



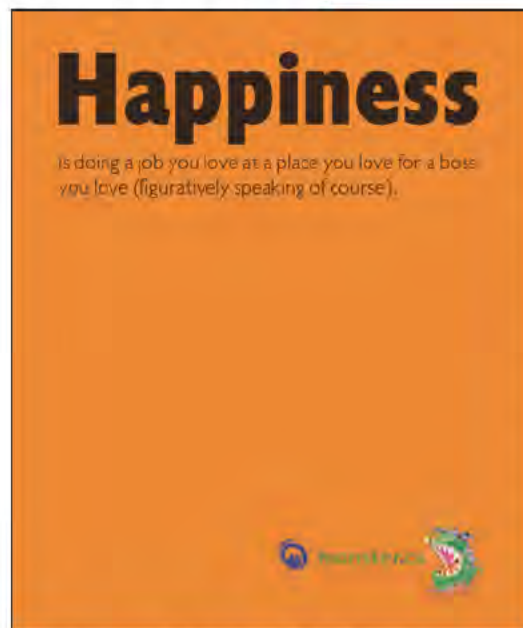
monster

THE MARKET

When Monster invented online recruiting in 1994, its founder knew the company was onto something big.

Having worked in a recruitment advertising agency, he saw the pain IT clients faced during the time it took to find qualified staff. He also knew how important it was for people to find the right job — not just in terms of salary and financial security, but also in the sense of pride and accomplishment it provided.

More importantly, if companies were challenged finding qualified candidates during the dot-com boom of the '90s, what would happen when baby boomers would begin to retire in 2008 and in their



wake, leave a shortage of skilled workers across all industries.

Further, with the balance of power shifting from employers to qualified candidates, how would organizations compete for skilled labour and convince workers that switching to their companies represents the best possible choice and smartest career move?

Monster recognized early on that connecting employers with the right candidates in innovative, new ways was critically important and that the Web presented unique opportunities not possible with traditional, help-wanted newspaper advertising.

Monster also predicted that the Web would one day become the preferred source for finding a new job. And in 2005, the Internet did become

the first stop for job-hunters — surpassing both word-of-mouth referrals and newspaper advertising in Canada.

ACHIEVEMENTS

Since its modest beginnings as a simple online job board, Monster has become the world's largest career Web site and online recruitment partner with tailored language sites in 24 countries. Over 200,000 companies have posted jobs and 61 million job seekers have searched for jobs on the company's worldwide Web sites since its inception.

In Canada, Monster has also earned top ranking, boasting the highest consumer brand recognition, monthly visitors, job seeker resumes and overall growth. Moreover, of the 25 million Canadians that have Internet access, 74 percent have used Monster's Web site.

Job seekers turn to Monster.ca as much for the sheer volume of Canadian job opportunities that are advertised each month as they do for the exceptional speed and ease-of-use with which they can apply for jobs online. They can also conveniently add their profile information and resumes to a searchable, online database that can be accessed by employers and recruiters, and stay up to date via automatic e-mail alerts that notify them when a new job matching their interests is added to the Web site. The Canadian site also contains a wealth of employment-related articles, career tips and resume writing services in both English and French.

With a solid background in traditional recruitment and having invented its online counterpart, Monster has also extended equally important benefits to employers. In addition to enabling employers to get their job opportunities in front of a critical mass of job seekers 24/7, the company's B2B solutions streamline many time-consuming recruitment activities. This includes screening and comparing resumes to determine the

most qualified candidates, automating correspondence with applicants and co-workers, and writing compelling job descriptions and corporate profile pages that entice job seekers to apply.

Since opening its doors to the Canadian market, Monster has helped more than 11,000 Canadian companies to reduce their time- and cost-to-hire and fill their talent supply chain. Some of the country's biggest brands have chosen Monster Canada as their strategic, online recruitment partner, including CIBC, McDonalds, 3M, Future Shop, Deloitte, IBM, Rona and FedEx.

By bringing the reach and immediacy of the Web to recruiting, Monster has empowered both employers and job seekers alike.

HISTORY

- **1994:** Monster launches the world's first online job board in the U.S.
- **1997:** Monster opens its first international operation in Canada with a Web site in English and French. Monster Canada becomes the model for all future international markets. Later that year, Monster is acquired by TMP Worldwide.
- **1998:** As a result of further strategic acquisitions, TMP becomes one of the largest recruitment agencies in the world.



- **1999:** Monster becomes the first online recruitment brand to advertise on television with its “When I Grow Up” campaign. It is the only commercial included in *Time* magazine’s list of “Best Television in 1999.”
- **2000-2004:** Monster Canada becomes a strategic career partner for the Canadian Olympics Committee and sponsors the 2000, 2002 and 2004 Olympic Games in Sydney, Salt Lake City and Athens.
- **2004:** Monster acquires Tickle.com.
- **2005:** Monster becomes the number-one online recruitment Web site in Canada with the highest consumer awareness, monthly visitors and overall growth (Ipsos Reid).
- **2006:** Monster introduces the first national index to measure online employment demand in Canada.

THE PRODUCT

Monster’s long-standing recruitment heritage, combined with its unique consultative approach and technology expertise, has enabled the company to develop sophisticated solutions that can be tailored to each customer’s needs and used to streamline many time-consuming, recruitment tasks.

More than 12 years of industry best practices have been integrated into Monster’s products and services — from online job postings and resume database access to developing and hosting a career Web site for its customers that leverages the same advanced functionality of Monster’s own Web site — to ensure employers get maximum results from their online recruitment campaign.

Consultants are also available to train recruiters and HR staff on how to effectively use Monster’s



along with recommendations for how to improve their future recruiting efforts.

RECENT DEVELOPMENTS

In January 2006, Monster Canada demonstrated its thought leadership with the introduction of Monster Employment Index Canada — the first national index to measure online employment demand in Canada. Building on its tremendous success in the U.S. and Europe, the index measures online job demand by indexing the volume of advertised jobs. These include newly created and unfilled jobs in Canada, as reflected in the number of help-wanted ads that are posted online each month.

For the first time labour market watchers, financial analysts and government agencies could tap into forward-looking trends based on real-time data when evaluating the health of the Canadian economy and developing employment-related policies, such as which industries to invest in and which require additional workforce training.

Making insights into employment demand available to key stakeholders at no charge was yet another example of Monster Canada’s ongoing commitment to bringing Canadian employers and job seekers together.

PROMOTION

In 2005, Monster Canada did more than just launch its most successful marketing campaign in its history. It touched a nerve with Canadians and generated the kind of buzz most U.S. companies only dream about.

A survey the company conducted early in the year revealed that the relationship Canadians have with their boss is the most important criteria for evaluating their level of job satisfaction. Monster responded by releasing a viral email campaign asking people to rate their bosses.

The online poll generated more than 100,000 responses and one clear message: Canadian bosses

are halfway to perfection. The key areas for improvement included “acknowledging their mistakes,” “being a born leader” and “helping employees reach their full potential.” Building on this theme, Monster developed two TV campaigns and a series of newspaper ads that reinforced the importance of having a great boss with the slogan: “A great boss makes all the difference. Find yours today at Monster.ca.”

The campaign demonstrated that Monster’s brand is built upon listening to the needs of the marketplace and responding to the issues that are of utmost importance to Canadians.

BRAND VALUES

Monster strives to be the world’s most valued career partner, both to workers and employers. The company is deeply committed to exceeding customer expectations and has succeeded in doing so for more than 12 years by continuously challenging the status quo, reinventing the way it does business and delivering on what it says it will do. In Canada, Monster will continue to innovate in its effort to bring Canadians together to advance their lives — while setting an example and remaining an inspiration for its worldwide operations.

THINGS YOU DIDN'T KNOW ABOUT MONSTER

- The idea to recruit employees online was conceived in a dream after Monster’s founder was challenged by a client to come up with a “monster of an idea” for finding qualified IT staff.
- “Trumpasaurus” is the name of the company’s memorable green and purple mascot.
- Monster was the 454th commercial Web site in the world.
- Monster.com was the 17th-most visited property on the Internet in 2005.
- Canada is Monster’s fastest-growing international market.



online tools and reach the most qualified candidates as quickly as possible. Customers can also choose to outsource a wide variety of online recruitment tasks to Monster’s consultants in order to reduce their time- and cost-to-hire. In either case, customers are provided with a performance report at the end of their campaign,