

PRESS RELEASE

Potentialpark Group

Ref: iHipo.com acquisition

Release date: 23 April 2010

International high potentials discover their careers

- Two major players join forces to widen the reach for talents

Employer Branding & Recruitment Communication Group Potentialpark announced today the completion of the acquisition of the international career website **iHipo.com**.

iHipo was created for students and young professionals looking for international jobs and internships as well as networking opportunities in the US, Europe, and Asia. Since its start in 2007, iHipo has become the largest portal for graduates and young professionals seeking jobs and internships abroad. Everyday iHipo delivers opportunities to jobseekers and has also managed special campaigns for Daimler and Sony among others.

Potentialpark aims at helping employers to build stronger employer brands and improving communication and recruitment by understanding their target groups. From the experience, exceptional insights in the recruiting market and the unique network built by Potentialpark, **Entrypark** was founded to support students in finding an international career.

Entrypark's mission is to bring together students with companies to create the right match. Through Entrypark's online platform, students can easily find information about top employers, career opportunities and also get guidance for their future career. In the Entrypark International Career Book 2010, distributed at top universities, students can find ideas and examples of a diverse range of industries and opportunities throughout the world. Adidas Guerrilla Marketing Challenge and Ace Manager Challenge for BNP Paribas are two examples of student events that Entrypark has been engaged with. → please see page 2



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The combined new company (including Potentialpark, Entrypark and iHipo) offers holistic recruitment marketing and employer branding on a truly global level. Employers can now profit from the wide range of online and offline services in Employer Branding and Recruitment Communication worldwide.

iHipo will remain as a self-contained jobsite and social network for international students, graduates and young professionals. Entrypark will continue targeting career seekers via strong university relationships, both online, on-campus and print. *“Jointly, the two platforms will offer employers around the world a full Employer Branding solution on all levels, from reaching out to the right talents, building a strong brand awareness finding specific candidates at target schools”*, explains Torgil Lenning, founder and CEO of Potentialpark.

“We are excited to become a part of the Potentialpark group, and are convinced that the new future of iHipo will be advantageous for job seekers and employers alike”, says iHipo founder Arnout Wagenaar. *“The international perspective of iHipo complements Entrypark’s mission to bring together top companies and candidates on a global level and help them find the best match”*, adds iHipo founder Patrick Linden.

“The synergies are enormous”, Torgil Lenning summarizes. *“In our strive to helping students and employers to discover each other we have taken a big step forward!”*

FACT BOX

News: Potentialpark Group acquires iHipo.com

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Sellers: Founders Arnout Wagenaar, Patrick Linden and Heng Cheng King, and was funded under the iJAM scheme managed by Thymos Capital and Interactive Digital Media R&D Program Office, Media Development Authority (MDA) of Singapore.

Price: Undisclosed

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