

# 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

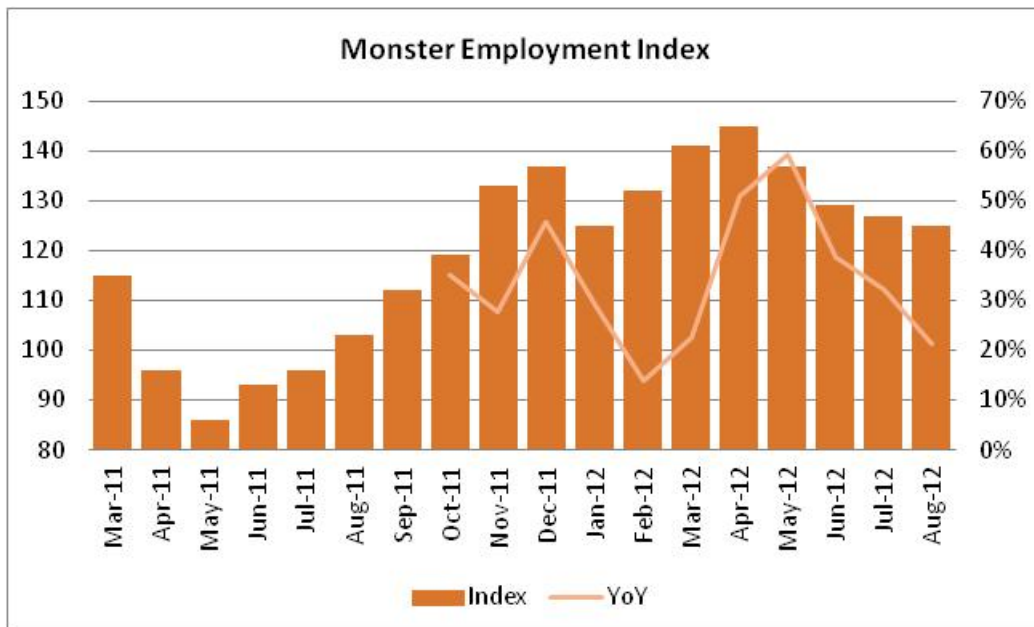
### Monster Employment Index Middle East Grows 21% on Annual Basis, Yet Declines 2% on Monthly Basis

#### August 2012 Index Highlights:

- Monster Employment Index Middle East rises 21 percent on an annual basis
- Hospitality continues to lead all industry sectors with 40 percent annual growth; Retail/Trade and Logistics continues to register strong growth
- Among occupation groups, Hospitality and Travel exhibit strongest growth year-over-year; followed by Sales and BD; HR & administrative occupations
- Qatar 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.

“While conditions have improved since 2011, recent activity indicates that employers are being cautious about growing their hiring activity.. However, the major labor intensive sectors, especially within primary industry, exhibit robust annual growth,” said Sanjay Modi, Managing Director, Monster.com (India/ Middle- East/ South East Asia).



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	Aug 12	Growth Y-o-y
115	96	86	93	96	103	112	119	133	137	125	132	141	145	137	129	127	125	21%

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

- **Hospitality** (up 40 percent) continued to lead all sectors followed by **Advertising, Market Research, Public Relations, Media and Entertainment** (34 percent)
- **Retail/Trade and Logistics** (up 33 percent), **Production/Manufacturing** (up 29 percent) remained amidst the top growth sectors in August
- **Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides** (down 25 percent) sector registered the steepest annual decline

### Top Growth Industries

Year-over-year Growth	Aug 11	Aug 12	% Growth Y-o-y
Hospitality	90	126	40%
Advertising, Market Research, Public Relations, Media and Entertainment	103	138	34%
Retail/Trade and Logistics	105	140	33%
Production/Manufacturing, Automotive and Ancillary	96	124	29%
Engineering, Construction and Real Estate	106	123	16%

### Lowest Growth Industries

Year-over-year Growth	Aug 11	Aug 12	% Growth Y-o-y
Oil and Gas	93	91	-2%
IT and Telecom/ISP	93	87	-6%
Health Care	115	100	-13%
Consumer Goods/ FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewellery	110	93	-15%
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	113	85	-25%

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

- **Hospitality and Travel** (up 40 percent) led all occupational groups in year-over-year growth
- **Sales and BD** (up 37 percent) and **HR & Admin.** (up 17 percent) saw increased demand over the year
- **Legal** (down 18 percent) professionals continued to register the weakest long-term trend

### Top Growth Occupations

Year-over-year Growth	Aug 11	Aug 12	% Growth Y-o-y
Hospitality and Travel	93	130	40%
Sales and BD	100	137	37%
HR & Admin.	99	116	17%
Engineering and Production	102	118	16%
Marketing & Communications/Arts/Creative	96	109	14%

### Lowest Growth Occupations

Year-over-year Growth	Aug 11	Aug 12	% Growth Y-o-y
Purchase / Logistics / Supply Chain	107	110	3%
Software, Hardware, Telecom	100	101	1%
Finance and Account	107	104	-3%
Health Care	112	107	-4%
Legal	101	83	-18%

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

- **Qatar** (up 28 percent) followed by **Bahrain** (up 24 percent) led all countries in year-over-year growth
- **KSA** remained the only country that registered a net decline over the past 12 months

<b>Year-over-year Growth</b>	Aug 11	Aug 12	% Growth Y-o-y
Qatar	94	120	28%
Bahrain	101	125	24%
Kuwait	101	122	21%
UAE	104	121	16%
Oman	95	99	4%
Egypt	105	106	1%
KSA	109	99	-9%

## **COUNTRY-WISE TRENDS**

### **KSA Highlights**

- Online recruitment activity in KSA declines nine percent from August'11 level
- Hospitality (up 61 percent) continues to register the most notable annual growth
- Hospitality and Travel leads in annual growth amongst the occupation groups

### **KSA Top Growth Industries**

<b>Year-over-year Growth</b>	Aug 11	Aug 12	% Growth Y-o-y
Hospitality	79	127	61%
Retail/Trade and Logistics	111	138	24%
Oil and Gas	97	103	6%

### **KSA Lowest Growth Industries**

<b>Year-over-year Growth</b>	Aug 11	Aug 12	% Growth Y-o-y
Health Care	114	96	-16%
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	92	67	-27%
Engineering, Construction and Real Estate	113	74	-35%

### **KSA Top Growth Occupations**

<b>Year-over-year Growth</b>	Aug 11	Aug 12	% Growth Y-o-y
Hospitality and Travel	87	138	59%
Engineering and Production	108	108	0%
Software, Hardware, Telecom	103	102	-1%

### **KSA Lowest Growth Occupations**

<b>Year-over-year Growth</b>	Aug 11	Aug 12	% Growth Y-o-y
Health Care	107	95	-11%
Finance and Account	113	97	-14%
Marketing & Communications/Arts/Creative	111	92	-17%

**UAE Highlights**

- UAE registers robust annual growth of 16 percent
- Advertising, Market Research, Public Relations, Media and Entertainment records the most notable growth in online opportunities over the year
- Hospitality and Travel leads in annual growth amongst the occupation groups

**UAE Top Growth Industries**

<b>Year-over-year Growth</b>	Aug 11	Aug 12	% Growth Y-o-y
Advertising, Market Research, Public Relations, Media and Entertainment	103	129	25%
Engineering, Construction and Real Estate	96	113	18%
Hospitality	102	119	17%

**UAE Lowest Growth Industries**

<b>Year-over-year Growth</b>	Aug 11	Aug 12	% Growth Y-o-y
Oil and Gas	118	102	-14%
Health Care	115	99	-14%
Consumer Goods/ FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewellery	111	90	-19%

**UAE Top Growth Occupations**

<b>Year-over-year Growth</b>	Aug 11	Aug 12	% Growth Y-o-y
Hospitality and Travel	91	102	12%
Health Care	115	128	11%
Engineering and Production	98	104	6%

**UAE Lowest Growth Occupations**

<b>Year-over-year Growth</b>	Aug 11	Aug 12	% Growth Y-o-y
Marketing & Communications/Arts/Creative	102	93	-9%
Purchase / Logistics / Supply Chain	105	82	-22%
Customer service	114	83	-27%

## By Industry

	2011								2012				
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Engineering, Construction and Real Estate	106	101	100	117	128	117	128	134	136	132	127	126	123
BFSI	113	112	115	126	138	134	136	131	134	121	116	109	112
Production/Manufacturing, Automotive and Ancillary	96	100	107	121	122	125	125	124	129	138	124	124	124
Retail/Trade and Logistics	105	119	123	123	129	130	128	152	152	147	145	141	140
Oil and Gas	93	95	100	104	97	90	90	103	105	96	92	91	91
IT and Telecom/ISP	93	98	101	104	108	112	116	114	107	108	102	102	87
Hospitality	90	103	105	103	110	104	105	109	112	108	128	139	126
Education	111	116	127	127	138	138	147	137	125	132	127	132	127
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	113	105	88	96	110	101	105	108	114	116	104	93	85
Consumer Goods/ FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewellery	110	118	113	118	112	95	101	117	127	125	115	107	93
Health Care	115	117	115	126	129	119	130	129	118	113	109	111	100
Advertising, Market Research, Public Relations, Media and Entertainment	103	125	111	117	122	124	126	124	122	119	122	124	138

## By Occupation

	2011								2012				
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Engineering and Production	102	106	108	116	121	111	117	126	125	120	117	119	118
Finance and Account	107	117	115	126	134	124	130	132	138	119	117	114	104
HR & Admin.	99	110	123	137	142	132	130	146	140	135	124	128	116
Sales and BD	100	116	130	126	138	141	146	156	163	157	152	150	137
Purchase / Logistics / Supply Chain	107	110	113	111	117	111	104	124	130	118	109	111	110
Hospitality and Travel	93	103	108	118	111	105	105	108	105	106	113	119	130
Health Care	112	116	112	117	124	122	134	129	124	114	109	110	107
Software, Hardware, Telecom	100	93	99	111	120	135	132	133	127	139	124	123	101
Marketing & Communications/Arts/Creative	96	105	101	107	123	123	130	125	122	116	118	116	109
Customer service	113	109	108	112	88	102	95	127	142	142	116	123	117
Legal	101	110	95	95	94	86	81	92	88	94	94	88	83

### **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)