



Grow Digital Recruitment Advertising Revenue and Market Share

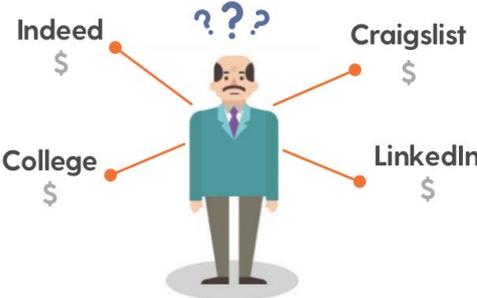
BH MEDIA GROUP

A Berkshire Hathaway Company

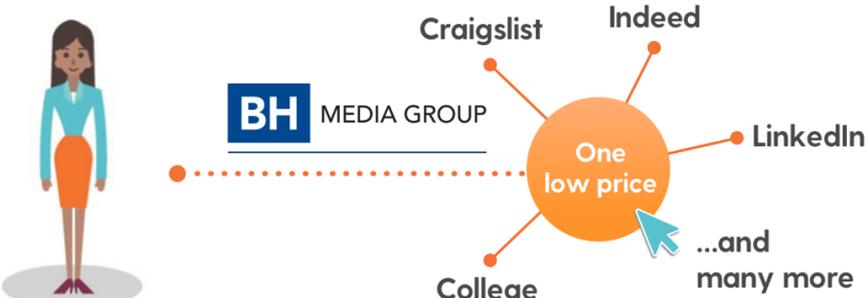
recruitology

Problem: Employers are Bombarded with Options

Problem



Solution



\$8 Billion Opportunity

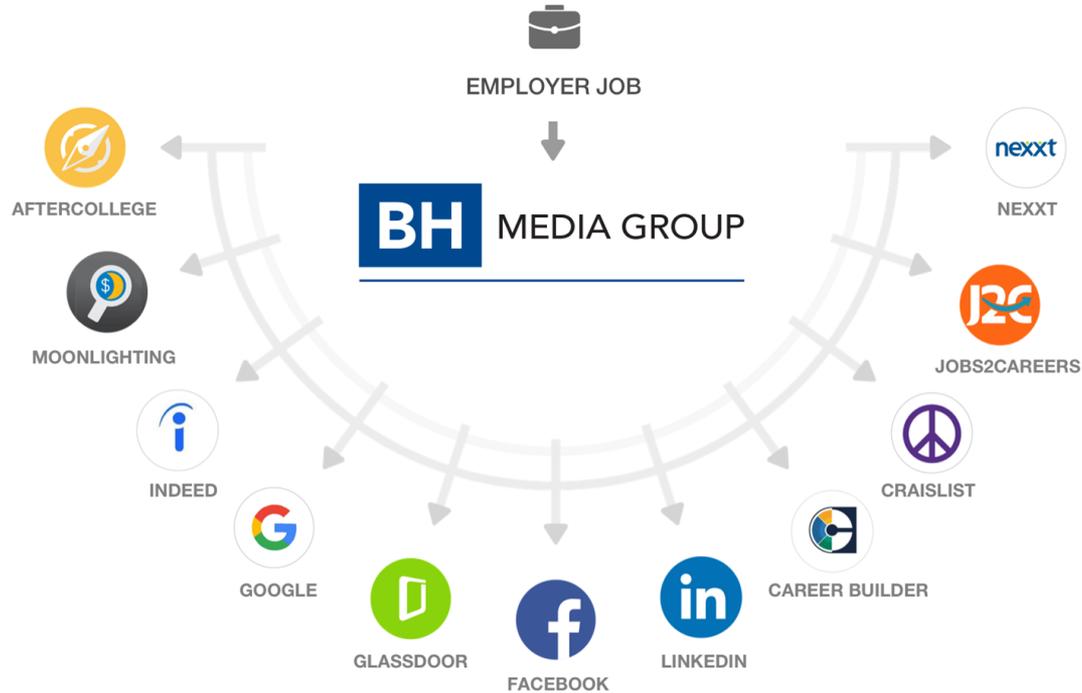
**30 million
small businesses
need help hiring**



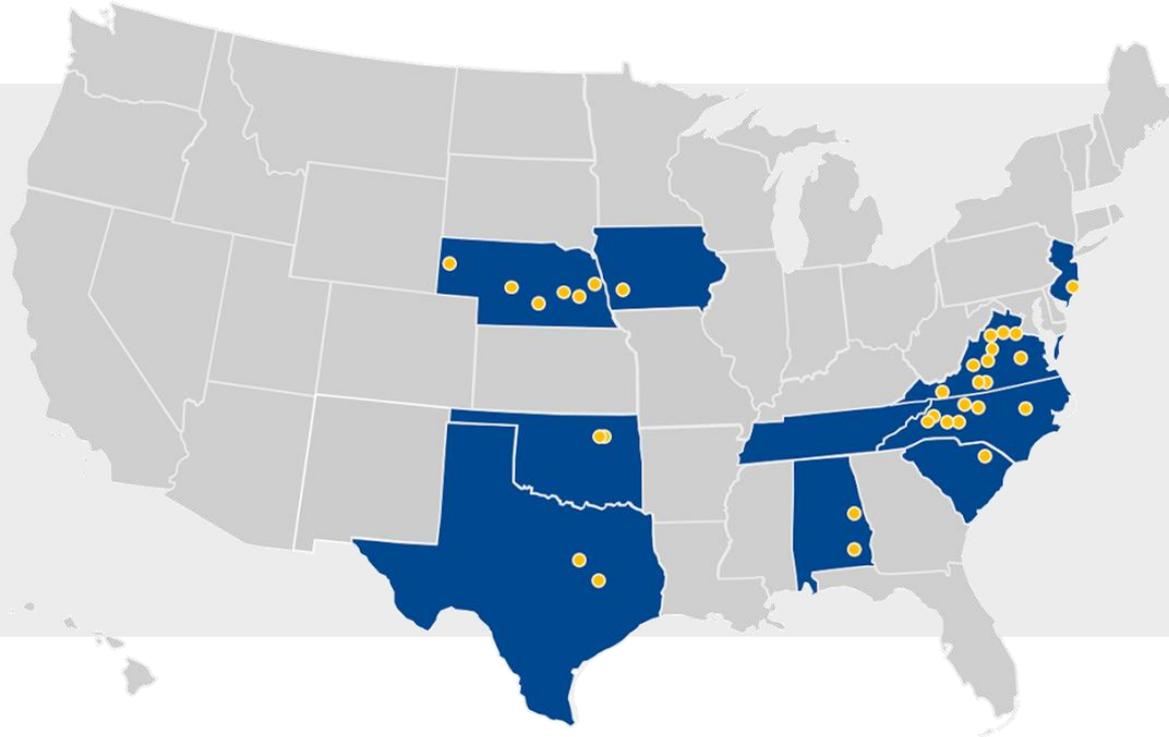
It takes **40** days to
hire someone and up to
\$4,000

Solution: One Stop Shop

Post one, pay once



Serving Communities in Ten States



Evolution of the Recruitment Business Line

Align markets on best practices for maximizing job traffic



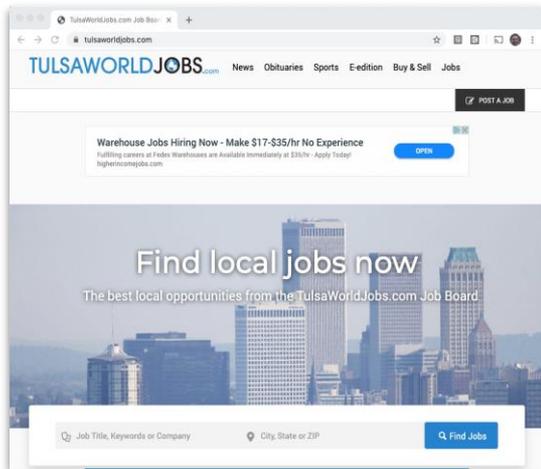
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- ✓ 30 day posts
 - ✓ Full job descriptions
 - ✓ Online apply (email or url)



73% of job searches start with Google

Recruitment Partner Goals: One-stop Solution

Branded Job Board



Access to Leading Sites
& Social Media

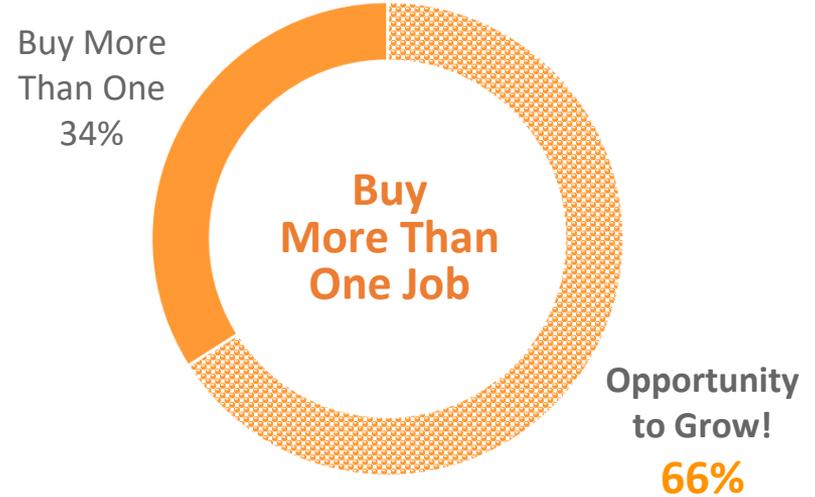
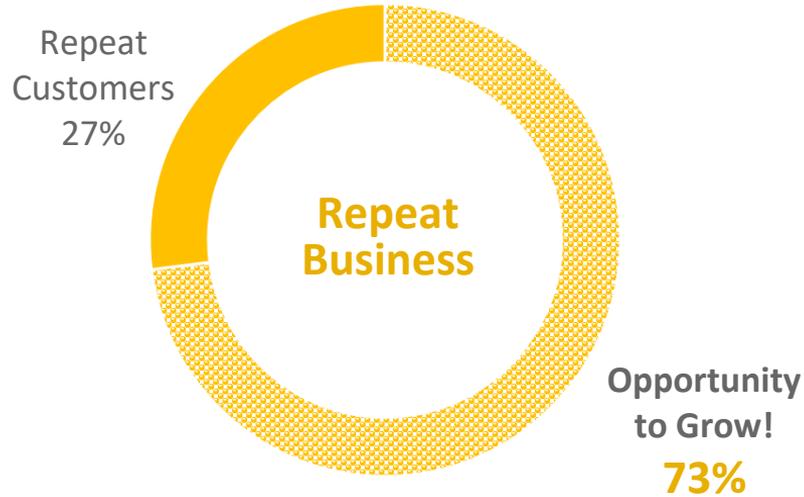


Training, Employer Events,
Sales Support



Untapped Digital Opportunity

Ghost seller pilot program



Larger transactions = \$\$\$

Growing Sales Performance: Ghost Seller Pilot Program



- ✓ Untapped opportunities in certain markets
- ✓ Needed a turnkey solution
- ✓ No startup cost
- ✓ Ability to work with a DNC list

Success Metrics to Track Progress



- ❓ Increased average digital only deal size from \$340 to \$7,500+ ✓
- ❓ More recurring/annuity type business ✓
- ❓ Growth in total sales/share of local advertising wallet ✓
- ❓ Outreach to local employers beyond our own database ✓

What's Ahead?

