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Title	The leading internet job site in the Asia Pacific (...not an overnight success story)
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The Leading Internet Job Site in the
Asia Pacific
(...NOT an overnight success story)

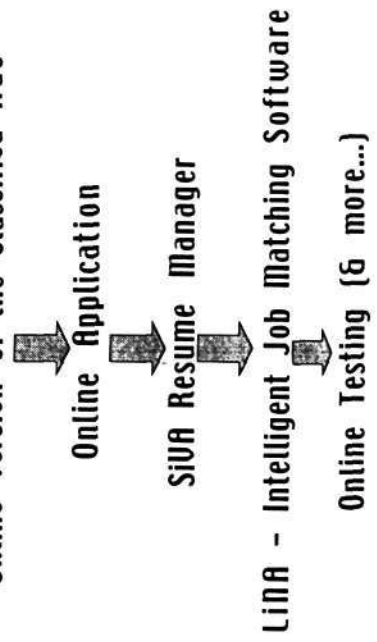
Candice Alabanza
General Manager
JobStreet.com Philippines, Inc.

I. How did it begin?

- *US\$ 4,000 experiment in 1995 – Mark Chang (CEO)*
- *a hobby site with minimum content (MOL)*
- *First Big Break: Parliamentary Elections*
- *JobStreet.com spun-off as separate site in 1997*

II. The evolution of JobStreet.com

Online version of the Classified Ads



III. Our Vision

*To use the efficiencies of the Internet and
**REDUCE the recruitment process to
ONE DAY and in effect help people find
the JOB THEY WANT in the shortest
time possible***

*Effectively answering the needs of
EMPLOYERS and JOB SEEKERS alike!*

JobStreet.com
IV. Strategies

A. Build the Largest Database of Job Seekers
(Resumes): Asia's Largest Human Capital

B. Increase our Value to Employers via
Technological Advancement

- > SiVA: Resume Manager
- > LiNA: Job Matching
- > Online Testing (...more)

JobStreet.com

IV. Strategies (cont.)

C. Build the Largest Database of JOBS

D. Increase our Value to Job Seekers and
become the Authority in JOBS / Career

- > Most **JOB OPTIONS**
- > **Career Resources**
- > **Relevant Statistics**
- > **LiNA Job Matching**

JobStreet.com

RESULT:

EMPLOYER → *Gets dream*
EMPLOYEE

JOB SEEKER ← *Gets dream*
JOB

JobStreet.com

U. How is JobStreet.com doing - after 5 years

A. Despite challenges / difficulties:

- > Infrastructure
- > Education

B. Performance to-date:

- > **OVER 200,000** resumes
- > **2,300** companies advertising to-date
- > *Growing fast in Malaysia, Singapore, Philippines, India*
- > *2nd round financing (Walden Int'l. Investment Group)*
- > *1999 Revenue: close to US\$ 1.0 Million*

JobStreet.com

What some of our customers say:

"JobStreet.com has brought our company to job seekers we cannot reach before"

Kristen Decrepito
DOLE Philippines

"I prefer JobStreet.com over all the rest [job sites]"

Melfi Caranto
Intel Technology Phils.

"I have subscribed to several internet-based recruitment services but in terms of usage, I use mostly JobStreet.com....The interface of JobStreet is easier to use and more intuitive..."

Joann Hizon
SMART Communications

JobStreet.com

VI. OUTLOOK

- > 2000 Target - close to *US\$ 2.0M*
- > *1.0 M Resumes*
- > *Expansion into China and the US*

JobStreet.com

Asia's Intellectual Capital



Strategies for Successful Internet Publishing

Checklist Position in a Network Hierarchy

