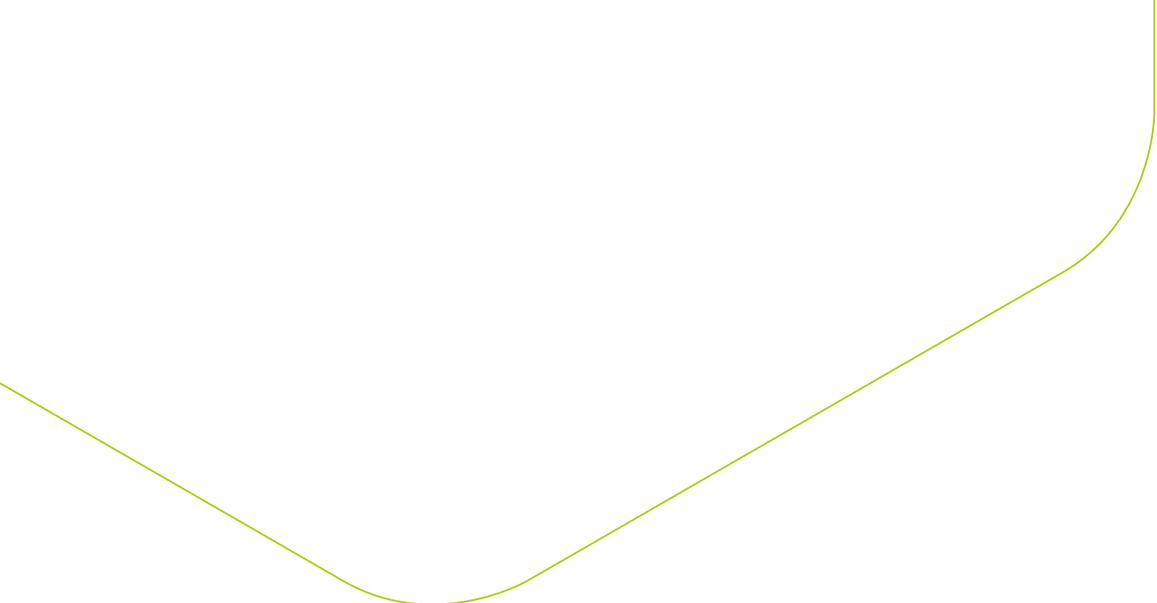




Employer Branding Profile

Always get noticed by the right people.



Employer branding: the most undervalued recruitment channel?

Good employees are a company's most valuable resource and crucial to its future. Well-trained specialists are becoming increasingly important in times of skilled labour shortages. This is why it's all the more important for companies to position themselves with their own employer branding so they stand out from the crowd and have the edge when it comes to recruitment.

What's the best way to go about it? Authenticity is your top priority here. You need to clearly identify what the company stands for and which career paths are on offer. An Employer Branding Profile on XING and kununu offers perfect communication opportunities on the two largest German-speaking career platforms. XING provides the stage for this, while kununu provides independent and genuine employer ratings which enhance a company's trustworthiness.

Find out more at:
recruiting.xing.com/en/EmployerBrandingProfile

Showcase yourself on two platforms.

The EBP gives you two great profiles to showcase yourself as an employer on XING and kununu. Prospective candidates search for attractive employers on both platforms. In the features overview, you can discover the advantages offered to you by XING and kununu.

Video and more information:
recruiting.xing.com/en/EmployerBrandingProfile

Your Employer Branding Profile offers you the following:

- An extensive company description with images and videos, as well as the option to include awards
- Linking up to search terms makes your Employer Branding Profile easier to find
- No advertisements on your profile, but your company can be presented in competitors' profiles
- View extensive statistics on visitors, interested persons and followers
- Analyse traffic to see how visitors became aware of your Employer Branding Profile
- Analyse visitors by company, industry, career level and age group*
- Company updates are automatically displayed on the XING homepage*
- Employer reviews let you respond to feedback from candidates and employees**
- Link to your company website and social media channels**
- Appoint multiple profile editors to share admin work**
- Integrate the kununu Score into your company website**
- Link to your website via the kununu logo**

* Exclusive feature on XING. ** Exclusive feature on kununu.



Employer Branding Profile Professional offers you even more functions.

An Employer Branding Profile Professional provides you with even more ways to approach people directly. Employee interviews with images and videos enable you to give authentic insights into what it's like

to work at your company on kununu. Share company updates and answer frequently asked questions. You'll also receive detailed analyses and can display your profile on up to five competitor profiles of your choice.

By the way, an Employer Branding Profile Professional is included in the XING E-Recruiting 360° licence package.

Your benefits at a glance



A strong employer brand attracts candidates

With an Employer Branding Profile, you can actively shape your employer image, increase the reach of your brand message and generate interest among potential candidates.



Lots of extras and extremely user-friendly

Integrate logos, photos, videos, information, social media channels and your job ads on XING. Monitor your performance thanks to extensive statistics.



The perfect partnership: XING and kununu

Showcase your company on the two most relevant German-speaking platforms for your applicants and benefit from more than 50 million visits per month.

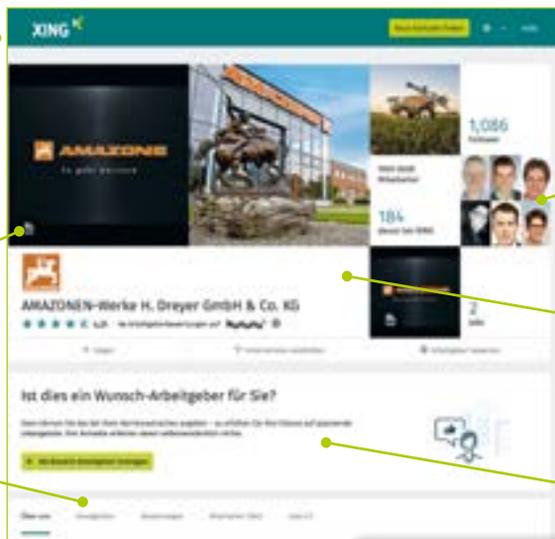
Boost your employer image.

The Employer Branding Profile on XING

Your portfolio lets you use multimedia to present your company more appealingly.

Share news with potential candidates and other interested parties.

Present your strengths as an employer in your company description, including photos, videos and presentations.



Present the employees behind your company's success.

Increase your success by posting reviews, recommendations and followers.

Integrate your job ads on XING to attract even more attention.

The Employer Branding Profile on kununu



Efficiency united: XING E-Recruiting 360°

The Employer Branding Profile on XING and kununu is more effective when combined with other XING E-Recruiting 360° products.



XING Jobs

Make more people aware of your job ads on XING by displaying them in your Employer Branding Profile as well. That way, prospective candidates can see if your company has a suitable opening for them.



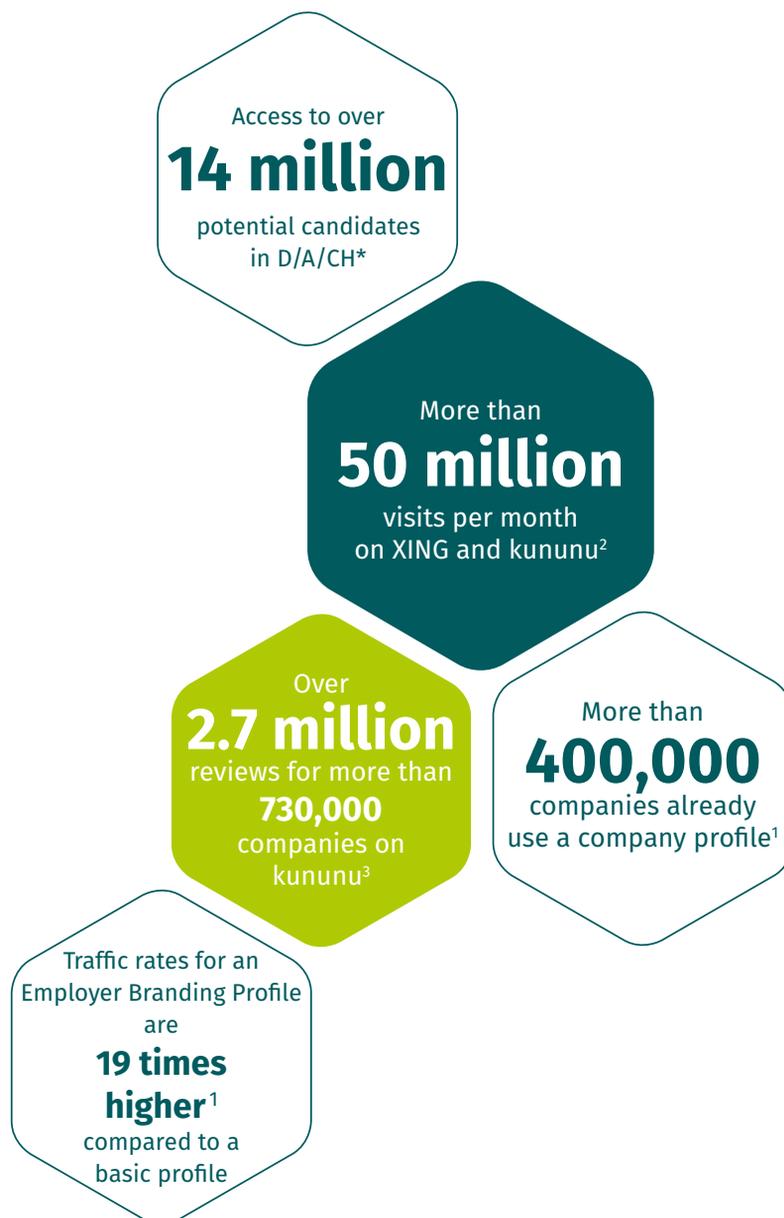
XING TalentpoolManager:

Use people's interest in your company: Followers of your Employer Branding Profile and users who set your company as an ideal employer are added to a separate talent pool in the XING TalentpoolManager.

Maximum reach for attractive employers.

Showcase your company on XING and kununu and attract applicants' attention.

- **Strong employer branding** – generates interest among potential candidates.
- **Use multimedia to showcase your business** – combine your corporate design with photos and videos to enhance your image.
- **Use the power of two platforms** – the largest German-speaking career networks.



¹ XING, internal survey. ² IVW, 03/2018. ³ kununu, internal survey.

XING TalentManager

Find exactly the right talent for your requirements, and get in touch directly with an unlimited number of licences for your recruiting team.

XING network

As the leading online career network in German-speaking countries, XING gives you access to more than 14 million potential candidates.

Employer Branding Profile

Showcase your company as a great employer on XING and kununu and stand out from the crowd.

XING TalentpoolManager

Manage all your talent in a talent pool for easy access to all potential candidates at just the right moment.

Recruiter Insights

Monitor the performance of your recruiting tools and time to hire.

XING ReferralManager

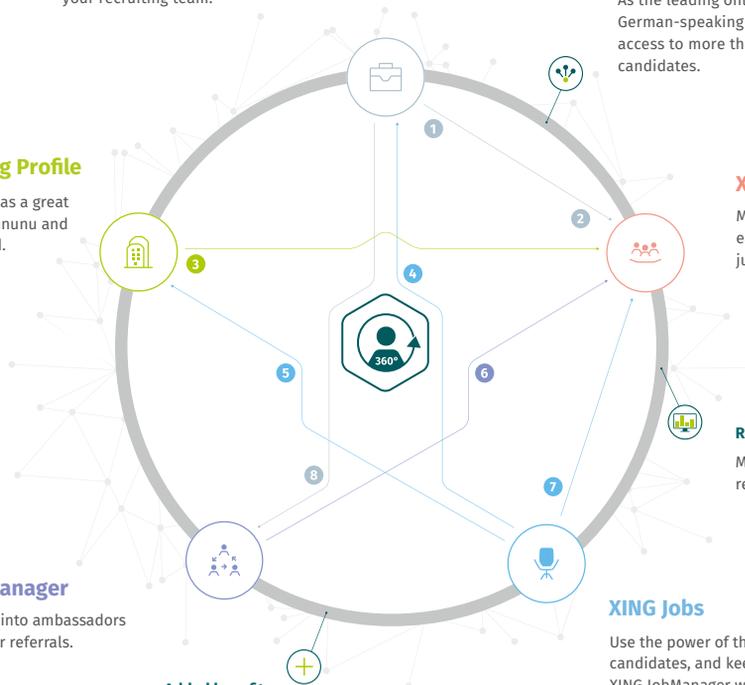
Turn your employees into ambassadors and benefit from their referrals.

XING Jobs

Use the power of the XING network to reach suitable candidates, and keep track of your job ads with the XING JobManager where you can post an unlimited number of vacancies.

Added benefits

Benefit from the 360° onboarding programme, personal consultations and exclusive events.



1 Add interesting candidates from XING TalentManager searches to a talent pool.

3 Followers and XING users who set your company as an ideal employer are added to talent pools in the XING TalentpoolManager.

5 Your job ads on XING are displayed in your employer Branding Profile.

7 Visitors to your job ads on XING are saved in a separate talent pool.

2 Add saved searches in the XING TalentManager to SmartPools in the XING TalentpoolManager (as part of the XING E-Recruiting 360° suite).

4 See who visited your job ads on XING and get in touch via the XING TalentManager.

6 Employee referrals are automatically added to the corresponding talent pool.

8 The XING TalentManager shows you whether employees are already connected with potential candidates. Employees can then be asked to provide a referral.

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