

# monster<sup>®</sup>

## 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

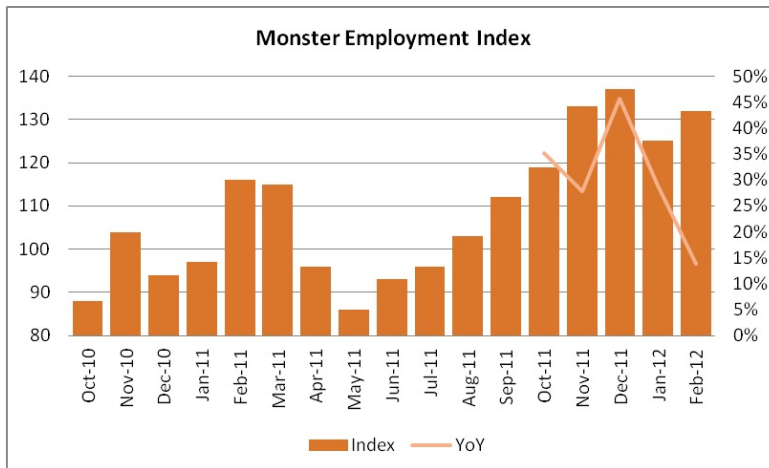
### Monster Employment Index Middle East Grows 14% on Annual Basis

#### February 2012 Index Highlights:

- Monster Employment Index Middle East rises 14 percent on annual basis
- Education leads all industry sectors in annual growth, while Oil and gas sector records steepest annual decline
- Among occupation groups, Healthcare gains the most momentum; Legal occupations exhibit negative annual growth
- KSA leads all countries in long-term expansion

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 Middle East continues to show robust online recruitment activity. New emerging sectors like Education and health care along with BFSI, Advertising, Market Research, Public Relations, Media and Entertainment are exhibiting a positive YOY growth trend" said Sanjay Modi, Managing Director, Monster.com (India/Middle East/South East Asia).



Oct 10	Nov 10	Dec 10	Jan 11	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	Y-o-Y
88	104	94	97	116	115	96	86	93	96	103	112	119	133	137	125	132	14%

Windows User 3/20/12 11:30 AM  
Deleted: al

Windows User 3/22/12 9:06 AM  
Deleted: job demand

Windows User 3/20/12 11:41 AM  
Deleted: a

Windows User 3/20/12 11:41 AM  
Deleted: is

Windows User 3/20/12 11:42 AM  
Deleted:

Windows User 3/20/12 11:31 AM  
Formatted Table

**Industry Year-over-Year Trends:** Online opportunities exceeded February'11 level in 10 of 12 industry sectors monitored by the index.

- **Education** (up 37 percent) was the fastest moving sector by the way of longer-term growth
- **Healthcare** (up 33 percent) and **BFSI** (up 28 percent) remained amidst the top growth sectors in February
- **Advertising, Market Research, Public Relations, Media and Entertainment** (up 26 percent) exhibited reasonably improved hiring trends over February'11.
- Growth momentum in **Oil and Gas** (down 21 percent) headed further downward

#### Top Growth Industries

Year-over-year Growth	Feb 11	Feb 12	% Growth Y-o-y
Education	107	147	37%
Health Care	98	130	33%
BFSI	106	136	28%
Advertising, Market Research, Public Relations, Media and Entertainment	100	126	26%
Retail/Trade and Logistics	109	128	17%

#### Lowest Growth Industries

Year-over-year Growth	Feb 11	Feb 12	% Growth Y-o-y
Production/Manufacturing, Automotive and Ancillary	112	125	12%
IT and Telecom/ISP	113	116	3%
Consumer Goods/ FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewellery	100	101	1%
Hospitality	112	105	-6%
Oil and Gas	114	90	-21%

Windows User 3/20/12 11:37 AM  
Formatted Table

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

- **Healthcare** (up 55 percent) professionals witnessed fastest growth in demand between February'11 and February'12
- **HR & Admin** (up 37 percent); and **Sales and BD** (up 29 percent) continued to remain among the top trending occupations
- **Legal** (down 24 percent) professional registered the most significant year-over-year decline

#### Top Growth Occupations

Year-over-year Growth	Feb 11	Feb 12	% Growth Y-o-y
Health Care	96	134	40%
HR & Admin.	95	130	37%
Sales and BD	113	146	29%
Finance and Account	104	130	25%
Marketing & Communications/Arts/Creative	108	130	20%

#### Lowest Growth Occupations

Year-over-year Growth	Feb 11	Feb 12	% Growth Y-o-y
Engineering and Production	114	117	3%
Hospitality and Travel	109	105	-4%
Customer service	99	95	-4%
Purchase / Logistics / Supply Chain	111	104	-6%
Legal	107	81	-24%

Windows User 3/20/12 11:38 AM  
Formatted Table

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

- **KSA** (up 47 percent) followed by **Egypt** (up 31%) led all countries in annual growth.
- **Oman** (down 18 percent) recorded the most notable drop in online recruitment activity between February'11 and February'12

Year-over-year Growth	Feb 11	Feb 12	% Growth Y-o-y
KSA	101	148	47%
Egypt	104	136	31%
Kuwait	113	127	12%
Bahrain	117	110	-6%
Qatar	112	99	-12%
UAE	118	103	-13%
Oman	114	94	-18%

Windows User 3/20/12 11:38 AM  
Formatted Table

## COUNTRY-WISE TRENDS

### KSA Highlights

- KSA registers 47 percent year-on-year growth
- Hospitality continues to lead all sectors in the annual growth
- Sales and BD followed by Marketing & Communications/Arts/Creative record the strongest annual growth in demand among occupations

### KSA Top Growth Industries

Year-over-year Growth	Feb 11	Feb 12	% Growth Y-o-y
Hospitality	106	193	82%
Advertising, Market Research, Public Relations, Media and Entertainment	100	168	68%
Retail/Trade and Logistics	97	151	56%

### KSA Lowest Growth Industries

Year-over-year Growth	Feb 11	Feb 12	% Growth Y-o-y
Production/Manufacturing, Automotive and Ancillary	108	108	0%
Consumer Goods/ FMCG, Food & Packaged Food, Home Appliance, Garments/ Textiles/ Leather, Gems & Jewellery	108	98	-9%
Oil and Gas	113	98	-13%

Windows User 3/20/12 11:39 AM  
Formatted Table

### KSA Top Growth Occupations

Year-over-year Growth	Feb 11	Feb 12	% Growth Y-o-y
Sales and BD	101	154	52%
Marketing & Communications/Arts/Creative	107	162	51%
Engineering and Production	97	142	46%

### KSA Lowest Growth Occupations

Year-over-year Growth	Feb 11	Feb 12	% Growth Y-o-y
Hospitality and Travel	115	127	10%
Software, Hardware, Telecom	115	123	7%
Purchase / Logistics / Supply Chain	106	110	4%

Windows User 3/20/12 11:39 AM  
Formatted Table

Windows User 3/20/12 11:37 AM  
Formatted: Font:Arial

Windows User 3/20/12 11:37 AM  
Formatted: Font:Arial

Windows User 3/20/12 11:37 AM  
Formatted: Font:Arial

Windows User 3/20/12 11:37 AM  
Formatted: Font:Arial

**UAE Highlights**

- UAE registers 13 percent annual decline in February'12
- Education tops the annual growth chart amongst industry sectors
- Healthcare leads in annual growth among occupational groups.

**UAE Top Growth Industries**

Year-over-year Growth	Feb 11	Feb 12	% Growth Y-o-y
Education	101	120	19%
Production/Manufacturing, Automotive and Ancillary	104	122	17%
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	92	101	10%

**UAE Lowest Growth Industries**

Year-over-year Growth	Feb 11	Feb 12	% Growth Y-o-y
Engineering, Construction and Real Estate	119	110	-8%
BFSI	111	101	-9%
Oil and Gas	108	86	-20%

Windows User 3/20/12 11:39 AM  
Formatted Table

**UAE Top Growth Occupations**

Year-over-year Growth	Feb 11	Feb 12	% Growth Y-o-y
Health Care	106	117	10%
Finance and Account	95	103	8%
HR & Admin.	91	97	7%

**UAE Lowest Growth Occupations**

Year-over-year Growth	Feb 11	Feb 12	% Growth Y-o-y
Purchase / Logistics / Supply Chain	106	92	-13%
Marketing & Communications/Arts/Creative	113	98	-13%
Engineering and Production	119	94	-21%

Windows User 3/20/12 11:40 AM  
Formatted Table

## By Industry

	2011											2012	
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Engineering, Construction and Real Estate	113	111	101	86	100	104	106	101	100	117	128	117	128
BFSI	106	95	92	85	113	104	113	112	115	126	138	134	136
Production/Manufacturing, Automotive and Ancillary	112	110	108	105	88	92	96	100	107	121	122	125	125
Retail/Trade and Logistics	109	106	82	90	99	97	105	119	123	123	129	130	128
Oil and Gas	114	112	88	87	89	100	93	95	100	104	97	90	90
IT and Telecom/ISP	113	117	115	94	86	93	93	98	101	104	108	112	116
Hospitality	112	107	106	89	84	89	90	103	105	103	110	104	105
Education	107	102	93	102	107	103	111	116	127	127	138	138	147
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	93	100	98	95	93	90	113	105	88	96	110	101	105
Consumer Goods/ FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewellery	100	99	92	84	97	104	110	118	113	118	112	95	101
Health Care	98	108	107	90	99	101	115	117	115	126	129	119	130
Advertising, Market Research, Public Relations, Media and Entertainment	100	97	103	95	107	98	103	125	111	117	122	124	126

## By Occupation

	2011											2012	
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Engineering and Production	114	111	98	91	92	101	102	106	108	116	121	111	117
Finance and Account	104	93	86	87	103	99	107	117	115	126	134	124	130
HR & Admin.	95	94	100	102	102	95	99	110	123	137	142	132	130
Sales and BD	113	102	92	85	96	93	100	116	130	126	138	141	146
Purchase / Logistics / Supply Chain	111	112	80	95	95	109	107	110	113	111	117	111	104
Hospitality and Travel	109	104	102	99	91	84	93	103	108	118	111	105	105
Health Care	96	110	111	88	96	99	112	116	112	117	124	122	134
Software, Hardware, Telecom	117	112	92	83	104	97	100	93	99	111	120	135	132
Marketing & Communications/Arts/Creative	108	103	123	104	97	90	96	105	101	107	123	123	130
Customer service	99	102	97	99	109	103	113	109	108	112	88	102	95
Legal	107	97	95	93	115	115	101	110	95	95	94	86	81

### 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.

Windows User 3/22/12 9:06 AM

**Formatted:** Font:Not Bold

Windows User 3/22/12 9:06 AM

**Deleted:** online job demand

### 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)