

Annual Report 2023



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Dear Reader

2023 was a year marked by great uncertainties. We faced challenges that once again highlighted the importance of stability and balance, both on a large and small scale.

A good work-life balance in our working world is indispensable. It helps people in terms of their personal well-being and thus also contributes to social stability as a whole.

Companies play a crucial role in promoting this balance. In 2023, many companies from a wide range of sectors decided to become members of profawo. In doing so, they support their employees from the ground up. With flexible working models and support offerings from profawo, they promote the physical, mental and emotional well-being of people in their companies. At the same time, they improve their competitiveness in the job market.

To be able to more agilely respond to the needs of companies, in 2023 our members decided to merge our independent, regional profawo associations into a single overall association. This has laid the groundwork for even better quality and future growth.

I would like to thank our approximately 350 employees for the successful business year. With their great commitment, they make an important contribution to better aligning work and family.

I wish you an inspiring read.

A handwritten signature in blue ink, appearing to read 'A. Sturm'. The signature is fluid and cursive.

Andreas Sturm
President

Hold instead of search

profawo, with its focus on family management, is a fitting piece of the puzzle in any retention strategy. The interview for profawo's 2023 annual report with the two managing directors.

Let's start with a fundamental question: What did profawo achieve for companies in 2023?

Sandra Gurtner-Oesch: profawo, as an umbrella brand, provides a broad range of services for reconciling family and work. We offer companies and their employees a variety of "hands on" services in the area of family management. We support employees through flexible, family-friendly and affordable solutions, thus contributing to increasing job satisfaction and productivity in the company. A classic win-win situation.

Cornelia Peltenburg: Our member companies particularly appreciate our holistic understanding of the compatibility of family and work. Not only do parents benefit from our broad range of services but also employees who take care of family members, i.e., taking on tasks or care for elderly parents or sick partners. In addition, the range of services is really diverse and appeals to all employees: online training, individual consultations, holiday programs, daycare places, emergency solutions, nannies, relief services, surveys, workshops, etc. In 2023, we were once again able to record a positive growth rate in our member companies.

"Companies also appreciate us as a network partner in the daycare field. We advise and support companies in the development of company or community daycare centres, manage them and also handle care vouchers or subsidies for them."

profawo has two product brands: kids & co and care & co. In 2023, your expert teams further developed their own professional pedagogical concept in an elaborate participatory process. Why this effort?

Cornelia Peltenburg: The pedagogical concept of kids & co is the key foundation of our work. It describes our attitude and our values regarding early childhood education, care, and upbringing, and daily actions in the kids & co operations are based on it. It is based on the latest pedagogical knowledge and practices and is designed to support a holistic and individual promotion of children in all areas of development. This year, we revised the concept to align it even more closely with the needs of children and the requirements of modern society. It serves as both a guiding star and a guide in all our daycare centres, ensuring that we offer consistent and high-quality care and continue to develop steadily. For work in childcare it is essential to align with high educational standards, and we are very proud of the final product.

And what does care & co offer in the area of care for relatives?

Sandra Gurtner-Oesch: care & co focuses on supporting caregiving relatives. We not only provide counselling and emergency relief services but also care management and various courses such as self-care, living wills or a specific course for executives. Our goal is to create a comprehensive support network for people who take care of their relatives, helping them not to neglect their own needs and health.

The growing economic figures in this annual report show it: the services of the profawo association are needed by society. It is remarkable that profawo, as an association, does not operate for profit. What do you see as the biggest challenges and opportunities for profawo in the future?

Sandra Gurtner-Oesch: One of the biggest challenges is the continuous adaptation of our services to the changing needs of families and companies. The opportunities lie in the growing recognition of the importance of work-life balance and the increasing demand for flexible care solutions. However, we are very well positioned in this regard.

Cornelia Peltenburg: Yes, exactly. For both challenges. Parents can book flexible care solutions with us via an app. It was a costly investment – but the ability to book 24/7 is so valuable and enormously appreciated. And to ensure that we keep up with our services, our volunteer board members and our contacts from within the companies bring the needs of our member companies directly to us. This means we can react quickly and adapt our services rapidly.

Sandra Gurtner-Oesch: Exactly, that's what we have continuously proven since 1996. And a great opportunity also lies in further improving the social perception of childcare and care for relatives and continuing to act as a leader in this area throughout Switzerland.



*Sandra Gurtner-Oesch
Co-Managing Director*



*Cornelia Peltenburg
Co-Managing Director*

profawo – active throughout Switzerland ...

Basel • Bern • Geneva • Lausanne • Ticino • Zurich

"We advise and support small and large companies throughout Switzerland in reconciling family and career. Thanks to profawo, companies can position themselves as family-friendly in the working world."

Monica Ottiker, Basel Regional Manager



"With care&co consultations, I relieve working people who sometimes don't know which way to turn due to their family situation. We help with practical hints and tips to make their daily life easier."

Nadia Mouthon, care&co Consultant



"To ensure care during school holidays, the Holiday Programme from kids&co offers a varied program. This is for children from nursery school age up to year 6. Together with the team, we design age-appropriate, interesting activities for all ages."

Irene Kessi, Head of a Holiday Programme



"Accompanying children in their first years of life as part of a team and promoting their holistic development and independence is something I find extremely rewarding. The cooperation within the daycare team as well as the inclusion of parents, as the 'experts of their child', is extremely important to me in doing this."

Kandipan Nageswara, Manager daycare centre

"Work&care is currently a significant concern for companies. With the profawo modular system, they receive tools that can significantly improve the situation for caregiving relatives within their own company."

Sabrina Villing, care&co Project Manager



"I am directly involved in the lives of families and can support them in caring for their children in a very individual way. Since I am only called upon in a 'care emergency', the families are very grateful. My commitment as an emergency nanny is a very enriching experience for me."

Claudia Cianci, Emergency Nanny

Promoting the compatibility of family and work – this is our highest goal

Since its founding in 1996 as independent regional associations, profawo succeeded in merging into a national association in 2023. The simplified organisational form allows the association to respond even better to market requirements.

As a non-profit organisation, the association focuses on three important areas in family management and divides these into the following brand areas:

- **profawo:** The role of employers as supporters, but also as drivers in the compatibility of family and work, is a priority. profawo supports them with expertise.
- **kids & co:** Parents with children between 0 – 12 years are supported with consultations and a broad range of care services.
- **care & co:** Employees with caregiving responsibilities for adult relatives are supported with consultations and access to relief services.

The “co” in profawo’s service brands symbolises the proximity to our member companies, all of which are employers, making our offer unique in Switzerland.

The strong regional presence is due on the one hand to the federal structures of Switzerland, and on the other hand to the association’s strong DNA, which dates back to the time before the merger. The headquarters are located in Bern. Branch offices in Basel, Geneva, Lausanne and Zurich ensure regional presence.

profawo is managed by an honorary board. This board is composed of individuals with expertise in a particular field, representatives of member companies, or those with an excellent network in politics, which is becoming increasingly important for the issue of childcare.

Board members of the profawo associations

- Andreas Sturm, President, phorbis Communication AG Basel
- Christian Bandy, SBB AG, Deputy President, SBB AG
- Simon Dobler, Planted Food AG
- Anita Herren-Brauen, Councillor of the Canton of Bern
- Nicole Oberholzer, Middle School and Vocational Education Department of the Canton of Zurich
- Susanne Sacco, Credit Suisse AG
- Karin Schmidt, Raiffeisen Switzerland Cooperative

profawo – united we grow ...

Key Figures Switzerland	2021	2022	2023
Offices throughout Switzerland	5	5	6
profawo employees	247	298	324
Of these, trainees (FaBeK), interns	103	106	116
Member companies	157	141	201
Employees of member companies	122'188	165'009	203'864
kids & co			
Number of daycare centres	19	19	20
Number of kids & co partner daycare centres	29	35	38
Children cared for in the daycare centres	1'154	1'209	1'240
Holiday programmes	7	7	8
care & co			
Advice for relatives	17	23	32
Care Management	0	0	1
Emergency / relief support finder service	3	5	5

Solid financial basis

profawo operates on a non-profit basis and reinvests earned profits in the further expansion of services that promote the compatibility of family and work.

The organisation is funded through the sale of services related to the issue of compatibility but also by its member companies, which strive to provide the best support in family management for their employees. Employees of member companies receive numerous discounts and benefit from free services.

On 1 January 2023, the regional profawo associations merged to form one national association. All figures for 2022 are shown as the sum of the regional associations for better comparability. profawo associations generated revenues of CHF 21.1 million, increasing the amount by CHF 3.3 million compared to the previous year. profawo associations generated revenues of CHF 21.1 million, increasing the amount by CHF 3.3 million compared to the previous year. These additional revenues were made possible by the good utilisation of existing services but are also the result of the constant expansion of the range of services. The membership fees only increased slightly during the reporting year, although the topic of compatibility, particularly in relation to the shortage of skilled workers, concerns employers. The profawo offering supports the attractiveness of employers and is an important part of HR strategies in the battle for talent. However, we feel that employers are acting more cautiously due to increased costs.

Overall, income from guaranteed places has decreased, although these are still sensible for employers with activity in Western Switzerland, as daycare density in this part of Switzerland is still very patchy.

Operating expenses have increased by over CHF 3.3 million. This increase can be explained by the high investments in the development of additional capacity. However, it also includes the increase in capacity itself, which is reflected in types of expenses. Notably, the increased administrative expenses include costs for the merger as well as correction entries to subsidising authorities.

In the balance sheet, it should be noted that both reserves and provisions are well accrued, and the association is liquid. Together with the great result of CHF 0.7 million, the equity capital now amounts to CHF 3.8 million and forms a healthy financial basis that allows profawo to invest in employees and further projects.

Employees received a one-time bonus at the end of the year as well as at least full compensation for inflation. We are immensely grateful to them.

profawo invests in compatibility on behalf of its member companies and has effectively offered real services for family management for almost 30 years.

profawo – flexible solutions
for combining family and work



Balance sheet

as at 31.12.2023 with prior-year comparison

in CHF 1'000	2022	2023
Assets		
Cash and cash equivalents	3'485	4'381
Accounts receivables	334	806
Del credere	-25	-72
Other short-term receivables	426	5
Current accounts, other profawo organisations	386	0
Accrued income and prepaid expenses	394	827
Current assets	5'000	5'947
Financial investments	1'156	1'231
Property and equipment	216	260
Fixed assets	1'372	1'491
Total assets	6'372	7'438
Liabilities		
Accounts payable	1'043	680
Current accounts, other profawo organisations	61	0
Current accounts EF Education	178	369
Other short-term liabilities	28	294
Accrued expenses and deferred income	201	589
Current liabilities	1'511	1'932
Loans	320	240
Long-term interest-bearing debt	320	240
Provisions	1'440	1'456
Long-term borrowed capital	1'440	1'456
Association capital	1'524	1'627
Reserves	1'038	1'038
Profit and loss carried forward	-29	434
Surplus for the period	567	710
Equity capital	3'100	3'809
Total liabilities	6'372	7'438

Income statement

as at 01.01.2023 – 31.12.2023 with prior-year comparison

in CHF 1'000	2022	2023
Operating income		
Members' contributions	1'092	1'098
Parents', employers' and subsidy fees	13'486	15'803
Income from guaranteed places	264	231
Income from short-term care	66	87
Public subsidies	2'205	3'088
Other income	742	797
Total income	17'853	21'103
Operating expense		
Personnel expense	-12'511	-14'794
Operating expense	-1'175	-1'307
Premises and maintenance expense	-2'047	-2'264
Office and administrative expense	-1'296	-1'941
Total expense	-17'029	-20'307
Operating result before net financial income	824	796
Depreciation and amortization	-84	-94
Financial income	8	59
Financial expense	-140	-24
Net financial income	-216	-59
Operating result	608	737
Extraordinary, non-recurring or out-of-period expense	-301	-145
Extraordinary, non-recurring or out-of-period income	263	119
Tax	-3	-1
Surplus for the period	567	710

The figures shown in the table are rounded to the nearest thousand Swiss francs. Adding items may therefore result in rounding differences.

Audit report dated 25.03.2024 from hit Treuhand GmbH, Uster

Member companies

as at 31.12.2023

Bern region

aaq – Schweizerische Agentur für Akkreditierung und Qualitätssicherung
 Alterszentrum Ried
 Ausgleichskasse Berner Arbeitgeber
 Berner Kantonalbank
 Bernerland Bank AG
 Bernische Lehrerversicherungskasse
 Bernmobil
 Busbetrieb Solothurn und Umgebung
 Chambre économique Bienne–Seeland
 Die Schweizerische Post AG
 Ecoptima
 F-RE GmbH
 Feldmann Advokatur & Notariat
 Freibank Speis & Trank – Eggstern & Partner GmbH
 Gemeinde Muri bei Bern
 Gespa Interkantonale Geldspielaufsicht
 Hirslanden Bern
 Inselspital: Abteilung Elektrophysiologie
 Inselspital: Universitätsinstitut für Radiologie DIPR
 Intersport International Corporation
 KPT / CPT
 Lungenpraxis Seeland
 Marcel Brändle AG
 MPS Micro Precision Systems AG
 Praxis Kornhaus
 Praxis Sternenplatz AG Worb
 Regionalverkehr Bern–Solothurn
 Residenz au Lac
 Restaurant zum Alten Schweizer
 Schweizerisches Rotes Kreuz
 SO HNO
 Spitalzentrum Biel– Centre hospitalier Bienne
 Swissmedic / Schweizerisches Heilmittelinstitut
 Verlingue Versicherungsbroker
 Zahnarztpraxis Bellevue AG

Suisse romande

Banque Cantonale Vaudoise
 Banque Pictet & cie SA
 Boston Consulting Group AG (Switzerland) (SR)
 Brönnimann & Gottreux Architectes SA
 CRST – Centre régionale du santé au travail
 EHC – Ensemble Hospitalier de la Côte
 Ematys International SA
 Help-Architectes
 Kalec-Motor SA
 MD PRODUCTION
 Merck Serono S.A. à Fenil-sur-Corsier
 Ordre des Avocats Vaudois
 Riviera Rehab Sàrl
 SYSMeta IT Sarl
 Transports publics de la région lausannoise TL

Zurich region

ACP Advanced Circuit Pursuit AG
 Adecco Group AG
 Africa Wealth Partners AG
 ARDEGA Deponie AG
 Badenoch & Clark
 Balanx AG
 Banque Pictet AG
 Bär & Karrer Rechtsanwältin
 Baxter Healthcare SA
 Boston Consulting Group AG (Switzerland) (ZH)
 Chubb Insurance (Switzerland) Limited
 comparis.ch AG
 Decisis Holding AG
 Decisis Services AG
 Dr. A. E. Scotoni Management und Immobilien AG
 EF Education First Ltd
 FIFA – Fédération Internationale de Football Ass.
 Flossbach von Storch
 Homburger AG
 Hotel Tivoli Schlieren AG
 Human Professional Personalberatung AG
 HypoPlus AG
 iAgentur AG
 IAZI AG
 iii AG
 Immofonds Asset Management AG
 Interogo Holding AG
 KAYAK Europe GmbH
 Kellerhals Carrad Basel KIG
 Kieger AG
 LeeHechtHarrison
 Lenz & Staehelin
 Lindt & Sprüngli (International) AG
 Novelis AG
 Obergericht des Kantons Zürich
 Pädagogische Hochschule Zürich (Angestellte)
 Pädagogische Hochschule Zürich (Studenten)
 Partners Group AG
 pontoon
 Pregnotia
 Raiffeisenbank Zürich
 responsAbility Investments AG
 Rheinmetall Air Defence AG
 Robeco Switzerland Ltd
 RTP Schweiz AG
 RWM Schweiz AG
 Sanatorium Kilchberg AG
 Skapas Rechtsberatung AG
 Skope Magnetic Resonance Technologies AG
 Spring Professional
 Swiss Life AG
 Swiss Re Management Ltd
 Van de Wetering Atelier für Städtebau GmbH
 Verve Capital Partners AG
 VSAO Zürich
 Wenger Vieli AG

Nationwide

AEK Onyx AG
 (BKW AEK Contracting AG / BKW Gruppe)
 aity AG (BEKB Gruppe)
 APP Unternehmensberatung
 Arnold AG (BKW Gruppe)
 Arpe (Arnold / BKW Gruppe)
 Atlanto AG
 Aventicum C.M. (Switzerland) AG
 Baker McKenzie Switzerland
 Bank Now AG
 Baumeler (Arnold / BKW Gruppe)
 Baxalta Bioscience MFG SARL
 Baxalta GmbH
 Baxalta Manufacturing SARL
 Beratungsstelle für Unfallverhütung bfu
 BKW AEK Contracting AG (BKW Gruppe)
 BKW Energie AG
 BKW Energie AG KKM (BKW Energie AG)
 BKW Wallis (BKW Energie AG)
 cc energie ag (BKW Gruppe)
 Credit Suisse AG
 Credit Suisse Funds AG
 Credit Suisse Trust AG
 CS Energ. / Infra Partners JV
 CS Insurance linked Strat. Ltd
 CS Solution Partners AG
 Curea Elektro AG (Arnold / BKW Gruppe)
 Deutsche Bank
 DG Rail (Arnold / BKW Gruppe)
 Digital Innovation Lab AG
 Duvoisin Groux (Arnold / BKW Gruppe)
 eBay Marketplaces GmbH
 Eidg. Finanzmarktaufsicht FINMA
 Eidg. Hochschulinstitut für Berufsbildung EHB
 Engytec AG (BKW Energie AG)
 Envilab AG
 Ernst & Young Ltd
 Europäische Reiseversicherung
 fairtiq AG
 Farner Consulting AG
 Fides Treasury Service AG
 GARDA Capital Partners
 Goldman Sachs Bank AG
 Google Switzerland GmbH
 Group Treasury
 Helvetia Asset Management AG
 Helvetia Liechtenstein AG
 Helvetia Versicherungen Schweiz AG
 Helvetic Warranty GmbH
 Hinni (Arnold / BKW Gruppe)
 Holinger AG
 HOLINGER International Cosultants GmbH

Infosys Consulting AG
 J.P. Morgan (Suisse) SA
 La Goule (BKW Energie AG)
 Omega SA
 Pallas Kliniken AG
 Pensimo Fondsleitung AG
 Pensimo Management AG
 Pensionskasse der Helvetia Versicherungen
 Pharmacyclics Switzerland GmbH / AbbVie
 Regimo Gruppe
 SBB CFF FFS
 Schweizerischer Nationalfonds
 Securon AG (BKW AEK Contracting AG / BKW Gruppe)
 Smile
 Swissgrid AG
 swissuniversities
 Takeda Pharma AG
 Takeda Pharmaceuticals International AG
 TBF + Partner AG
 TK Consult AG
 UBS AG
 Valiant Bank AG

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