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## **jobsDB Top Ten Companies 2016 survey confirms global tech giants dominate most admired employer rankings**

*Google, Apple and Facebook top the report for Hong Kong participants, but big local players also prove popular*

**Hong Kong, 26 September 2016** – Key attributes such as creativity, innovation and fun have pushed three of the world’s best-known technology firms to the top of Hong Kong’s most preferred employer rankings, according to the latest jobsDB Top Ten Companies 2016 report released by the leading career portal, jobsDB.

However, while Google, Apple and Facebook took *1<sup>st</sup>, 3<sup>rd</sup> and 5<sup>th</sup> place respectively*, the rest of the table was occupied entirely by big local players. They included the MTR, Cathay Pacific and Swire, with respondents citing superior benefits such as a competitive basic salary and good bonuses, medical cover and high job security as compelling considerations.

### **Attributes that make or break a business**

The Top 10 Companies were ranked based on three-point weighted scale according to top of mind response. Conducted by SEEK Asia represented by jobsDB and JobStreet brands, the survey has polled the opinion of nearly 44,000 people across the Asia Pacific region, including Hong Kong, Indonesia, Vietnam, Thailand, the Philippines, Malaysia and Singapore.

The Top 10 Companies in Hong Kong were:

1. Google
2. MTR
3. Apple
4. Cathay Pacific
5. Facebook
6. Swire
7. HSBC
8. Sun Hung Kai Properties
9. The Hong Kong Jockey Club
10. CLP Power

Company	Top attributes
Google	<ol style="list-style-type: none"> <li>1. Creative, fun and innovative work environment</li> <li>2. Chance to work in wider locations</li> <li>3. Competitive basic salary</li> </ol>
MTR	<ol style="list-style-type: none"> <li>1. Superior benefits, incentives, bonuses and medical cover</li> <li>2. High job security</li> <li>3. Competitive basic salary</li> </ol>
Apple	<ol style="list-style-type: none"> <li>1. Reputable company</li> <li>2. Creative, fun and innovative work environment</li> <li>3. Inspiring management / leadership team; superior benefits, incentives, bonuses and medical cover</li> </ol>

The regional picture differed somewhat. In most geographies, a local firm was the top employer. However, Google made it into the top 10 table in every geography except Vietnam, and was No.1 in Singapore.

### **Strong link between employer brand and business success**

In Hong Kong, word of mouth (24%) was the biggest source of information cited by respondents in forming a positive or negative opinion of a company. This was followed by news media (21%) and family & friends (14%). However, when it came to rating an organisation, the two most important factors for the majority of Hong Kongers were salary (13%) and benefits (13%), followed extremely closely by the company's reputation (12%).

“Successful companies everywhere are in a battle to recruit and retain the best and brightest people available. A good reputation and high top-of-mind awareness are unbeatable assets when it comes to attracting superior performers,” explained Justin Yiu, General Manager of Jobs DB Hong Kong Limited.

Interest in brand-building is growing globally. According to a study by Employer Brand International<sup>1</sup>, which covered more than 1,100 organisations from 19 countries and regions, last year 65% of companies were planning to increase or maintain their investment in employer branding initiatives. The study also found that companies who invest in developing their employer brand could expect an increase in employee engagement and their ability to attract candidates.

“This aligns with our findings and demonstrates the powerful link between a strong employer brand and business success. It's not a coincidence that organisations that have invested in building theirs are both popular with prospective employees and commercially successful,” said Yiu.

1 – <http://www.employerbrandinternational.com/single-post/2014/06/03/Media-Release-EBI-Global-Survey-Findings>



## **About jobsDB**

At jobsDB, we believe in an open and inclusive world for all. Here, opportunities and possibilities are plenty: A fresh start. A new career. A welcome change. These are just a few of the things we help people explore.

As a leading job portal with substantial positions across Hong Kong, Indonesia, Singapore and Thailand, we are Asia's preferred destination for job seekers. With a team of 800 talented individuals, we've a strong local presence in every country we're in.

With our understanding and insights on each market, as well as our passion for technology, we provide candidates the best opportunities and deliver exceptional value to hirers.

## **About SEEK Asia**

JobStreet.com and jobsDB are part of SEEK Asia, which is the leading online employment market place in Asia. SEEK Asia covers 7 countries namely Hong Kong, Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam.

SEEK Asia is the extension of the Australian Securities Exchange listed company called SEEK. The company's purpose is to help improve people's lives through a better career. SEEK Asia's database consist of over 500,000 corporate hirers and over 24 million candidates.

Issued on behalf of the jobsDB Group (Hong Kong) by LEWIS.

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## Appendix: Top 10 Companies in Asia Pacific

<b>Hong Kong</b>	
<ol style="list-style-type: none"> <li>1. Google</li> <li>2. MTR</li> <li>3. Apple</li> <li>4. Cathay Pacific</li> <li>5. Facebook</li> <li>6. Swire</li> <li>7. HSBC</li> <li>8. Sun Hung Kai Properties</li> <li>9. The Hong Kong Jockey Club</li> <li>10. CLP Power</li> </ol>	
<b>Indonesia</b>	<b>Philippines</b>
<ol style="list-style-type: none"> <li>1. Pertamina</li> <li>2. Google</li> <li>3. Astra</li> <li>4. Unilever</li> <li>5. Bumh</li> <li>6. Chevron</li> <li>7. Bank Central Asia (BCA)</li> <li>8. Bank Mandiri</li> <li>9. Bank Rakyat Indonesia (BRI)</li> <li>10. Indofood</li> </ol>	<ol style="list-style-type: none"> <li>1. San Miguel</li> <li>2. Nestlé</li> <li>3. Accenture</li> <li>4. BDO Unibank</li> <li>5. Ayala</li> <li>6. Coca-Cola</li> <li>7. SM Group</li> <li>8. Google</li> <li>9. P&amp;G</li> <li>10. ABS-CBN</li> </ol>
<b>Thailand</b>	<b>Vietnam</b>
<ol style="list-style-type: none"> <li>1. PTT</li> <li>2. Siam Cement Group (SCG)</li> <li>3. Toyota</li> <li>4. Google</li> <li>5. Honda</li> <li>6. Advanced Info Service (AIS)</li> <li>7. Unilever</li> <li>8. Chevron</li> <li>9. DTAC</li> <li>10. Nestlé</li> </ol>	<ol style="list-style-type: none"> <li>1. Unilever</li> <li>2. Vinamilk</li> <li>3. Samsung</li> <li>4. Vingroup</li> <li>5. FPT Corporation</li> <li>6. Viettel</li> <li>7. Nestlé</li> <li>8. P&amp;G</li> <li>9. Intel</li> <li>10. PepsiCo</li> </ol>
<b>Singapore</b>	<b>Malaysia</b>
<ol style="list-style-type: none"> <li>1. Google</li> <li>2. Apple</li> <li>3. Singapore Airlines</li> <li>4. Facebook</li> <li>5. Shell</li> <li>6. ExxonMobil Singapore</li> <li>7. Microsoft</li> <li>8. Changi Airport</li> <li>9. P&amp;G</li> <li>10. Keppel Corporation</li> </ol>	<ol style="list-style-type: none"> <li>1. PETRONAS</li> <li>2. Shell</li> <li>3. Google</li> <li>4. Sime Darby</li> <li>5. Maybank</li> <li>6. AirAsia</li> <li>7. Nestlé</li> <li>8. Intel</li> <li>9. Tenaga Nasional</li> <li>10. Public Bank</li> </ol>