

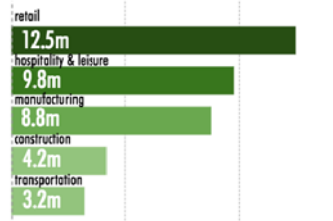


# hourly-workers & the mobile internet

76 million workers

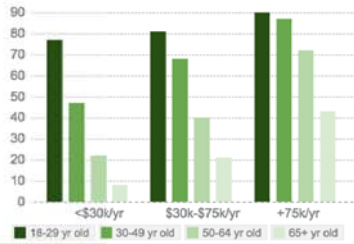
apply for 2-4 jobs every year

11 million work temp jobs



US hourly workers in key industries (in millions)

## smartphone penetration - by age and income level



92% have a mobile phone

internet is mobile first

## non mobile job applications waste 90% of job advertising budget

only 1% complete job application if it is non mobile

results in +\$170 ad cost per hire

completion rate - non mobile friendly job application

1%

completion rate - jobaline mobile job application

25%

## inefficient matching technologies waste hiring managers time



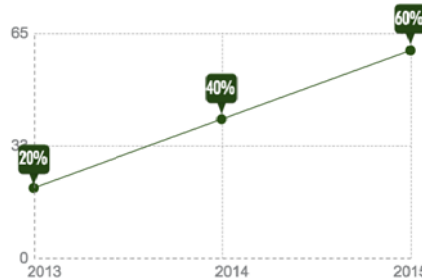
recruiters review +20 applications per every hire

+\$100 cost per hire just reviewing applications

## the power of mobile reach

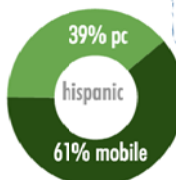
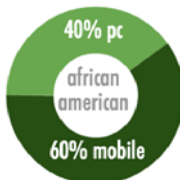
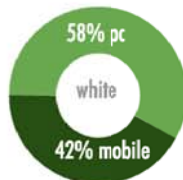
based on 800,000 applications processed by jobaline inc.

6 of every 10 workers apply to jobs with mobile device



## mobile recruitment and diversity outreach

based on sample of 400,000 applications processed by jobaline inc.



minorities enabled by mobile internet

- US department of labor - characteristics of minimum wage workers 2013  
 - Pew research Center - internet & American life project - 2014 - mobile device penetration by age and income level  
 - The Society for Human Resources (SHRM) - Total Advertising Cost per Hire - 2014  
 - Appcast.io - White-paper - Pay per applicant, not per click - 2015 - US average job application completion rate using mobile devices  
 - Jobaline data based on processing 800,000 job applications between 2014 and 2015