

## Press Release

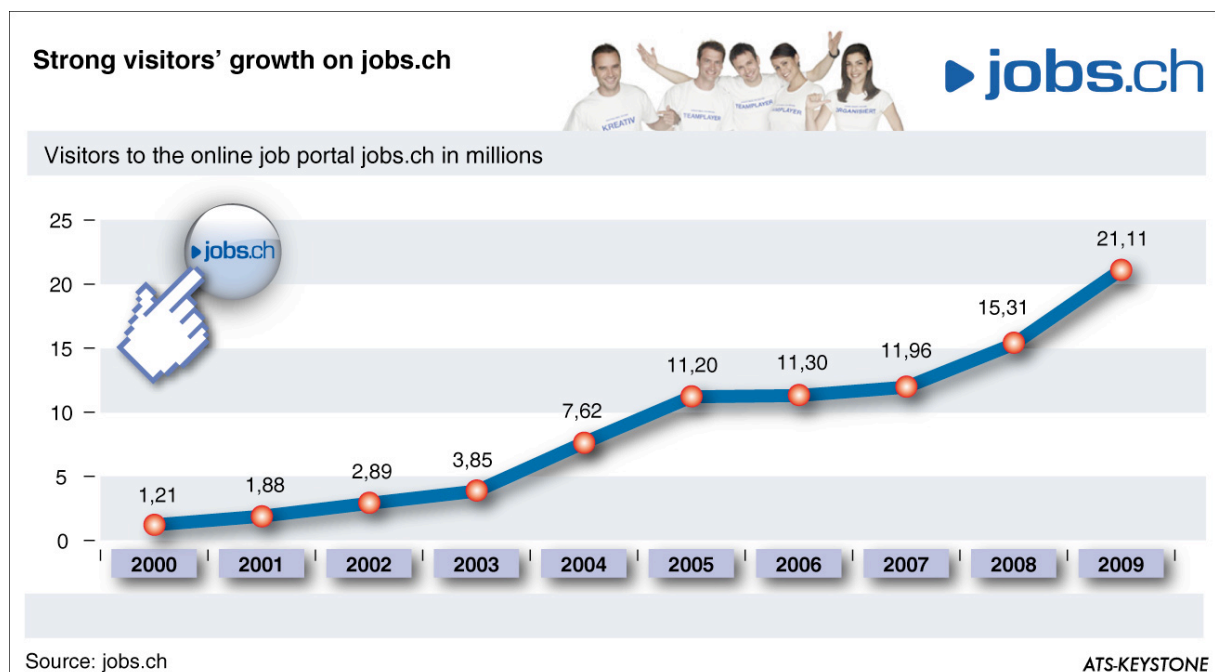
Zurich, 14 January 2010

jobs.ch: Switzerland's leading online job portal widens its presence and records an annual turnover of CHF 26.8 million

## Visitor numbers to Swiss job portal up 40 per cent

More and more job seekers in Switzerland are going online to look for a job. jobs.ch, the market leader in Switzerland's online job market, recorded more than 21 million hits in 2009, up 40 per cent on the previous year. It also recorded an annual turnover of CHF 26.8 million with its online job ads. The Swiss company with 55 employees greatly expanded its range of services for job seekers and companies in 2009 and now also holds a 49 per cent stake in the Austrian job portal Karriere.at.

2009 saw a dramatic 50 per cent drop in the number of job ads in the print media (VSW, jobpilot index), yet jobs.ch held its ground, with a decline of only 15 per cent year on year. In fact jobs.ch's orders in the French-speaking part of Switzerland rose 22 per cent. Since 2004 visitor numbers at Switzerland's market leader have almost tripled (7.6 million). And in October the number of job seekers who visited the online platform topped the two million mark for the first time. So jobs.ch now has twice as many visitors as jobwinner.ch, the No. 2 in the market, owned by Tamedia (NetMetrix, WEMF). «We have faced up to what is a difficult market by making sizable investments,» says jobs.ch CEO Mark Sandmeier. «We have invested in the development of specialised industry portals, in an innovative product concept and in a large-scale advertising campaign. And we intend to pursue our aggressive approach throughout our anniversary year.» Indeed jobs.ch celebrates its 10<sup>th</sup> anniversary in 2010.



### **An anniversary year marked by investment and expansion**

In the autumn of 2009 jobs.ch introduced Job.DNA, an innovative brand and product concept. Job.DNA comprises new services such as a Talent Check designed to help job seekers draw up a complete picture of what they are looking for in a job and their employer of choice. The concept was publicised in a broad-based advertising campaign of TV ads in October and November and was a key factor behind the boost in visitor numbers. The next phases have already been green-lighted. At the end of 2009 jobs.ch took a 49 per cent stake in the Austrian job market Karriere.at. According to Google Trends the platform established in 2005 already reaches more job seekers in Austria than Monster.at and Stepstone.at. As jobs.ch CEO Mark Sandmeier notes: «We're delighted to have joined forces with Karriere.at, a job market with a great market position and good momentum. It has enabled jobs.ch ag to expand its market territory to Austria while still focusing its operations on Switzerland.»

Media contact:

Micol Rezzonico, jobs.ch, Brand Manager, Tel. +41 (0)44 560 70 79,  
[micol.rezzonico@jobs.ch](mailto:micol.rezzonico@jobs.ch), [www.jobs.ch/en/media/](http://www.jobs.ch/en/media/)

For more information go to [www.jobs.ch](http://www.jobs.ch) or create your very own Job.DNA at [www.jobs.ch/jobdna](http://www.jobs.ch/jobdna).

About jobs.ch:

jobs.ch is Switzerland's largest online portal for job seekers and employers across all sectors. The company was founded in 2000 and last year recorded a turnover of CHF 26.8 million. jobs.ch is the fastest growing job portal in Switzerland, with 70,000 hits every day, 3,000 permanent advertisers and 55 employees in Zurich and Lausanne. jobs.ch has had its finger firmly on the pulse of the job market for almost ten years and responds to the current needs of job seekers and employers with a wide range of innovative tools.