”

Autónomo: “Queremos ser un negocio comercial y empresarial, no queremos ser un negocio político.”

Autónomo: “Queremos ser un negocio comercial y empresarial, no queremos ser un negocio político.”

Autónomo: “Queremos ser un negocio comercial y empresarial, no queremos ser un negocio político.”

Autónomo: “Queremos ser un negocio comercial y empresarial, no queremos ser un negocio político.”

Autónomo: “Queremos ser un negocio comercial y empresarial, no queremos ser un negocio político.”

Autónomo: “Queremos ser un negocio comercial y empresarial, no queremos ser un negocio político.”

AUREN PORTUGAL DUAS DÉCADAS A PROMOVER VALOR

Alcancou duas décadas de atividade não só para todos e somente uma marca fundada em pilares como a excelência, o rigor e a transparência no trabalho. Auren Portugal, Auditoria, Assessoria, Consultoria, que este ano comemora 20 anos de serviço em território nacional. Victor Ladino, Administrador da marca, fala com a Revista Portos de Vêla sobre estas duas décadas e como a instituição tem vindo a assumir-se como um player de excelência no mercado local.



Equipa da Auren Portugal.

Auren tem como missão criar valor e contribuir para o desenvolvimento sustentável das sociedades, organizações e indivíduos através dos seus serviços de qualidade que diferenciam a marca no mundo. Não se trata de ser “localmente responsável”, mas sim de ser “globalmente responsável”.

Em Portugal, Auren tem vindo a crescer de forma constante, tornando-se uma das principais consultoras de auditoria, assessoria e consultoria em Portugal. Auren Portugal tem vindo a assumir-se como um player de excelência no mercado local, oferecendo serviços de qualidade que diferenciam a marca no mundo. Não se trata de ser “localmente responsável”, mas sim de ser “globalmente responsável”.

ONDE GOSTARIA DE VER ELEVADA A MARCA DAQUI A MAIS 20 ANOS?

Das 30 marcas avaliadas, a Auren Portugal foi a única que recebeu o voto de todos os participantes. Isto demonstra o reconhecimento da marca e a confiança dos clientes e parceiros. Auren Portugal tem vindo a assumir-se como um player de excelência no mercado local, oferecendo serviços de qualidade que diferenciam a marca no mundo. Não se trata de ser “localmente responsável”, mas sim de ser “globalmente responsável”.

ONDE GOSTARIA DE VER ELEVADA A MARCA DAQUI A MAIS 20 ANOS?

Das 30 marcas avaliadas, a Auren Portugal foi a única que recebeu o voto de todos os participantes. Isto demonstra o reconhecimento da marca e a confiança dos clientes e parceiros. Auren Portugal tem vindo a assumir-se como um player de excelência no mercado local, oferecendo serviços de qualidade que diferenciam a marca no mundo. Não se trata de ser “localmente responsável”, mas sim de ser “globalmente responsável”.

ONDE GOSTARIA DE VER ELEVADA A MARCA DAQUI A MAIS 20 ANOS?

Das 30 marcas avaliadas, a Auren Portugal foi a única que recebeu o voto de todos os participantes. Isto demonstra o reconhecimento da marca e a confiança dos clientes e parceiros. Auren Portugal tem vindo a assumir-se como um player de excelência no mercado local, oferecendo serviços de qualidade que diferenciam a marca no mundo. Não se trata de ser “localmente responsável”, mas sim de ser “globalmente responsável”.

ONDE GOSTARIA DE VER ELEVADA A MARCA DAQUI A MAIS 20 ANOS?

Das 30 marcas avaliadas, a Auren Portugal foi a única que recebeu o voto de todos os participantes. Isto demonstra o reconhecimento da marca e a confiança dos clientes e parceiros. Auren Portugal tem vindo a assumir-se como um player de excelência no mercado local, oferecendo serviços de qualidade que diferenciam a marca no mundo. Não se trata de ser “localmente responsável”, mas sim de ser “globalmente responsável”.

ONDE GOSTARIA DE VER ELEVADA A MARCA DAQUI A MAIS 20 ANOS?

Das 30 marcas avaliadas, a Auren Portugal foi a única que recebeu o voto de todos os participantes. Isto demonstra o reconhecimento da marca e a confiança dos clientes e parceiros. Auren Portugal tem vindo a assumir-se como um player de excelência no mercado local, oferecendo serviços de qualidade que diferenciam a marca no mundo. Não se trata de ser “localmente responsável”, mas sim de ser “globalmente responsável”.

Consultoría



Fernando de Tezanos Pinto
Presidente de Auren Argentina y Director Ejecutivo de Latam

AUREN
Empleados: 335
Facturación 2020 (e.): \$ 450 millones
Facturación 2021 (p.): \$ 580 millones

Seguir con la estrategia internacional de posicionamiento e incorporación de

talentos. Acompañar a nuestros clientes. Las expectativas están ligadas a cómo seguir el año a nivel salud, educación y economía. El Covid-19 y el impacto en la economía, la salud y la sociedad. Entendamos nuevas reglas que afectan a toda la organización: mejor atención al factor humano, replantear el liderazgo, promover la transformación digital y la innovación. Los desafíos fueron la reformulación del trabajo; cambio de hábitos, la necesidad de trabajar procesos y su soporte tecnológico. Identificar oportunidades. Ahora nos enfrentamos a un nuevo juego. Con períodos. Con generencias. Con nuevas reglas. Las empresas deben transformarse. Esta transformación pone un resquebrajamiento de los modelos de negocio. Las firmas deben correr estos riesgos para crecer.

La pandemia poné

Management & RRIH

Impregnar de innovación cada parte de la empresa

Es una fórmula secreta para que una organización pueda conquistar este valor tan buscado en estos días. Liderar en una transformación tecnológica, innovar y lograr llevar los cambios a los clientes.



Auren

“Hoy el país se presenta como un lugar tremendamente atractivo”

Desde la compañía se entiende que las Zonas Francas se van desarrollando en forma absolutamente significativa en Uruguay y que en un momento especial, “todos miran el programa con expectativas reñidas de que se pueda encontrar un futuro promisoro”.

¿Por qué elegir Auren en la hora de contratar servicios?

“Somos una firma de servicios profesionales especializada en la prestación de servicios vinculados al negocio empresarial. Tenemos un total de 150 profesionales dedicados plenamente a satisfacer las necesidades de nuestros clientes: los emprendedores locales. Nuestra área de actuación sea auditoría, asesoramiento tributario y legal, consultoría, outsourcing y finanzas corporativas. Desde la creación de una opinión sobre los estados financieros de una compañía, hasta la validación de la misma para su eventual venta, pasando por la liquidación de sociedades o el análisis de la más compleja de las situaciones fiscales que se nos pueda presentar: ningún desafío de todo lo que ofrece la empresa nos se agota. Trabajamos eficientemente en Caracas, en Victoria Plaza Office Towers (Barrabecá) y en Zona Franca. Hemos crecido mucho en el desarrollo de todos nuestros servicios. Nuestra expectativa es la continuidad de este mismo modo.”

¿Cómo afectó el covid 19 al negocio de asesoramiento laboral y asesoría?

“Pero que habrán pasado algunas ya, pero realidad todo ocurrió en forma temprana. Y en consecuencia con la certeza que se requiere. Todos sabemos que llegará.”

¿Qué se espera de la hora de contratar servicios?

“Somos una firma de servicios profesionales especializada en la prestación de servicios vinculados al negocio empresarial. Tenemos un total de 150 profesionales dedicados plenamente a satisfacer las necesidades de nuestros clientes: los emprendedores locales. Nuestra área de actuación sea auditoría, asesoramiento tributario y legal, consultoría, outsourcing y finanzas corporativas. Desde la creación de una opinión sobre los estados financieros de una compañía, hasta la validación de la misma para su eventual venta, pasando por la liquidación de sociedades o el análisis de la más compleja de las situaciones fiscales que se nos pueda presentar: ningún desafío de todo lo que ofrece la empresa nos se agota. Trabajamos eficientemente en Caracas, en Victoria Plaza Office Towers (Barrabecá) y en Zona Franca. Hemos crecido mucho en el desarrollo de todos nuestros servicios. Nuestra expectativa es la continuidad de este mismo modo.”

¿Cómo afectó el covid 19 al negocio de asesoramiento laboral y asesoría?

“Pero que habrán pasado algunas ya, pero realidad todo ocurrió en forma temprana. Y en consecuencia con la certeza que se requiere. Todos sabemos que llegará.”



CIUDAD VELA ZONA FRANCA CARACAS
Provincia de Canelones, Uruguay Puerto Libertad, Uruguay Calle 100, Caracas, Venezuela

Auren

“Hoy el país se presenta como un lugar tremendamente atractivo”

Desde la compañía se entiende que las Zonas Francas se van desarrollando en forma absolutamente significativa en Uruguay y que en un momento especial, “todos miran el programa con expectativas reñidas de que se pueda encontrar un futuro promisoro”.

¿Por qué elegir Auren en la hora de contratar servicios?

“Somos una firma de servicios profesionales especializada en la prestación de servicios vinculados al negocio empresarial. Tenemos un total de 150 profesionales dedicados plenamente a satisfacer las necesidades de nuestros clientes: los emprendedores locales. Nuestra área de actuación sea auditoría, asesoramiento tributario y legal, consultoría, outsourcing y finanzas corporativas. Desde la creación de una opinión sobre los estados financieros de una compañía, hasta la validación de la misma para su eventual venta, pasando por la liquidación de sociedades o el análisis de la más compleja de las situaciones fiscales que se nos pueda presentar: ningún desafío de todo lo que ofrece la empresa nos se agota. Trabajamos eficientemente en Caracas, en Victoria Plaza Office Towers (Barrabecá) y en Zona Franca. Hemos crecido mucho en el desarrollo de todos nuestros servicios. Nuestra expectativa es la continuidad de este mismo modo.”

¿Cómo afectó el covid 19 al negocio de asesoramiento laboral y asesoría?

“Pero que habrán pasado algunas ya, pero realidad todo ocurrió en forma temprana. Y en consecuencia con la certeza que se requiere. Todos sabemos que llegará.”



Auren

“Hoy el país se presenta como un lugar tremendamente atractivo”

Desde la compañía se entiende que las Zonas Francas se van desarrollando en forma absolutamente significativa en Uruguay y que en un momento especial, “todos miran el programa con expectativas reñidas de que se pueda encontrar un futuro promisoro”.

¿Por qué elegir Auren en la hora de contratar servicios?

“Somos una firma de servicios profesionales especializada en la prestación de servicios vinculados al negocio empresarial. Tenemos un total de 150 profesionales dedicados plenamente a satisfacer las necesidades de nuestros clientes: los emprendedores locales. Nuestra área de actuación sea auditoría, asesoramiento tributario y legal, consultoría, outsourcing y finanzas corporativas. Desde la creación de una opinión sobre los estados financieros de una compañía, hasta la validación de la misma para su eventual venta, pasando por la liquidación de sociedades o el análisis de la más compleja de las situaciones fiscales que se nos pueda presentar: ningún desafío de todo lo que ofrece la empresa nos se agota. Trabajamos eficientemente en Caracas, en Victoria Plaza Office Towers (Barrabecá) y en Zona Franca. Hemos crecido mucho en el desarrollo de todos nuestros servicios. Nuestra expectativa es la continuidad de este mismo modo.”

¿Cómo afectó el covid 19 al negocio de asesoramiento laboral y asesoría?

“Pero que habrán pasado algunas ya, pero realidad todo ocurrió en forma temprana. Y en consecuencia con la certeza que se requiere. Todos sabemos que llegará.”



Auren

“Hoy el país se presenta como un lugar tremendamente atractivo”

Desde la compañía se entiende que las Zonas Francas se van desarrollando en forma absolutamente significativa en Uruguay y que en un momento especial, “todos miran el programa con expectativas reñidas de que se pueda encontrar un futuro promisoro”.

¿Por qué elegir Auren en la hora de contratar servicios?

“Somos una firma de servicios profesionales especializada en la prestación de servicios vinculados al negocio empresarial. Tenemos un total de 150 profesionales dedicados plenamente a satisfacer las necesidades de nuestros clientes: los emprendedores locales. Nuestra área de actuación sea auditoría, asesoramiento tributario y legal, consultoría, outsourcing y finanzas corporativas. Desde la creación de una opinión sobre los estados financieros de una compañía, hasta la validación de la misma para su eventual venta, pasando por la liquidación de sociedades o el análisis de la más compleja de las situaciones fiscales que se nos pueda presentar: ningún desafío de todo lo que ofrece la empresa nos se agota. Trabajamos eficientemente en Caracas, en Victoria Plaza Office Towers (Barrabecá) y en Zona Franca. Hemos crecido mucho en el desarrollo de todos nuestros servicios. Nuestra expectativa es la continuidad de este mismo modo.”

¿Cómo afectó el covid 19 al negocio de asesoramiento laboral y asesoría?

“Pero que habrán pasado algunas ya, pero realidad todo ocurrió en forma temprana. Y en consecuencia con la certeza que se requiere. Todos sabemos que llegará.”



AUREN AMONG THE BEST GLOBAL NETWORKS AND ASSOCIATIONS IN THE WORLD SURVEY

28/02/2020

Last February, The International Accounting Bulletin (IAB) announced the results of the 2019 World Survey where Auren has been ranked 25, improving two positions with respect to the previous year. The survey has reflected a notable growth of a 5% on its annual fee reaching USD 1379 million, in terms of total staff, Auren currently count with more than 2000 employees.

The publication has also announced the rankings within the different professional areas, whom consequently, has experimented a remarkable improvement. Those biggest achievements are reflected specially in the Accounting and Advisory revenues with a 28% and a 17% respectively, although, all services remain equally important and are ranked in such excellent positions within other global networks.




AUREN CONTINUES TO GROW WITH NEW LOCATION IN BERLIN

05/10/2020

Auren Germany continues its international development with the recent incorporation of a new office in Berlin. The renowned **Barrbrook GmbH Steuerberatungsgesellschaft**, based in German's capital, is since October 2020, part of Auren.

Corinna Bambook, Managing Director, is a tax advisor and expert for international tax law and has made a name greater Berlin area over the course of 19 years. She and her well-coordinated team brings along local as well as global tax law expertise to the global network of Auren locations and expertise which allows us to provide our existing and future clients with a "sense of service", says Corinna.



AUREN ERNEUT ZU „DEUTSCHLANDS BESTE STEUERBERATER UND WIRTSCHAFTSPRÜFER“ GEKÜRT

02/04/2020

Wie schon im vergangenen Jahr zählt Auren auch in 2020 zu den besten Steuerberatern und Wirtschaftsprüfern in Deutschland.

Das ermittelte im Auftrag des Handelsblatts das Marktforschungsunternehmen S.W.I. Finance und befragte im Rahmen einer Studie insgesamt 4.189 Steuerberater und 802 Wirtschaftsprüfer, 609 Steuerberater und 100 Wirtschaftsprüfer schafften es auf die Bestenliste. Die Auszeichnungen erfolgten nach Stadt, Sachgebiet, Branche und Gesamtwertung.

Die komplette Lösung aller ausgezeichneten Steuerberater und Wirtschaftsprüfer mit den Auszeichnungskategorien finden Sie in dieser **Online-Tabelle**.



17 SUSTAINABLE DEVELOPMENT GOALS (SDG)

28/07/2020

The 17 Sustainable Development Goals (SDG), set by the United Nations (UN) for the year 2030, aim to achieve global sustainability through actions ranging from eradicating poverty in all its forms and throughout the world to preserve the oceans, seas and marine resources.

In Auren we are committed to hear and investigate the proposal of the UN in relation to each goal and help to make it widely known. We want to spread the message and share it with as many agencies, institutions and people as possible.



Best Workplaces Legal

Great Place To Work.

ESPAÑA 2021

AUREN SPAIN AMONG THE BEST COMPANIES TO WORK FOR IN THE LEGAL SECTOR BY GREAT PLACE TO WORK

15/03/2021

The Lawyers and Advisors division of Auren, has been recognized as Best Company to Work for in the 17th edition of the Ranking Best Workplaces Legal 2020 of the International Human Resources consulting firm Great Place to Work®, leader in identifying and certifying the top organizations that create great workplaces around the world.



GLOBAL FOCUS

AUREN AROUND THE WORLD

PRESENCE IN MORE THAN 70 COUNTRIES
AND 300 OFFICES AS A MEMBER OF ANTEA

EUROPE

Andorra
Austria
Belgium
Bulgaria
Croatia
Cyprus
Czech Republic
Denmark
Finland
France
Germany
Greece
Hungary
Ireland
Italy
Luxembourg
Malta
Montenegro

Norway
Poland
Portugal
Romania
Russia
Serbia
Spain
Sweden
Switzerland
The Netherlands
Ukraine
United Kingdom

AMERICA

Argentina
Bolivia
Brazil
Canada
Chile
Colombia
Costa Rica
Dominican Republic
Ecuador
El Salvador
Guatemala
Honduras
Mexico
Panama
Paraguay
Peru
Uruguay
USA
Venezuela

MIDDLE EAST AND AFRICA

Algeria
Angola
Egypt
Israel
Jordan
Kenya
Kuwait
Lebanon
Mauricio
Morocco
Nigeria
Saudi Arabia
South Africa
Tunisia
Turkey
UAE
Uganda

ASIA-PACIFIC

Australia
Bangladesh
China
India
Indonesia
Japan
Malaysia
New Zealand
Pakistan
Singapore
South Korea
Thailand
Vietnam





ANNUAL
REPORT
2020
GLOBAL

auren.com

Member of



Alliance of
independent firms