

STEPSTONE IN FIGURES

January 2019



Information about StepStone visitors

- Visited pages
3.291.296
- Number of visits
1.008.605
- Unique visits
612.969
- Number of jobs
5452

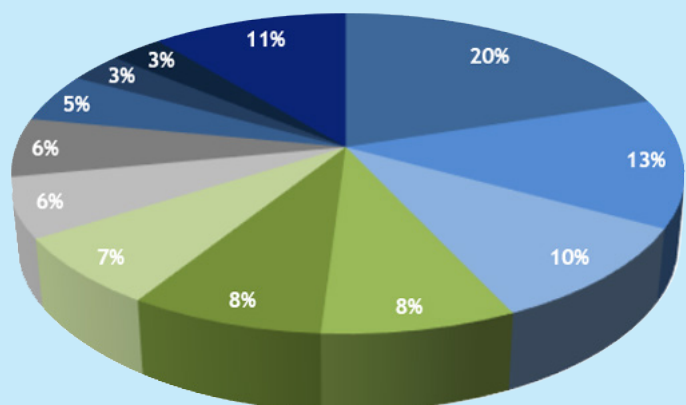
At StepStone, we do everything we can to constantly attract motivated and interesting new profiles to our website and to satisfy the needs of our customers.

In December, the StepStone website received **1.008.605 hits** and **437 new profiles** were created in our database.

**Sitecatyst December 2018.*

Jobs views per type of job

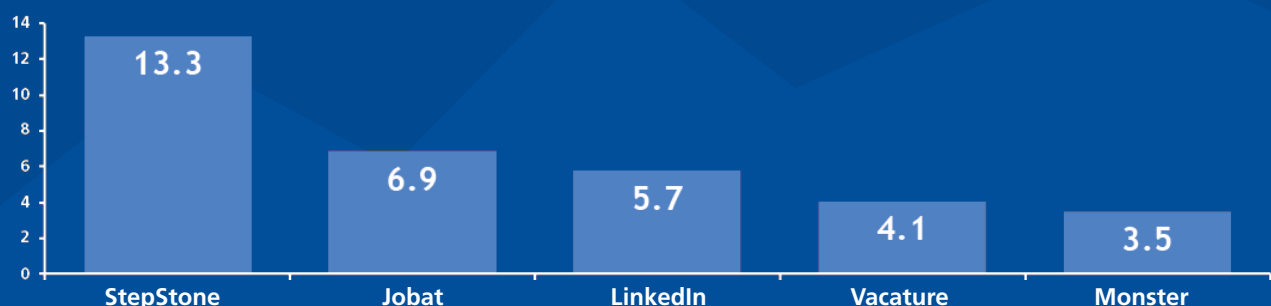
4.019.784
jobs consulted in the
4th quarter of 2018



- | | | |
|---|-------------------------------------|--------------------------------------|
| ■ Sales & Purchasing | ■ Finance Administration & Auditing | ■ IT and Telecommunications |
| ■ Engineering & Technical Jobs | ■ Transport & Logistics | ■ R&D, Science & Scientific Research |
| ■ Manufacturing, Building and Manual Work | ■ Human Resources | ■ Law |
| ■ Administrative Support & Secretarial | ■ Marketing & Advertising | ■ Others |

The results speak for themselves

Number of applications per job published

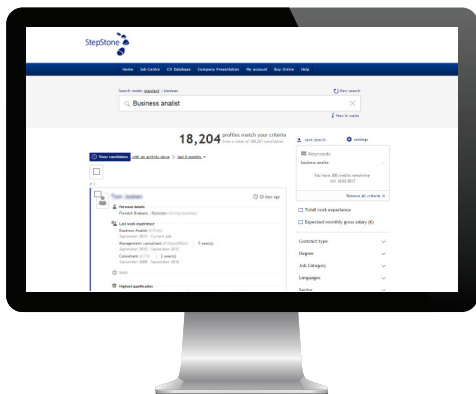


Sources: Kantar TNS – Satisfaction survey July 2018

Overview of applicants subscribed on StepStone

- Number of searchable profiles
429.568
- Number of profiles updated
2081
- Number of new profiles
437
- 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

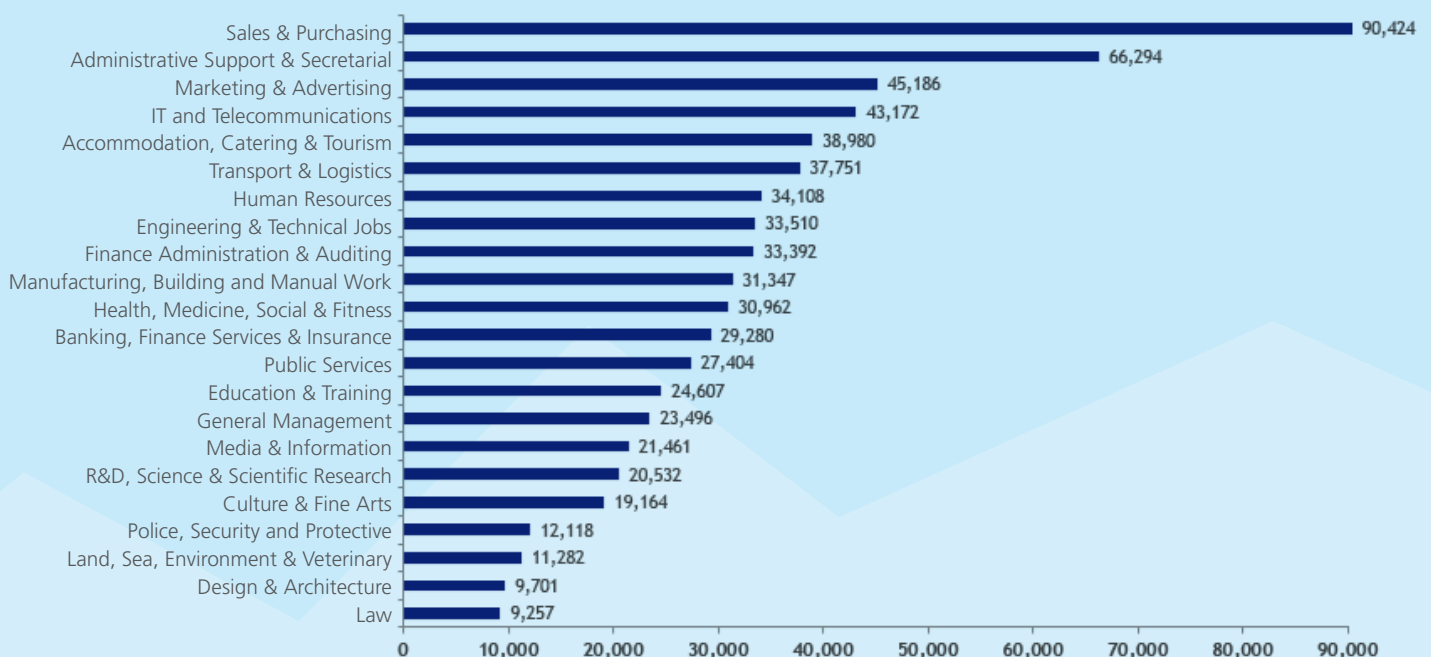
2. Target the right candidates precisely

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

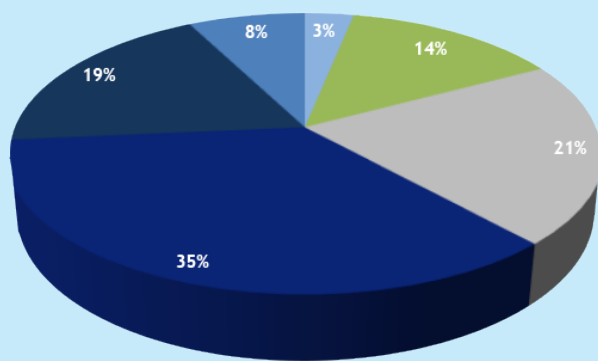
3. Enjoy the benefits of a simple and fast tool

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

Number of profiles per function categories

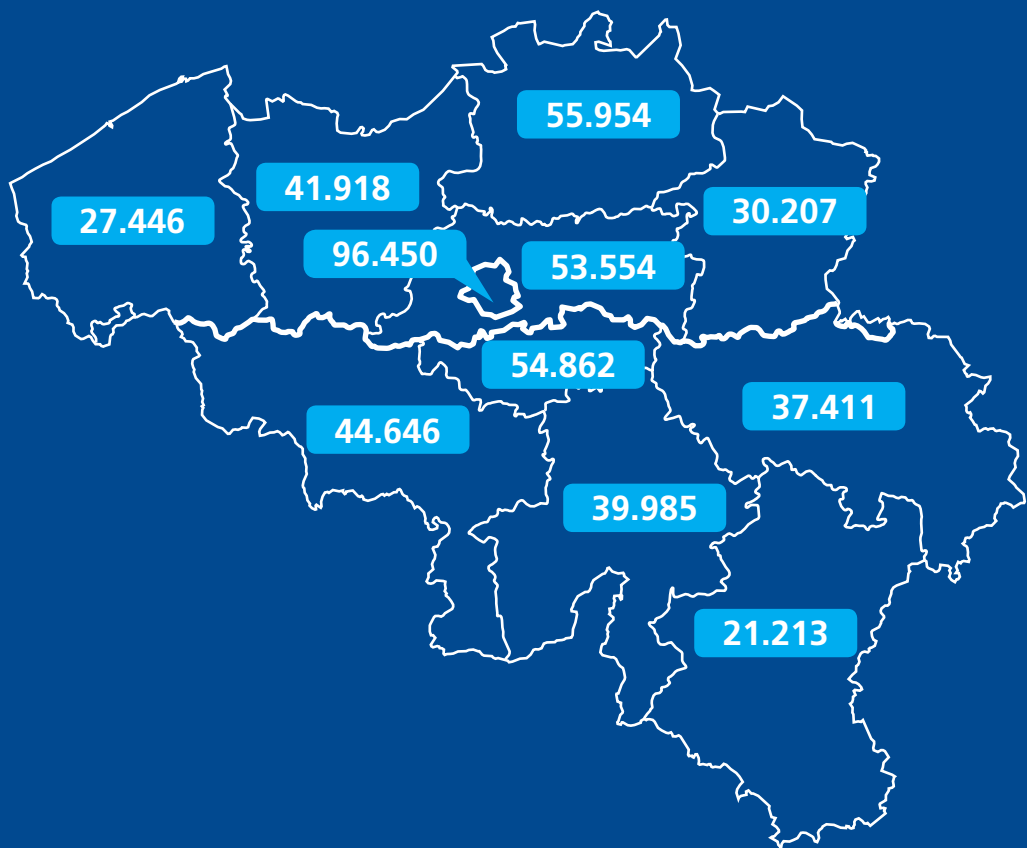


Age



- 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

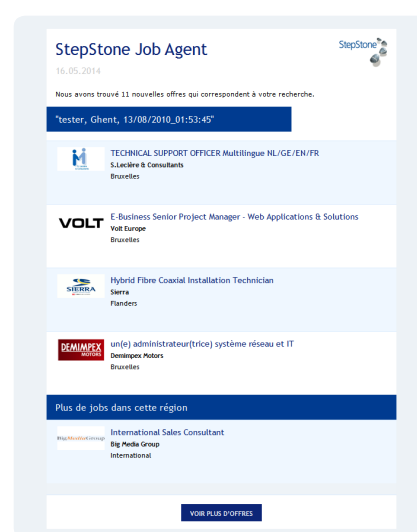
Attracting a lot of visitors to our website is not enough to yield good results. This is why we run regular campaigns to attract applicants with specific profiles and guide them towards jobs that are suitable for them.

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 |
| 886.086 | 13.902 |
| ■ Job Agent sent | ■ Job Agent clicks |
| 23.516.967 | 436.226 |



2 An unrivalled candidate experience

Our experts have developed innovative solutions to enable you to share as much information as possible with candidates and offer them an optimal experience that translates into better results for your jobs.

An attractive layout for your jobs

- A clear and modern design
- A layout that adapts to all screens
- Extensive customization possibilities

A free Company Profile

- Share all essential information with candidates
- Insert photos, videos and employee testimonials
- Give a real picture of what it's like to work in your company

Reviews about your company as an employer

In this section, your employees can share their opinions with potential candidates. They can rate your company on specific criteria's and give a general opinion.



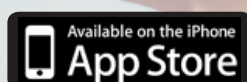
3 40% of our audience on mobile and tablets



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 StepStone partners

We developed a circle of more than 100 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/

Special actions

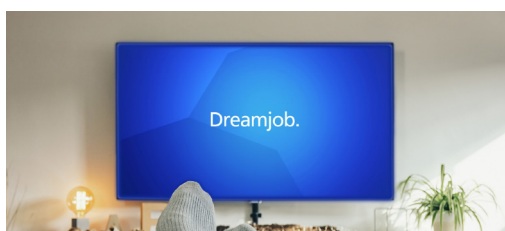
We regularly conduct actions to attract new relevant candidates to our website and redirect them to the right jobs. Here is an overview of our current campaigns:

StepStone, official HR partner of BATIBOUW



StepStone is the official HR partner of the BATIBOUW trade fair which will take place from 21 February to 3 March. As such, we will offer you a “Job Wall” for the duration of the event as well as a day dedicated to recruitment. This is therefore the perfect time for you to publish your job vacancy in the construction sector. But not only! With more than 300,000 visitors expected, it goes without saying that all StepStone customers will benefit from this increased visibility.

Have you seen our ad on tv?



Since January, StepStone has been a partner of the “De sollicitatie” programme on channel Vier.

The concept of this programme: film real job interviews and follow the candidates before, during and after their interview. And lastly, we look forward to finding out which candidate will finally be hired!

A strong presence on the radio!

Throughout the month of January, you can also hear about StepStone on the radio: Studio Brussel, MNM, Radio 2 or Spotify! This action is also supported by a video campaign on Facebook and Youtube.

Your sales team

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