

STEPSTONE IN FIGURES

January 2018



Information about StepStone visitors

- Visited pages
3.200.932
- Number of visits
995.337
- Unique visits
629.970
- Number of jobs
5988

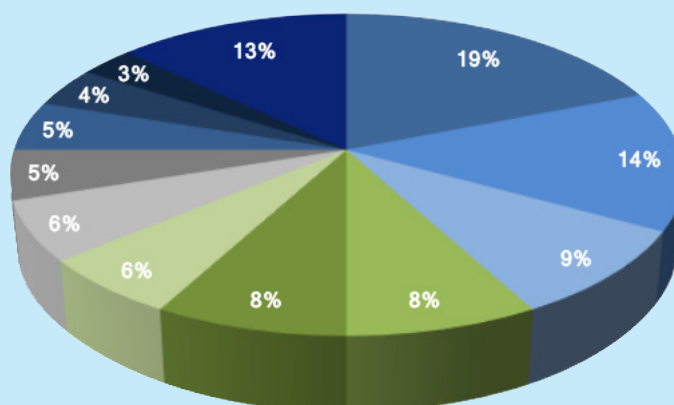
At StepStone, we do everything we can to constantly attract motivated and interesting new profiles to our website and to satisfy the needs of our customers.

In December, the StepStone website received **995.337 hits** and **1187 new profiles** were created in our database.

**Sitecatyst December 2017*

Jobs views per type of job

3.938.640
jobs consulted in the
4th quarter of 2017



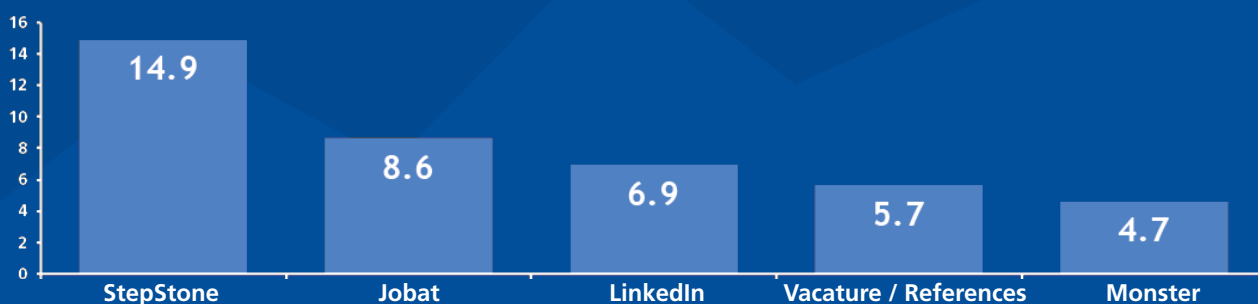
- Sales & Purchasing
- Engineering & Technical Jobs
- IT and Telecommunications
- Administrative Support & Secretarial

- Manufacturing, Building and Manual Work
- Finance Administration & Auditing
- Human Resources
- Transport & Logistics

- Marketing & Advertising
- R&D, Science & Scientific Research
- Banking, Finance Services & Insurance
- Others

The results speak for themselves

Number of applications per job published

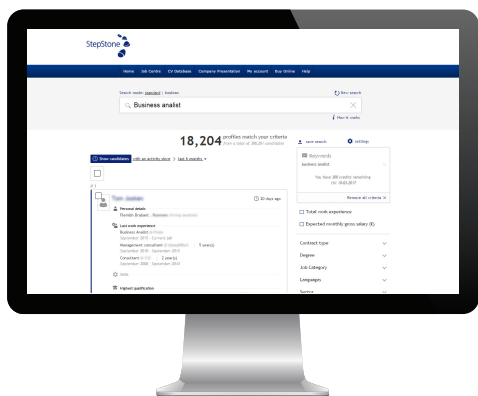


Sources: Kantar TNS – Satisfaction survey December 2017

Overview of applicants subscribed on StepStone

- Number of searchable profiles
414.959
- Number of profiles updated
3211
- Number of new profiles
1187
- Number of manual workers
69.000

Don't wait for the right candidates to apply. Contact them directly thanks to the DirectSearch database.



1. Reach active candidates

- Over 50% active profiles
- Receive relevant new profiles by e-mail

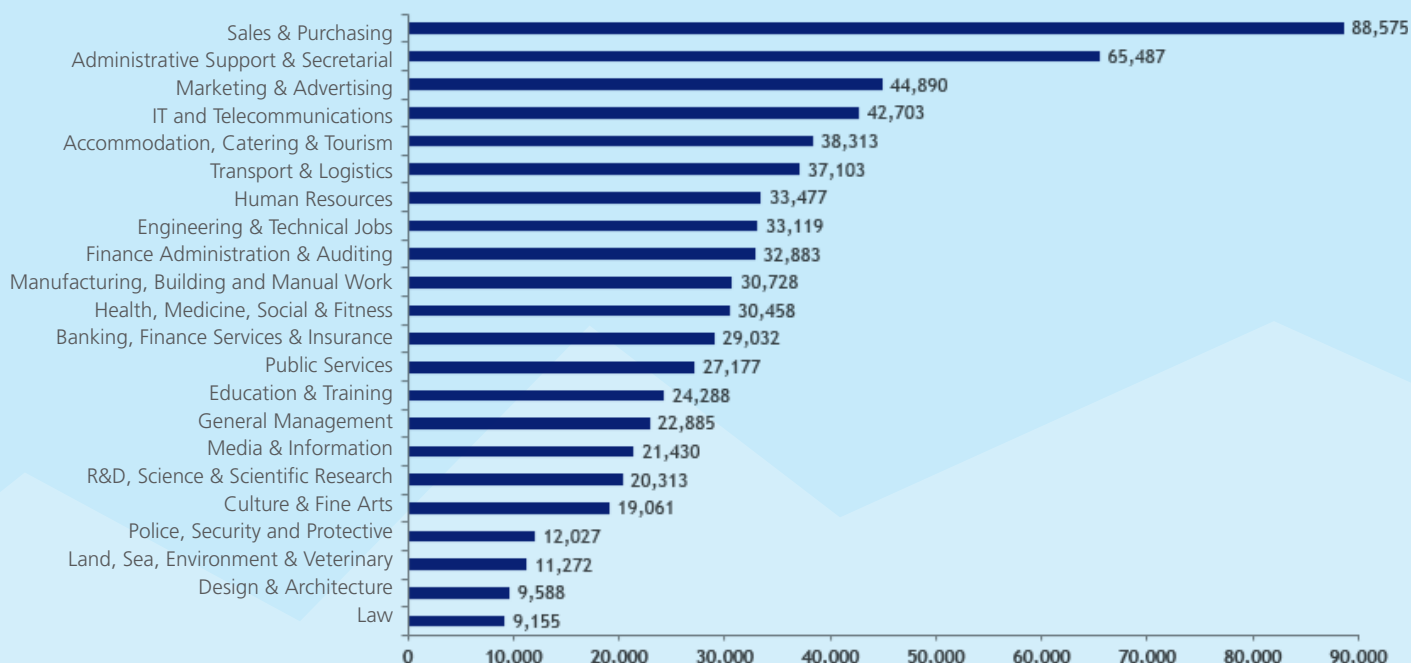
2. Target the right candidates precisely

- Qualified profiles in every field
- A wide range of selection criteria

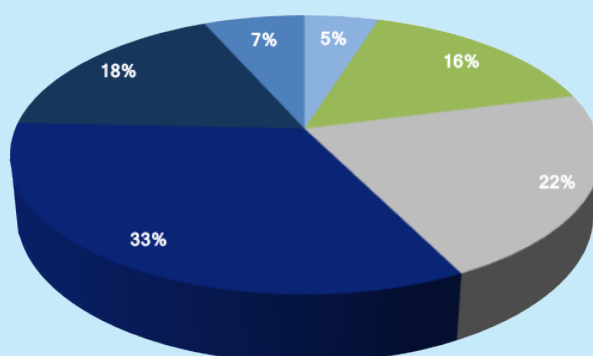
3. Enjoy the benefits of a simple and fast tool

- Contact the candidates directly and follow up your results
- Optimise your results with training courses

Number of profiles per function categories

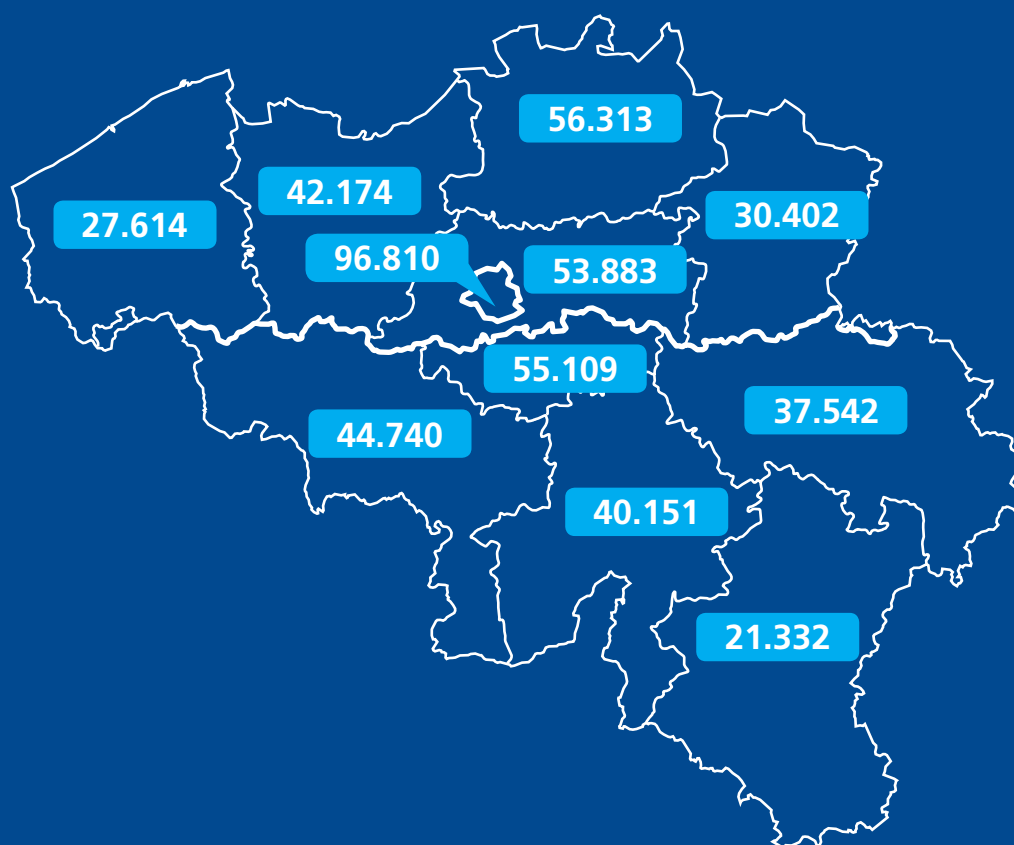


Age



- 18-25 years
- 26-30 years
- 31-35 years
- 36-45 years
- 46-55 years
- 56-65 ans

Number of profiles per area



The right applicants for your jobs

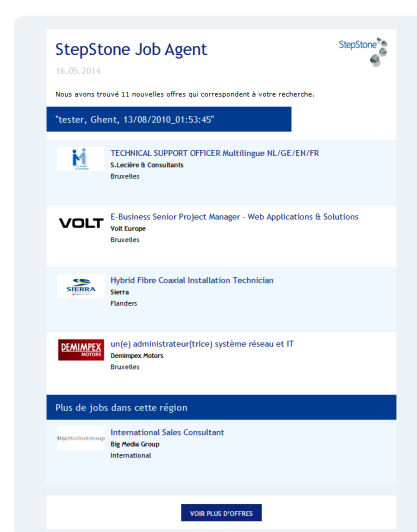
Attracting a lot of visitors to our website is not enough to yield good results. This is why we run regular campaigns to attract applicants with specific profiles and guide them towards jobs that are suitable for them.

1 StepStone Job Agent

Job Agent is an automatic email service which sends a **customised** list of jobs to our subscribers every day. Your job offer is sent via Job Agent to candidates whose profile matches what you are looking for.

On average, Job Agent gains **25,000 new subscribers** each month.

- | | |
|-------------------------|--------------------|
| ■ Job Agent subscribers | ■ New Job Agents |
| 848.853 | 15.588 |
| ■ Job Agent sent | ■ Job Agent clicks |
| 25.116.265 | 339.717 |



2 An unrivalled candidate experience

Our UX design experts have developed 3 new layouts for your advertisements: SHOW jobs, SHINE jobs and INSPIRE jobs.

Our new jobs guarantee the best possible candidate experience and therefore better results for your jobs.

The benefits of this new design:

- A clear, modern layout
- Works perfectly on PCs and mobiles
- Opportunities for innovative customisation
- Better results for your jobs



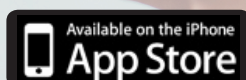
3 40% of our audience on mobile and tablets



More and more applicants are using their smartphone to look for jobs. To serve the needs of our candidates even more, we have launched our **renewed app**. Candidates can easily apply with this userfriendly app.

Our candidates also see even more relevant job offers via the unique **StepMatch technology**. And they are immediately receiving your job offer with the **push messages** that the app sends: your job is seen immediately by the most relevant candidates!

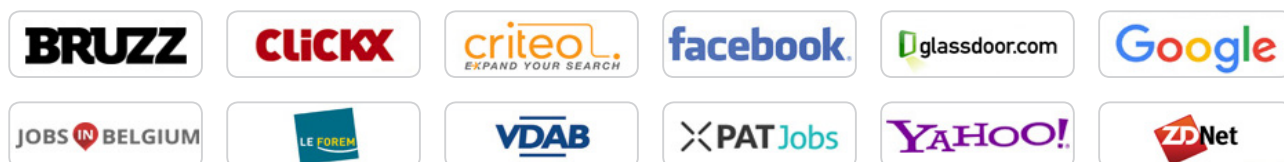
Download the app via the App Store or Google Play:



40% of candidates visiting StepStone

4 Les partenariats de StepStone

We developed a circle of more than 60 partner websites. These partner websites publish StepStone job offers and refer qualified applicants back to our website. We select them carefully on their basis of their reputation and the quality of the traffic they generate. So we are proud to cooperate with partners such as:



See all our partners on:

www.stepstone.be/be-recruiters/why-stepstone/partners/

Your sales team

Email: sales@stepstone.be | Tel: +32 (0)2 209 97 77 | Fax: +32 (0)2 218 79 45