



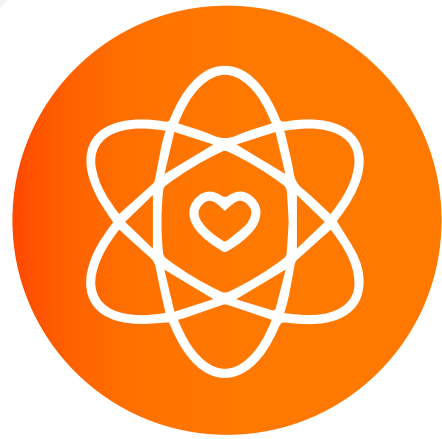
People Thinking People

Maof has pledged to the value of "**People Think People**" and has, for many years, led this inherent personal approach that characterizes its activities. This attitude differentiates Maof, positioning it as a leader in its field and is also enjoyed by the Company's multiple customers, each treated as if they were the only client, thus maximizing their corporate success and ability to cope with the competition.

Maof the Human Resource Advanced Solutions in the field of Human Capital



Innovation



Values



Experience



Professionalism



Humanity



Maof Group is a private partnership that provides innovative and groundbreaking human capital and managed services solutions.

Through its subsidiaries and divisions, the Maof Group offers comprehensive, managed, and advanced services to private and public companies and organizations for short-and long-term operations.

In 2022, Leumi Partners Ltd., the investment arm of Leumi Group, acquired 20% of the Maof Group.



Maof – a leader in human resources solutions, for over 20 years

1M+

Candidates
in the Company database

10,000

**Professional
workers**
leaders in the field

47+

Branches
National
deployment

3500+

**Satisfied
customers**

24+

Years
of experience in the
field of human
resources

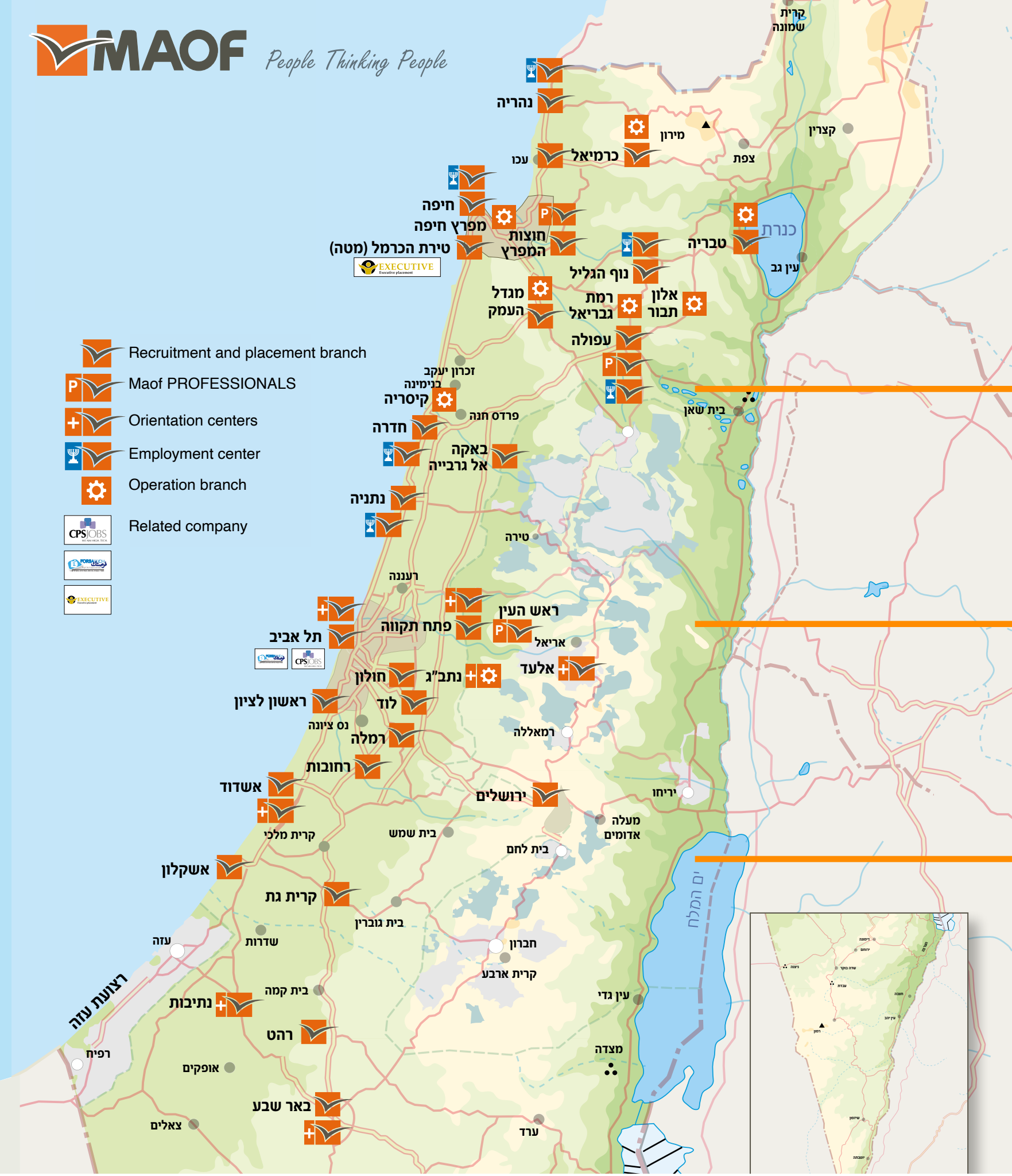


Maof has offices across the country, divided into three management regions:

North

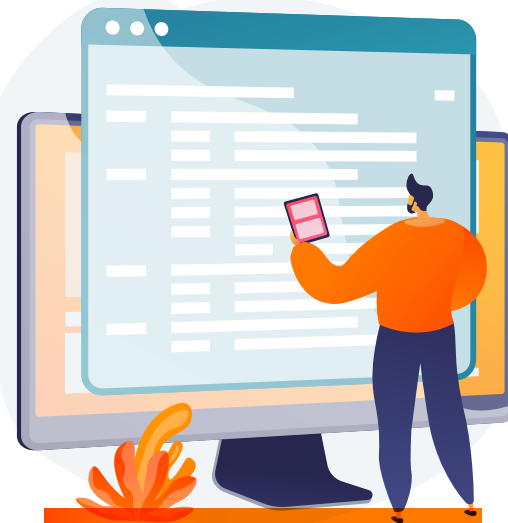
Center

South

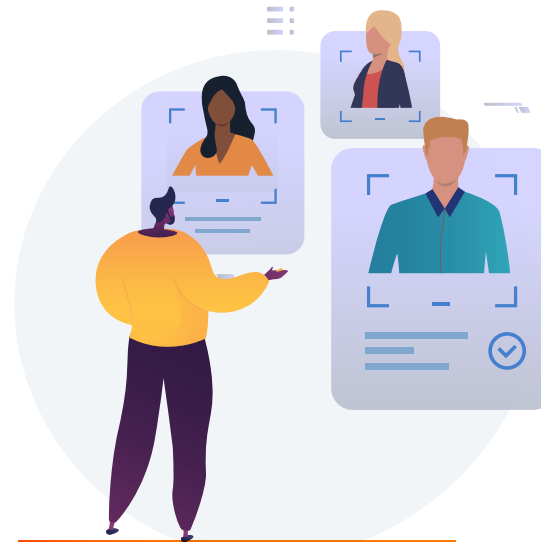




Anything you need – we have:



Professional diagnosis



Personnel recruitment



Placement



Managed services



**Professional training
and qualification**



Outsourcing



Maof Professionals

Recruitment and placement for HQ positions and middle management. A recruitment process that includes, among other things: An in-depth interview A detailed professional opinion, taking into account the job profile and the employer's DNA. Primary areas of specialization: administration, human resources, operations and logistics, procurement and imports, marketing and sales



Maof Human Resources

Recruitment services, placement services, and employment of permanent and temporary employees, in a variety of fields.



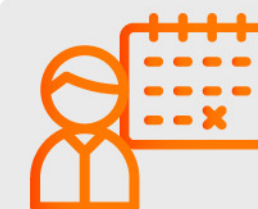
Executive recruitment

Locating and placing executives in a broad range of fields in the Israeli economy. The team accompanies some of the most brilliant professional talents in the Israeli economy, from the interview stage to their start of work.



Technological recruitment

Recruitment, placement, and outsourcing for technological positions in the areas of high-tech, biotech, cleantech, and executives.



Temporary Employee Recruitment

An AI-based technological platform for outsourcing, recruiting, managing and operating temporary employees

- ✓ Temporary Extra Employees
 - ✓ Short-Term Projects
 - ✓ Dispatches and Spontaneous Requests
- Allows complete operational flexibility and an innovative response to the new world of employment

MAOF Expertise

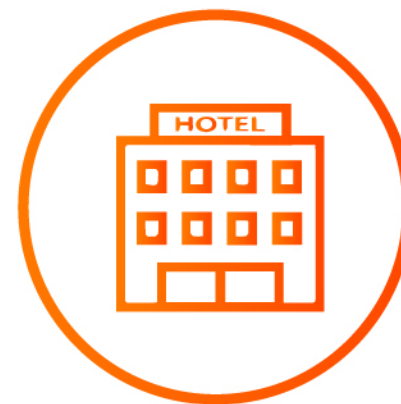
Maof's specializations – recruitment, placement, and allocating resources with a special focus on the following areas:



Finance



Agriculture



Hospitality



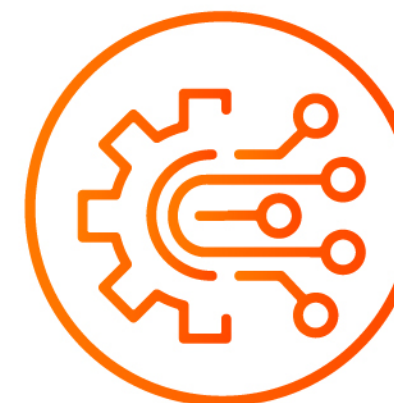
Retail



Israeli customers



Biotech



Engineering



Customer service

The recruitment staff is well-versed in, and keeps constantly up to date on, developments in its fields, and maintains extensive links with relevant candidate communities in academia, in social networks, and more.



Do what you do best, and outsource the rest

360 Degrees of Solutions

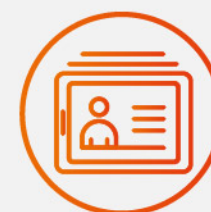
For a variety of activities and projects, for business, government, and social organization clients. End-to-end outsourcing recruitment and project management services that include a full envelope:



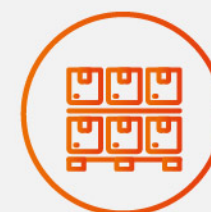
Comprehensive solution including establishment, management, and operation of activities in a variety of fields



Technology-integrated workers



HR management



Inventory counts



Recruitment centers



Payroll Solutions



Warehouse workers



diversity equity and inclusion



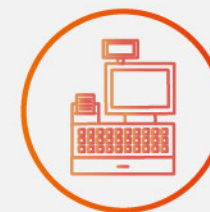
Call centers



Packaging and dispatch



Logistics centers



Ushering services



Vehicle fleet maintenance and management



Administration



Security

MAOF Managed Services

Do What you do best, and outsource the rest

Solutions for industrial factories, private firms and the public sector

- ✓ Organization & Methods
- ✓ Procurement Management
- ✓ Recruiting and Training Employees
- ✓ The Accordion Model – Expand or Decrease Quickly, According to Organizational Needs
- ✓ Yield Ratio Employment
- ✓ Recruitment for Projects “On-Demand”
- ✓ Managing Control Processes
- ✓ End-to-End Operation and Management of All Activities

The Company delivers its entire clientele advanced, qualitative, reliable and available services, all tailored specifically to each customer while adhering to premium and uncompromising SLA.

Managed Services – Public Sector



Israel Airports Authority

Operating the baggage cart system in Ben-Gurion Airport
Establishing, managing and maintenance of the computerization and clearing systems of the rental baggage cart conveyors at the airport



The State of Israel The Ministry of Education

A digital system to recruit substitute teachers for educational institutions ('MILUI MAKOM') and managing the packing system of the matriculation exams



Israel Post

The Keyboarding Array of the Logistical Sorting Centers



MommyK Kaplan Maternity Club

Managing the Maternity Club of Kaplan Hospital and Establishing the Service Center



The State of Israel Ministry of Transportation and Road Safety

Establishment, management and operation of 11 nationwide branches to conduct the theoretical driving tests; and a national call center

Vocational Guidance Centers for Special Populations



EMTZA HA-DERECH

Middle of the Road
For 50+ Individuals



FORSATECH

For Arab students and academic degree holders – placement into the high-tech industry



VATIKIM BA-AVODA

Seniors at Work –
For 60+ individuals



MERKAZ TA'ASUKA

Employment center for immigrants and returning residents



Ma'ase

Employment project for the ultra-Orthodox population



REVADIM

Vocational Guidance Center for People with Disabilities

Managed Services – Private Sector



CountUp **The ICPA's placement revolution**

Establishment, management and operation of a national recruitment center for CPAs and payroll accountants, in collaboration with the ICPA



SIPG – Bay Port

End-to-End management of diverse activities in the Bay Port through an employee's work cycle – outsourcing, recruiting, onboarding and training (Security Personnel, Professional positions in the port, headquarter positions and more)



Bank Hapoalim

Recruiting, screening, training, managing the digital representatives at Bank Hapoalim branches nationwide and the bank's call center

Managed Services - Industrial Sector



Haifa

Packing – Ton-based yields



ICL

Logistics Management: Packing and deliveries, maintenance services, forklifts, quality by ton-based yields



AMISRAGAS

Hourly outsourcing and gas tank management



ADAMA

Management of the packing system through outsourcing and yield ratio work management



GBI

Management of the packing system through outsourcing and yield ratio work management

Community Engagement

Programs involving the community at Maof include employee volunteer days, financial donations, equipment donations and the accompaniment of the unique activity of the 'Big in Uniform' Association (GDOLIM B'MADIM), where we adopted an IDF unit. Below are several examples for the activities Maof participates in, which manifest our commitment to support and improve the community and constitute a practical application of our credo.

Big in Uniform

A unique activity of the 'Big in Uniform' Association that integrates soldiers with disabilities into military service in the IDF.

As part of our collaboration with the association, we adopted the "Maof Unit," composed entirely of students from the "Dror" special education school in Pardes Hana. We support the unit soldiers on their way to fulfilling their dreams of serving in the IDF and integrating into the job market after release.



Volunteering

Maof teams participate in various voluntary ventures throughout the year - among others, food packaging in the "LEKET ISRAEL" project, which is then delivered to needy families; visiting children's wards in hospitals on Hanukkah and Purim, visiting special education schools and more.



Donations and Product Collection

Throughout the year, Maof teams collect various products for families in need - such as winter coats, schoolbags for children entering the 1st grade, various food supplies and more. All products are collected by employees in our nationwide branches and collectively delivered to their destinations.



Glory – A Sweet Moment of Joy

Every Friday we distribute popsicles and ice creams to sick children at the children's wards in hospitals, among them – Carmel Hospital in Haifa.

As Israel's largest and leading HR company, we decided to harness our employees for this activity and combine Maof's unique capabilities for the benefit of the community.



People Thinking People



[Click here](#) to watch our promotional video >>

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Maof_official  Maof HR  maof_hr  maofhr 

