

# monster®

## EMPLOYMENT INDEX

CONTACTS:  
 Nidhi Madan Verma  
 Monster India  
 (91) 956 015 5115  
 nidhi.verma@monster.com

Stephen Reid  
 Hill & Knowlton  
 +971 50 651 7507  
 stephen.reid@hillandknowlton.com

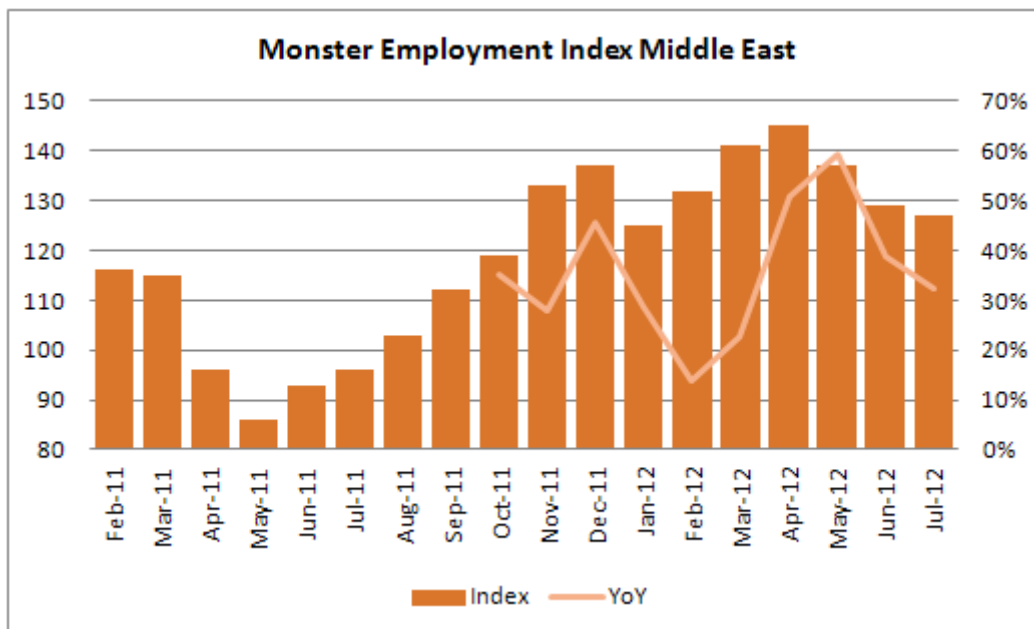
### Monster Employment Index Middle East Grows 32% on Annual Basis

#### July 2012 Index Highlights:

- Monster Employment Index Middle East rises 32 percent on an annual basis
- Hospitality continues to lead all industry sectors with 56 percent annual growth; Retail/Trade and Logistics continues to register strong growth of more than 40 percent
- Among occupation groups, Sales and BD exhibit strongest growth year-over-year; followed by Hospitality and Travel; HR & admin. occupations
- Kuwait leads all countries in annual growth

The Monster Employment Index is a monthly gauge of online job posting activity in Middle-East based on a real-time review of tens of thousands of employer job opportunities culled from a large representative selection of career Web sites and online job listings. The Index does not reflect the trend of any one advertiser or source, but is an aggregate measure of the change in job listings across the industry.

“The Monster Employment Index is showing a degree of momentum loss, as the expansionary trend across Middle Eastern online recruitment has slowed in recent months,” said Sanjay Modi, Managing Director, Monster.com (India/Middle East/South East Asia). “Nonetheless, job prospects found online this summer exceed year-ago levels for most sectors, led by hospitality.”



Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Y-o-y
116	115	96	86	93	96	103	112	119	133	137	125	132	141	145	137	129	127	32%

**Industry Year-over-Year Trends:** Online opportunities exceeded July'11 levels in all 11 of the 12 industry sectors monitored by the index.

- **Hospitality** (up 56 percent) continued to lead all sectors followed by Retail/Trade and Logistics (45 percent)
- **Production/Manufacturing** (up 35 percent), **Education** (up 28 percent) remained amidst the top growth sectors in July
- **Oil and Gas** (down nine percent) was the only sector to register negative annual growth

### Top Growth Industries

Year-over-year Growth	Jul 11	Jul 12	% Growth Y-o-y
Hospitality	89	139	56%
Retail/Trade and Logistics	97	141	45%
Production/Manufacturing, Automotive and Ancillary	92	124	35%
Education	103	132	28%
Advertising, Market Research, Public Relations, Media and Entertainment	98	124	27%

### Lowest Growth Industries

Year-over-year Growth	Jul 11	Jul 12	% Growth Y-o-y
Health Care	101	111	10%
BFSI	104	109	5%
Consumer Goods/FMCG, Food&Packaged Food, Home Appliance, Garments/Textiles/Leather, Gems&Jewellery	104	107	3%
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	90	93	3%
Oil and Gas	100	91	-9%

**Occupation Year-over-Year Trends:** 10 of 11 occupation groups registered improved online demand over the year

- **Sales and BD** (up 61 percent) led all occupational groups in year-over-year growth
- **Hospitality and Travel** (up 42 percent) and **HR & Admin.** (up 35 percent) saw increased demand year over year
- **Legal** (down 23 percent) professionals continued to register the weakest long-term trend

### Top Growth Occupations

Year-over-year Growth	Jul 11	Jul 12	% Growth Y-o-y
Sales and BD	93	150	61%
Hospitality and Travel	84	119	42%
HR & Admin.	95	128	35%
Marketing & Communications/Arts/Creative	90	116	29%
Software, Hardware, Telecom	97	123	27%

### Lowest Growth Occupations

Year-over-year Growth	Jul 11	Jul 12	% Growth Y-o-y
Engineering and Production	101	119	18%
Finance and Account	99	114	15%
Health Care	99	110	11%
Purchase / Logistics / Supply Chain	109	111	2%
Legal	115	88	-23%

**Geographic Year-over-year Trends:** Online opportunities exceeded July'11 level in six of the seven countries monitored by the Index.

- **Kuwait** (up 36 percent) followed by UAE (up 32 percent) led all countries in year-over-year growth
- **KSA** remained the only country that did not register any growth over July'11

Year-over-year Growth	Jul 11	Jul 12	% Growth Y-o-y
Kuwait	103	140	36%
UAE	96	127	32%
Qatar	96	118	23%
Oman	93	103	11%
Bahrain	107	117	9%
Egypt	104	109	5%
KSA	105	105	0%

### COUNTRY-WISE TRENDS

#### KSA Highlights

- Online recruitment activity in KSA was on-par with the July'11 level
- Hospitality (up 75 percent) continues to register the most notable annual growth
- Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides (down 26 percent) exhibits the most notable annual reduction

**KSA Top Growth Industries**

Year-over-year Growth	Jul 11	Jul 12	% Growth Y-o-y
Hospitality	86	160	86%
Consumer Goods/ FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewellery	97	105	8%
IT and Telecom/ISP	103	107	4%

**KSA Lowest Growth Industries**

Year-over-year Growth	Jul 11	Jul 12	% Growth Y-o-y
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	94	76	-19%
BFSI	116	94	-19%
Engineering, Construction and Real Estate	114	90	-21%

**KSA Top Growth Occupations**

Year-over-year Growth	Jul 11	Jul 12	% Growth Y-o-y
Hospitality and Travel	84	121	44%
Software, Hardware, Telecom	94	116	23%
Sales and BD	111	116	5%

**KSA Lowest Growth Occupations**

Year-over-year Growth	Jul 11	Jul 12	% Growth Y-o-y
Health Care	99	95	-4%
Marketing & Communications/Arts/Creative	102	93	-9%
Finance and Account	114	97	-15%

**UAE Highlights**

- UAE registers robust annual growth of 32 percent
- Hospitality records the most notable growth in online opportunities over the year
- Engineering and Production leads in annual growth amongst the occupation groups

**UAE Top Growth Industries**

Year-over-year Growth	Jul 11	Jul 12	% Growth Y-o-y
Hospitality	98	135	38%
Education	102	125	23%
Retail/Trade and Logistics	105	125	19%

**UAE Lowest Growth Industries**

Year-over-year Growth	Jul 11	Jul 12	% Growth Y-o-y
Health Care	109	107	-2%
Oil and Gas	115	101	-12%
Consumer Goods/ FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewellery	110	96	-13%

**UAE Top Growth Occupations**

Year-over-year Growth	Jul 11	Jul 12	% Growth Y-o-y
Engineering and Production	84	107	27%
Health Care	108	128	19%
Hospitality and Travel	87	98	13%

**UAE Lowest Growth Occupations**

Year-over-year Growth	Jul 11	Jul 12	% Growth Y-o-y
Marketing & Communications/Arts/Creative	97	96	-1%
Customer Service	110	105	-5%
Purchase / Logistics / Supply Chain	114	93	-18%

## By Industry

	2011								2012				
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Engineering, Construction and Real Estate	104	106	101	100	117	128	117	128	134	136	132	127	126
BFSI	104	113	112	115	126	138	134	136	131	134	121	116	109
Production/Manufacturing, Automotive and Ancillary	92	96	100	107	121	122	125	125	124	129	138	124	124
Retail/Trade and Logistics	97	105	119	123	123	129	130	128	152	152	147	145	141
Oil and Gas	100	93	95	100	104	97	90	90	103	105	96	92	91
IT and Telecom/ISP	93	93	98	101	104	108	112	116	114	107	108	102	102
Hospitality	89	90	103	105	103	110	104	105	109	112	108	128	139
Education	103	111	116	127	127	138	138	147	137	125	132	127	132
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	90	113	105	88	96	110	101	105	108	114	116	104	93
Consumer Goods/ FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewellery	104	110	118	113	118	112	95	101	117	127	125	115	107
Health Care	101	115	117	115	126	129	119	130	129	118	113	109	111
Advertising, Market Research, Public Relations, Media and Entertainment	98	103	125	111	117	122	124	126	124	122	119	122	124

## By Occupation

	2011								2012				
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Engineering and Production	101	102	106	108	116	121	111	117	126	125	120	117	119
Finance and Account	99	107	117	115	126	134	124	130	132	138	119	117	114
HR & Admin.	95	99	110	123	137	142	132	130	146	140	135	124	128
Sales and BD	93	100	116	130	126	138	141	146	156	163	157	152	150
Purchase / Logistics / Supply Chain	109	107	110	113	111	117	111	104	124	130	118	109	111
Hospitality and Travel	84	93	103	108	118	111	105	105	108	105	106	113	119
Health Care	99	112	116	112	117	124	122	134	129	124	114	109	110
Software, Hardware, Telecom	97	100	93	99	111	120	135	132	133	127	139	124	123
Marketing & Communications/Arts/Creative	90	96	105	101	107	123	123	130	125	122	116	118	116
Customer service	103	113	109	108	112	88	102	95	127	142	142	116	123
Legal	115	101	110	95	95	94	86	81	92	88	94	94	88

### **About the Monster Employment Index**

Launched in April 2011 with data collected since October 2010, the Monster Employment Index is a broad and comprehensive monthly analysis of online job posting activity in the Middle East conducted by Monster.com. Based on a real-time review of tens of thousands of employer job opportunities culled from a large, representative selection of online career outlets, including Monster Gulf, the Monster Employment Index presents a snapshot of employer online recruitment activity nationwide. The Monster Employment Index's underlying data is validated for accuracy by Research America, Inc. – an independent, third-party auditing firm – to ensure that measured online job recruitment activity is within a margin of error of +/- 1.05%. Monster has taken due care in compiling and processing the data available from various sources for Monster Employment Index, but does not guarantee the accuracy, adequacy or completeness of any information and is not responsible for any errors or omissions or action / decision taken or for the results obtained from the use of such information.

### **About Monster Worldwide**

Monster Worldwide, Inc. (NYSE: MWW - News), parent company of Monster, the premier global online employment solution for more than a decade, strives to inspire people to improve their lives. With a local presence in key markets in North America, Europe, and Asia, Monster works for everyone by connecting employers with quality job seekers at all levels and by providing personalized career advice to consumers globally. Through online media sites and services, Monster delivers vast, highly targeted audiences to advertisers. To learn more about Monster's industry-leading products and services, visit [www.monster.com](http://www.monster.com). More information about Monster Worldwide is available at <http://about-monster.com>.

#### **CONTACTS:**

Nidhi Madan Verma  
Monster India  
(91) 956 015 5115  
[nidhi.verma@monster.com](mailto:nidhi.verma@monster.com)

Stephen Reid  
Hill & Knowlton  
Phone: 971 50 651 7507  
Email: [stephen.reid@hillandknowlton.com](mailto:stephen.reid@hillandknowlton.com)