



Press Release

jobsDB: HK - the No.1 Smartphone Job Searching in 6 Regions

(27 February, 2013 - Hong Kong) With economic growth and technology boost in Asia, job opportunities abound with changes in jobseekers' behaviour on their job hunting. As Asians are as much "Change Seekers" as jobseekers; they are always on the lookout for opportunities anytime, anywhere especially with the rapidly growing mobile market.

No. 1 Smartphone Job Searching in 6 Regions

In order to hook with this trend, jobsDB conducted *the first research study of job seekers across six regions in Asia* in November 2012. The survey reports have a great impact on the brand campaign, as it reveals 88% of job seekers use job websites for job hunting. A noteworthy finding is 41% of mobile site users use smart phones for job searching; this is relatively higher than the other 5 countries (Singapore, Malaysia, The Philippines, Indonesia and Thailand).

Justin Yiu, General Manager of jobsDB HK, stated "with technology advancement, the Internet has become the major channel for job search. Mobile job searching not only provides jobseekers with convenience and flexibility that they could always on the lookout for opportunities."

Over 80% of Hong Kong People are always on the lookout for opportunities

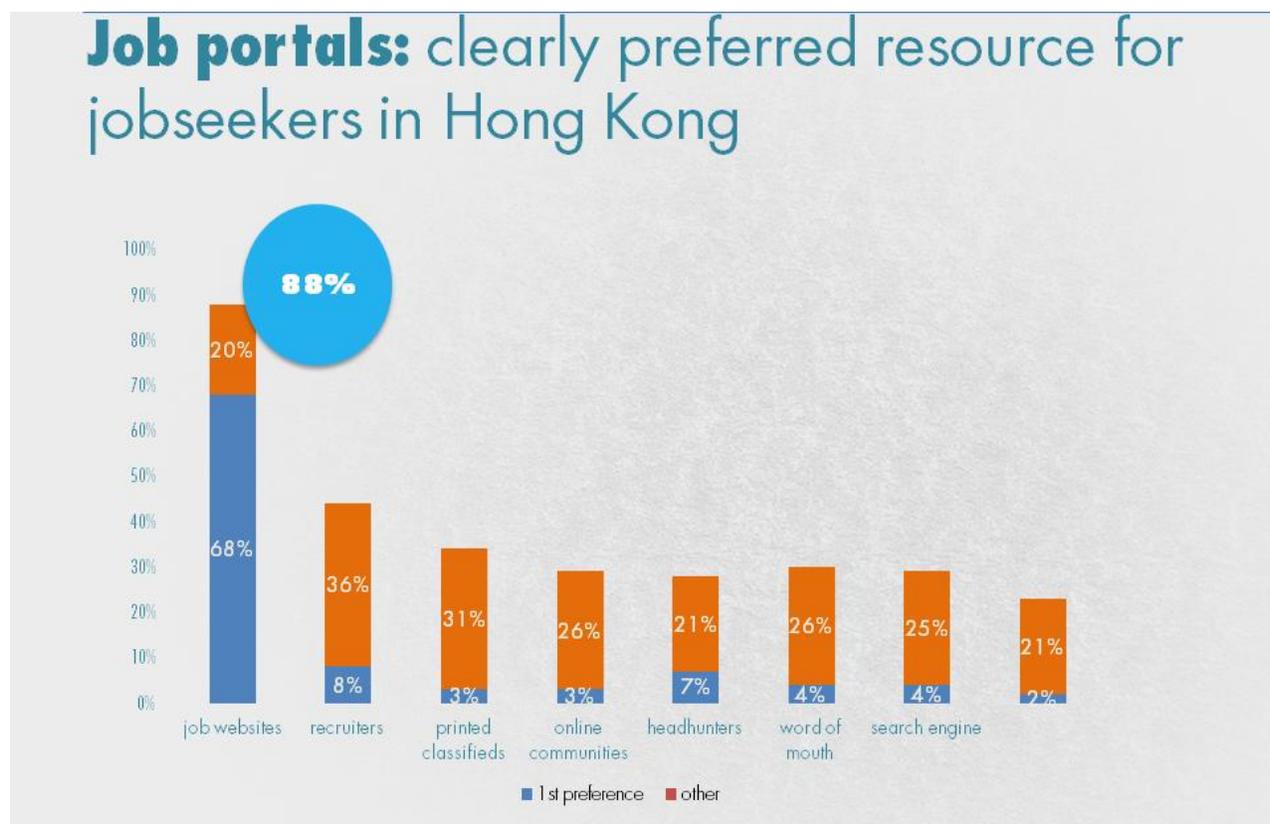
Yiu shared interesting insights from the survey, he said "We found out that 81% of respondents are always looking for the right opportunity in the job market, while 44% of them are exploring, that means, may apply when opportunities arise even they're not actively looking; and 64% of them are looking for jobs at least once per week. There are a large number of jobseekers who are exploring in Hong Kong. Hong Kong people are more of Change Seekers than Job Seekers and jobsDB aims to cater to the needs of job seekers, whether they are looking or just exploring."

The results are also come from the Landmark survey:

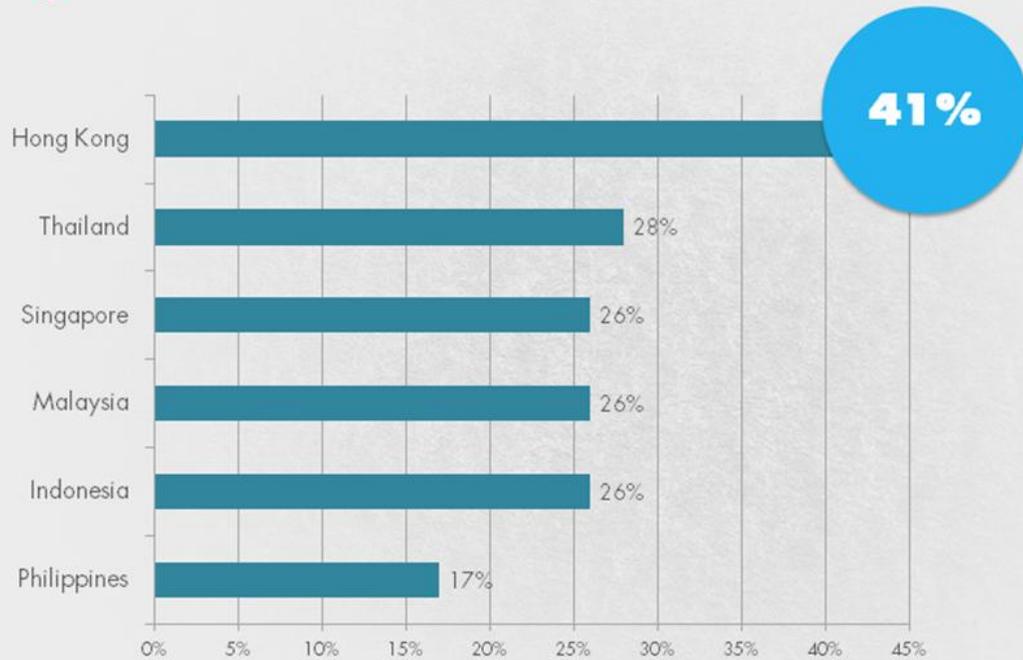
- Focus group studies with 100 people across a variety of socio-economic & demographics.
- In 6 regions which include Hong Kong, Indonesia, Malaysia, the Philippines, Singapore and Thailand.
- A 2-hour Focus Groups taken place in various markets with 2 – 3 groups, while 4 -6 active or recently moved Job Seekers per Group.
- They all come from diverse range of industries, variations of age, experience and professions.

About jobsDB.com hk.jobsDB.com

According to Nielsen Opportunity Hunter Telebus Survey 2007-2012, jobsDB.com is the most used recruitment media in Hong Kong. Over the past 14 years, jobsDB.com has built one of the largest databases in Hong Kong with 1 million job seeker members, offering 50,000 jobs per month.



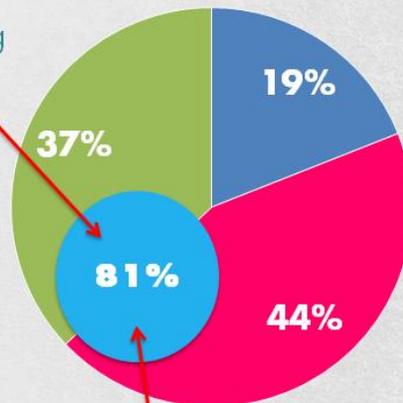
Usage of mobile site across 6 countries



While 37% are actively searching for a job,
44 % are constantly exploring job opportunities

Looking

Actively searching for a job



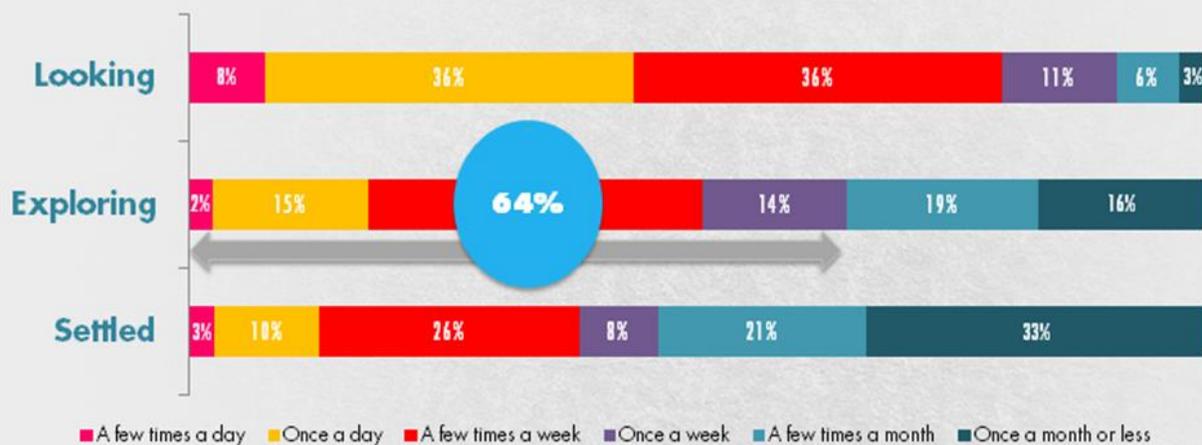
Settled

Keeping an eye on the job market but not really ready to apply

Exploring

Not actively looking for a job, but may have applied if the opportunity arose

64% of those **exploring** visited jobsDB Hong Kong at least once per week



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