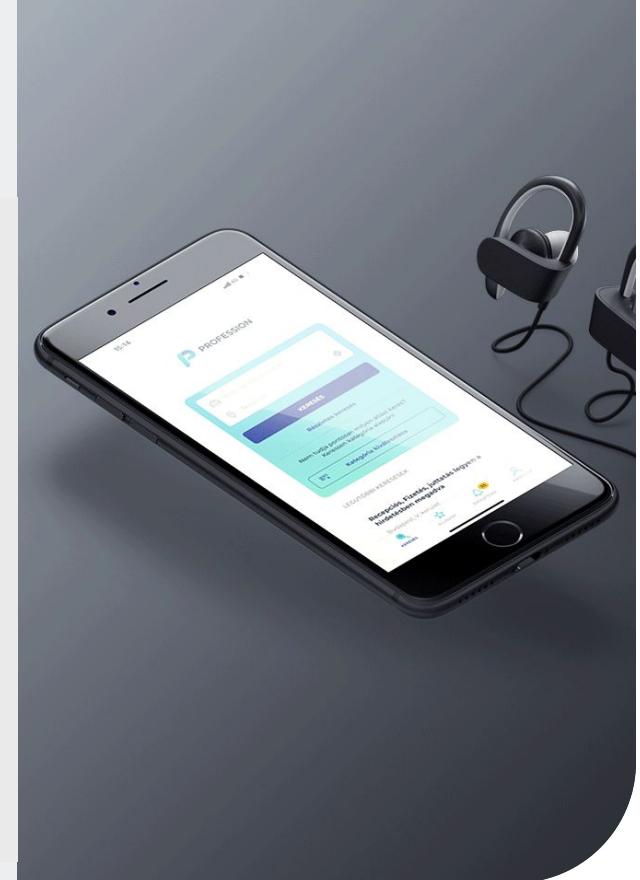




Subscription models unlocking  
new value and revenue in job  
search

# What is Profession.hu?

- A recruitment service provider/job portal based in Budapest
- We help 200,000 people every year to get a new job
- Founded in 2002, based in Budapest with team of 220 amazing colleagues – part of the Ringier Group
- Have full coverage of the Hungarian market
- Active in all segments of the labor market – from blue to white collar or to leadership roles
- Services include job posting, CV database, recruitment services, data products / benchmarks, b2c subscription



# Disclaimer

- We're in the early stages and will adapt as we learn more
- Working on the core business is essential

## Who said this?



*"Every worker should have the right to seek employment freely, without facing fees. Charging for job access undermines the very essence of our free-market principles."*

# Stellenangebote

## Mitarbeiter gesucht!

Wir suchen zur Verstärkung unseres Teams einen engagierten Mitarbeiter, F.s. Kl. 3

Telefon 030 / 23 55 434

## Team sucht Unterstützung

Wir suchen Sie! Wenn Sie jung und belastbar sind und selbständiges Arbeiten lieben freuen wir uns auf Ihre Bewerbung.

Mustermann · 030 / 22 11 32

## Chefsekretärin / Sekretärin

mittelständischer Betrieb sucht ab sofort Sprachkenntnisse, Steno, Maschinenensch. Anfragen bitte schriftlich.



## Übersetzer D

Sprachbüro sucht  
(m/w), Vollzeit

030 23 55 434

Reisekosten  
Berufsschule

Berufe engagie

Telefon 10

## Elektro

alteinges  
erfahre  
samt.

Chiff

based on relevant experience

### RECEPTIONIST WANTED

Our Clinic is looking for a receptionist that is looking to grow with our company. This position is open for a driven, passionate and self motivated person.

### \* CALL NOW \*

### Sales Assistant

We currently have an excellent opportunity in our sales office. for more information about the company. See our website or send resume.

### EXCELLENT INVESTMENT

2 Family (DUPLEX)- Both units have 2 bedrooms and 1 bath. Property has been completely renovated and is currently on leases and each unit is rented at \$400.

### COMMERCIAL LOANS

We help finance business needs for your home or office. \* Multi-family construction  
• Retail Centres  
• Office  
• Mixed Use

### NO MONEY DOWN

We offer an opportunity for private dance lessons. Students can register for classes and learn based on their specific needs.

### DANCE CLASSES

We offer an opportunity for private dance lessons. Students can register for classes and learn based on their specific needs.

### MATH TUTOR

We are looking for highly skilled, motivated and dynamic individuals who have strong communication skills. Candidate must possess a love for teaching. \$12/hour. B.A. is a must.

### OFFICE AVAILABLE

3 individual office space (with desks) at a great location. Includes General facilities, General Parking nearby. 275\$/each Location: Downtown

### LOOKING FOR INVESTORS

Looking for additional

### HOUSING WANTED

If you cannot qualify for a traditional mortgage through a bank, NO PROBLEM!

### BUSINESS

We provide complete Property Management, Leasing and Real Estate Services for Residential and Commercial Properties.

### ATTENTION: HOME OWNER

2 bedrooms Property has been completely renovated and is currently on leases and each unit is currently on leases and each unit is rented at \$400.

### MORTGAGE SOLUTIONS!

We provide complete Property Management, Leasing and Real Estate Services for Residential and Commercial Properties.

### WE BUY HOUSES

HOUSES WANTED!!!!... Need to sell your house?...Have you been thinking of selling your house soon?

### REGISTER NOW!!!

### FREE PROPERTY SEMINAR

Free property Seminars, tax issues, and property values. Seating is limited, so please

### REGISTER NOW!!!

### MORTGAGE SOLUTIONS!

We provide complete Property Management, Leasing and Real Estate Services for Residential and Commercial Properties.

### HOUSE FOR SALE

2 bed/2 bath open floor concept, condo complex, a lovely kitchen, charming living room w/ fireplace. Now only. Sale for 280000\$

### \* CALL NOW \*

### BY OWNER

The suite is spacious and bright. Beautifully furnished with queen bed, dresser, desk, lamp, chair. Fully equipped large kitchen, full bathroom with tub and shower.

### RENOVATED 1 BEDROOM

This great corner unit has just finished being renovated including new paint, flooring and appliances.

### \* Only for 580\$ \*

### EXCELLENT INVESTMENT

2 Family (DUPLEX)- Both units have 2 bedrooms and 1 bath. Property has been renovated at \$400

### GARDEN MAINTENANCE

Experienced in lawn care, shrub trimming, garden, pruning of plants, hedges, planting, and other maintenance and installation.

### LOCATION: West River RD.

### RENT TO OWN

If you cannot qualify for a

traditional mortgage through a

bank, NO PROBLEM!

### Are you looking for a realtor?

Maybe you just have some

Residential & Commercial  
Specializes in Residential Real  
Estate Finance & All Commercial  
Mortgage

NEED A SMALL LOAN  
Do you need a loan? Do you need  
some cash fast? CALL US  
QUICKLY

BOOKKEEPING SERVICES  
Accounts Payable  
- Accounts Receivable  
- Bank Credit Card Reconciliations  
Flexible rates starting at \$18 per  
hour.

### CAREERS

GENERAL HELP WANTED  
Seeking someone for general help,  
eg. filing, organizing, errands,  
answering phone, etc. Please tell how  
long, \$10 per hour to start

\* \* \* \* \*

WEEKEND RECEPTION  
We are looking for a general office  
assistant for Sunday afternoons  
between the hours of 11:30am to  
5:00pm. \$12/H

GENERAL MANAGER  
a non-profit social enterprise is  
seeking a full-time General  
Manager to help manage the work  
to lead and manage, the focus of  
the work will be an sales,  
marketing, \$60,000 per annum

Medical Assistant Training  
Online Classes. We want you to  
achieve success. Just click the link  
and learn today.

\* \* \* \* \*

ENGLISH CLASSES  
English as a Second Language /  
Accent Reduction Instructor  
Lesson fees are: \$25/hr per



PROFESSION



## Agenda for today

---

**01**

Why did we start developing this new service?

**02**

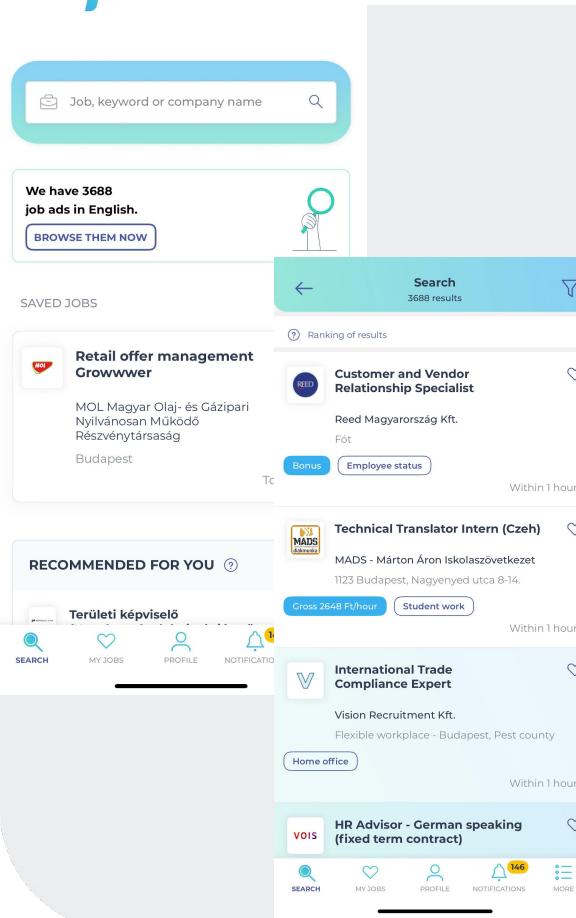
What is the value created?

**03**

Where do we stand, and what is our strategy moving forward?



Status quo



Job, keyword or company name

We have 3688 job ads in English. [BROWSE THEM NOW](#)

SAVED JOBS

Retail offer management Growwwer

MOL Magyar Olaj- és Gázipari Nyilvánosan Működő Részvénnytársaság

Budapest

Customer and Vendor Relationship Specialist Reed Magyarország Kft. Főt [Bonus](#) [Employee status](#) Within 1 hour

Technical Translator Intern (Czech) MADS diákok

MADS - Márton Áron Iskolaszövetkezet 1123 Budapest, Nagyenyed utca 8-14. Gross 2648 Ft/hour Student work Within 1 hour

RECOMMENDED FOR YOU

Területi képviselő

SEARCH MY JOBS PROFILE NOTIFICATIONS

International Trade Compliance Expert Vision Recruitment Kft. Flexible workplace - Budapest, Pest county Home office Within 1 hour

HR Advisor - German speaking (fixed term contract) VOIS

SEARCH MY JOBS PROFILE NOTIFICATIONS MORE

# How do we work today?

Job posting

Job search

Resume database

Alerts / jobagents

ATS

Resume writer

Branding

Salary benchmark

# Global competitors

- AI
- Generating growth
- Complexity vs agility
- Pricing vs inventory
- Development in the value chain



## Typical challenges include

- Global competitors
- AI
- Generating growth
- Complexity VS agility
- Pricing VS inventory
- Development in the value chain



Why did we start developing this new service?



We had a dream that there was a need

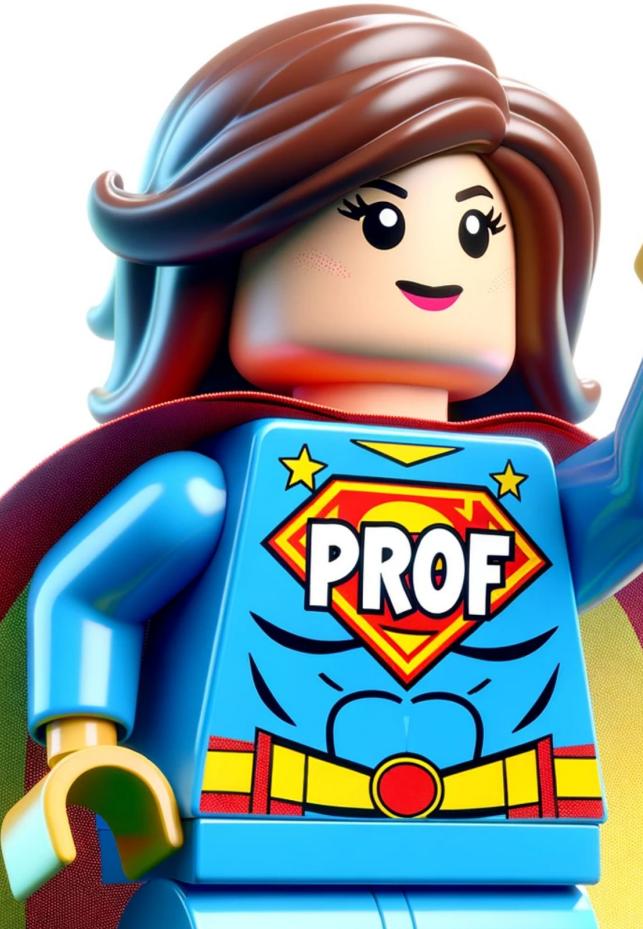


PROFESSION



## How to make it happen?

1. Identify pain-points and create awesome solutions for them
2. Define a strong offer, package it well and bring it to the market
3. Periodically incorporate successful features back into the basic product.



## Our ideal persona

1. Has Spotify subscription for 12 EUR / month
2. Has Netflix subscription for 13 EUR / month
3. Has Audible subscription for 9,99 EUR / month
4. Wants to build a successful career
5. Is willing to actively make steps for a career advancement
6. Is willing to pay for premium services helping her / him to get a better job



## WHAT IS THE OFFER?



- Highlighted position in CV database
- Job market overview for a specific role
- Other applicants' background
- Other applicants' salary expectation
- The number of applications for the given role
- Up-to-date status of your application
- 3 superlike / highlight in a month
- Tailor made job recommendations
- Learning club

# We are glad you are here!

On this page you will find additional information and options provided by our Premium products. If any of the features are not clear to you, click on the **Help** tab and learn about them!

**Career** 15

Personalized job listing

Revealed jobs

Applications

Premium Club

My subscription

Help



Managing Director...

Financial Control...

Regional Representative...

**EDIT ROLES AND LOCATIONS**



**Profile highlighting active**

**Highlighted 0 times**

Employers are more likely to view your profile thanks to highlighting and prioritizing.

On

# Job advertisements

Some companies recruit through job advertisements. The useful information shown here was extracted from the job advertisements currently available on profession.hu based on the job titles and counties you provided.

[Why am I seeing these ads?](#)

Latest tailored jobs in  
Financial Controller

[View personalized jobs](#)

## Reward and HR Controlling Expert

 KPMG Global Services  
Hungary Ltd.

1134 Budapest, Vaci Street 41.

**3.5 ★★★★☆**

Based on 8 reviews

Bosses **3.1 ★**

Payment **3.1 ★**

Work-life balance **2.9 ★**

Average net salary requirement  
607,000 HUF

20 applicants 14% compliance

[VIEW JOB](#)

[VIEW STATISTICS](#)

## Senior Controller

 New Wave Service Ltd.

Budapest, District II

**3.6 ★★★★☆**

Based on 8 reviews

Bosses **3.0 ★**

Payment **3.7 ★**

Work-life balance **3.7 ★**

Average net salary requirement  
709,000 HUF

17 applicants 20% compliance

[VIEW JOB](#)

[VIEW STATISTICS](#)



## Managing Director

RADITEC Ltd.

### Number of applicants

The number of applicants for the position is  
**48 people.**

Average number of applicants:  
18 people



## Premium information

X

### Applicants' payment requirements

The wage requirements were given **in net terms**.



### Suitability for the job

If you apply, our algorithm would rank you 4th.



We found a 51% match between the expectations in the job advertisement and your profile.



## Premium information



### Experience

He has significantly more experience than expected.



### Graduation

He does not have the required qualifications.

[I am changing my degree.](#)



### Professional strengths

We found no relevant professional strengths in your resume.

[I am changing my professional strengths.](#)



### English language skills

Has the required language skills.

## Statistics about other applicants



### Required language skills



- Available (0)
- Does not have (44)
- Not specified (4)

0%  
92%  
8%

### Premium information



### Applicant positions



You can track your applications, complete with premium service options, on the All Applications page.

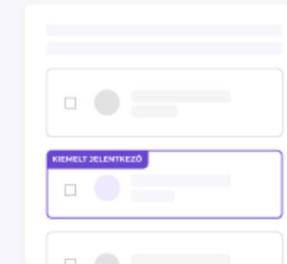
[ALL APPLICATIONS](#)

### Application highlight

Stand out among the applicants, show that you are seriously interested in the job!

[APPLICATION HIGHLIGHT](#)3

There is a highlight option that renews every 30 days.



## Premium Club Promotion i

Are you still missing a small step to your perfect career? Or are you thinking about changing your career? As a Premium Club member, you can use coupons worth tens or hundreds of thousands of forints for the listed training courses.

💡 [Paid partnership](#)

**SORTING**

Please choose!



### Institutions

All institutions

Sämling

FEET

CodeCool

### Courses

All courses

Data protection

Tax, finance, accounting



**-32,000 HUF** Profession with Premium

189,865 HUF **157,865 HUF**

**INTERESTED**

Controlling



### Project controlling

📅 March 26 - April 02

In our training, you will learn the techniques for preparing strategic and operational decisions related to the project, then evaluating them after the implementation phase and analyzing deviations.



How many times have employers sought the **position of Managing Director** since its subscription?

[How to interpret the data?](#)



These are the available candidates:

**6477**



Employers have started this many searches:

**25355**



We have **highlighted** your profile this many times :

**0**

[How can you achieve more highlights?](#)

[Show more](#)

Does your profile meet the search criteria of employers for the position of **Managing Director** ?

[How to interpret the data?](#)

Bérigény

Lakhely

Nyelvtudás

Tapasztalat

Based on searches in our CV database, your **salary requirements** are the most relevant to employers, while your place of residence is the least relevant.

[Show more](#)



## Premium information



### Employers' expectations for the position of Managing Director based on searches

[How to interpret the data?](#)

#### What language skills are they looking for?



● Didn't give - passed	45%
● Advanced English - passed	18%
● German advanced level - passed	2%
● Hungarian native language level - passed	0%
● Other - did not meet the requirements	35%

[I am changing my language skills.](#)

#### How much salary are they looking for?

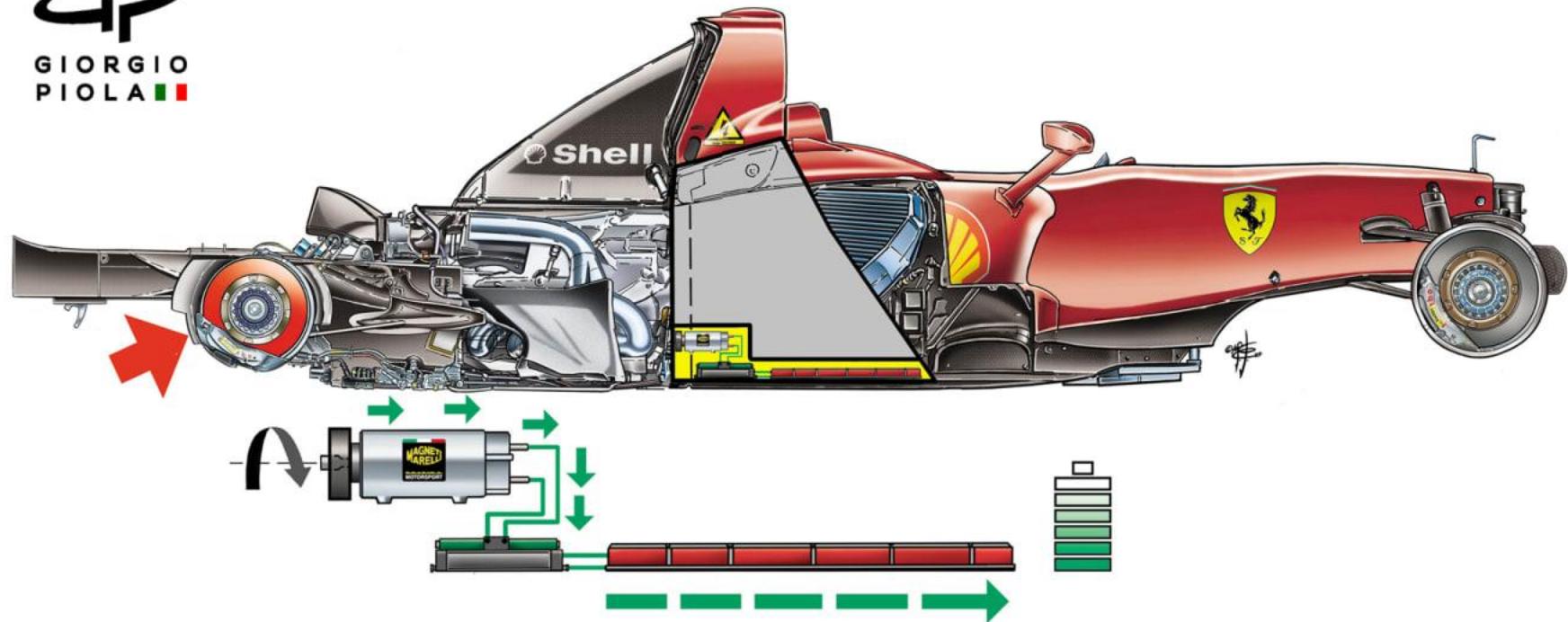


● Didn't give - passed	95%
● 0-300,000 - did not meet	0%
● 300-450,000 - did not meet	2%
● 450-600,000 - did not meet the requirements	2%
● From 600,000 - passed	2%

[I am changing my payment request.](#)





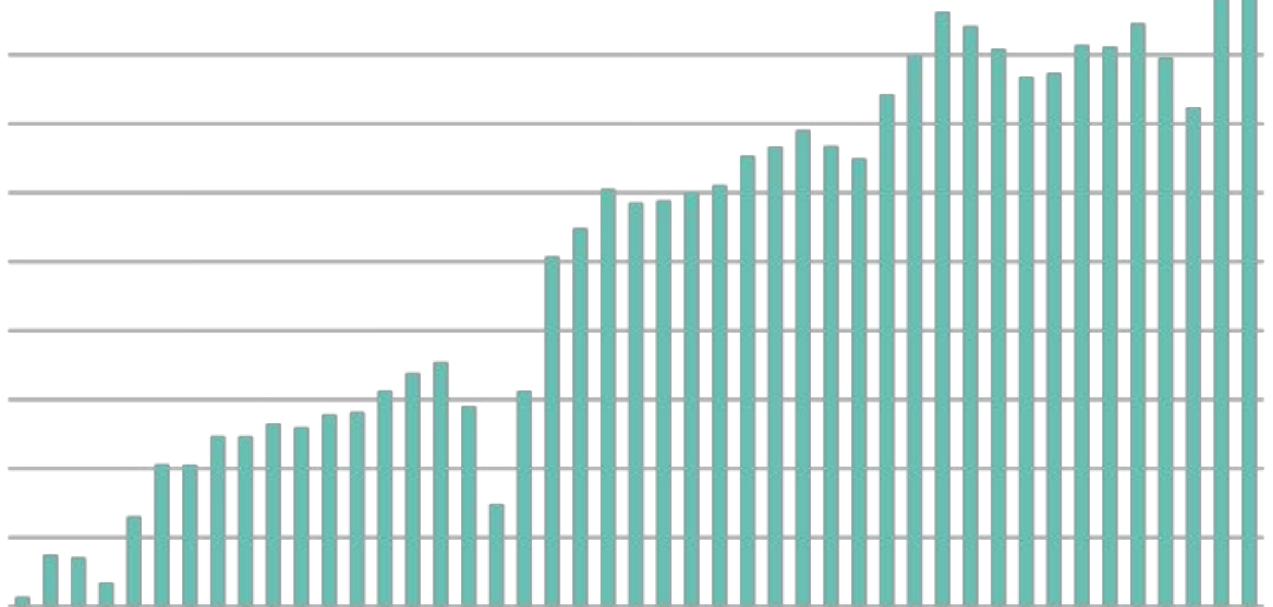




FC2025 – 300K  
EUR (0,75% / total)

Average order  
value changed  
from 3,5 to 10 EUR

## Monthly revenue development 2021 June -



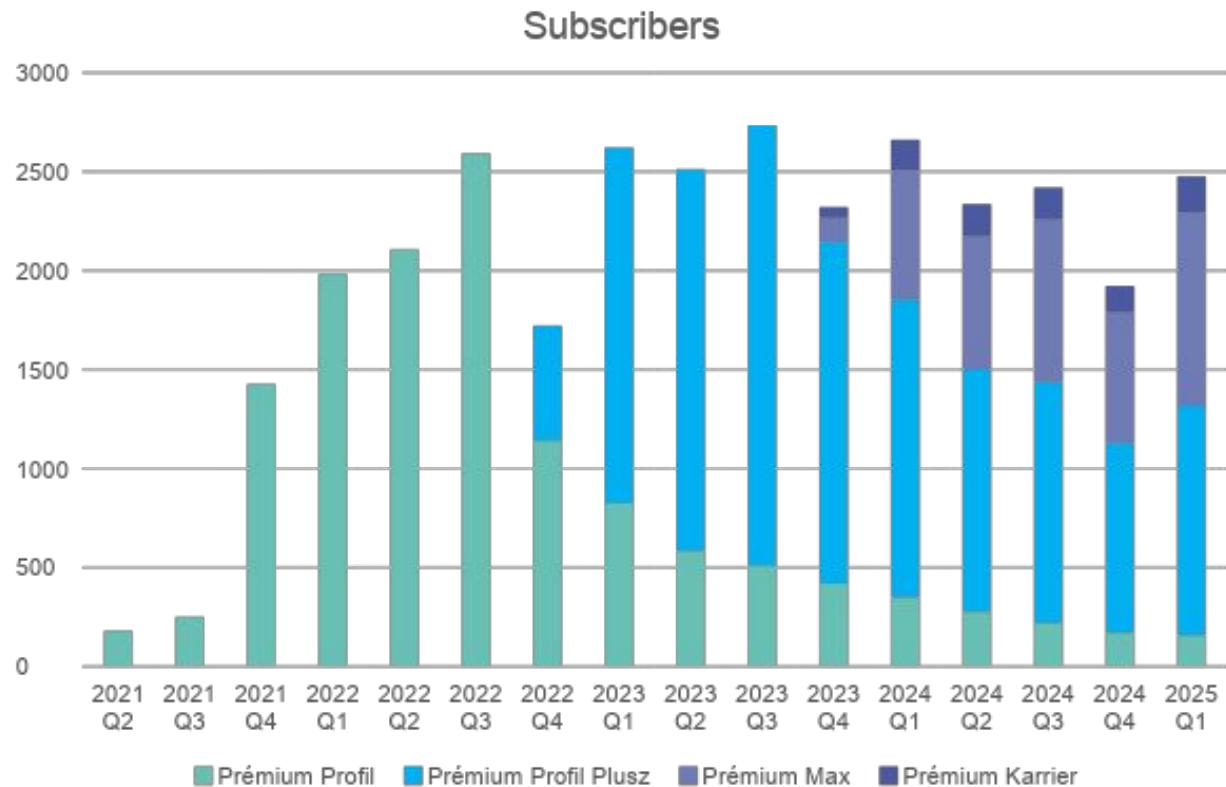
User base

User base rather flat

The marketing campaigns did not significantly impact the subscriber numbers

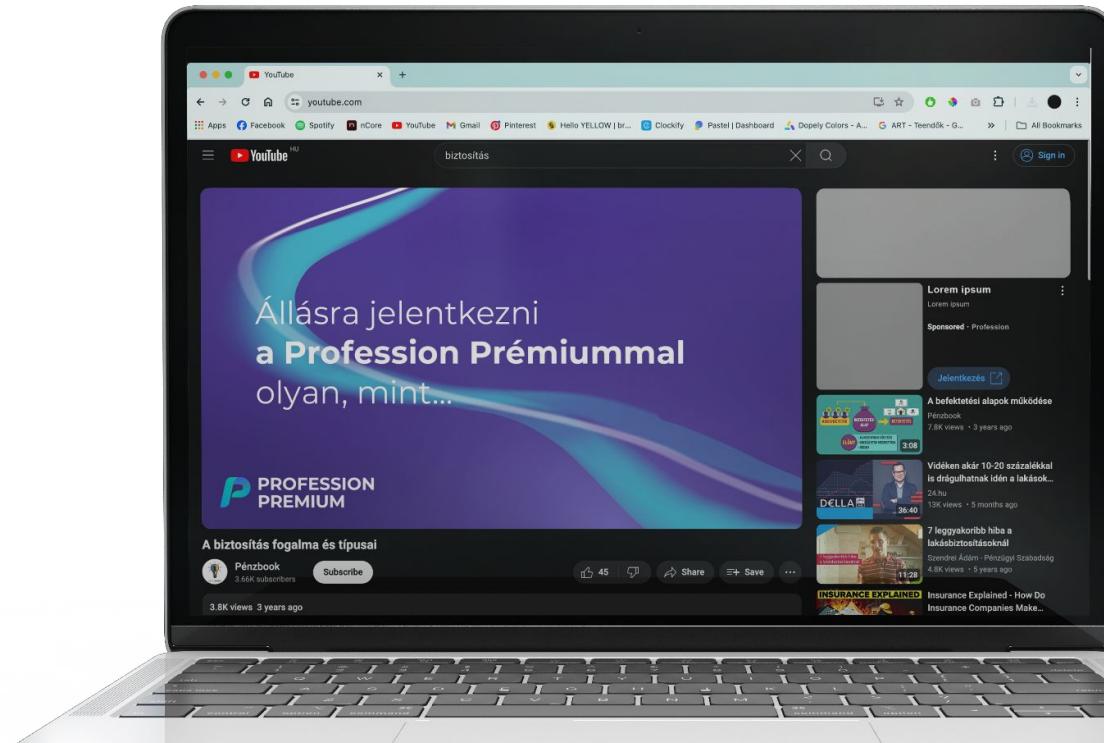
Main user driver is users of Profession

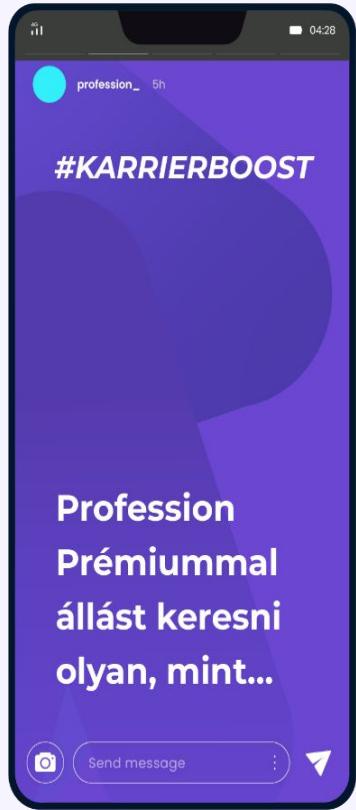
Revenue growth was driven by price increase

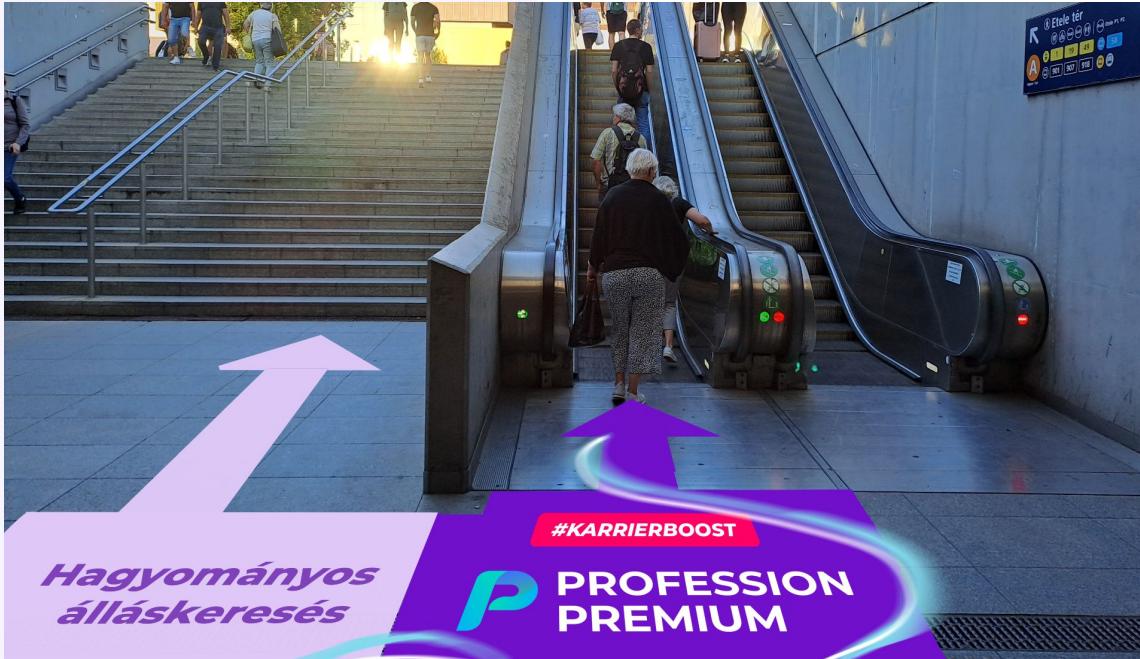




Go to market







P

Hagyományos  
álláskeresés



PROFESSION  
PREMIUM





Plans for the future



The challenge is to scale further

# Plans for the future

- Instead of
  - Good / better / best packages
  - Selling primary subscription
  - Registration > trial period > subscription
- In the new setup
  - Provide the features for all for a month >> stop >> upgrade
  - No trial period
  - Micropayments > sell information / piece or 3 months package

# Plans for the future

P

**Boltvezető**  
Pirex-98. Kft.

**Jelentkezzen magabiztosan!**  
Vásároljon hozzáférést az alábbiakhoz:

- Jelentkezők átlagos bérígénye
- Jelentkezők száma

[Mit tartalmaz még? !\[\]\(a4bb3b62775e380a58649b89582427fb\_img.jpg\)](#)

<input checked="" type="radio"/> <b>Csak erre a hirdetésre</b>	990 Ft
• Egyszeri vásárlás (1 Prémium kredit)	
<input type="radio"/> <b>Átlagos álláskeresői időszakra – 3 hónap</b>	11.900 Ft 14.970 Ft
• Egyszeri vásárlás	
• 10 db hirdetés/nap – 900 db	
<input type="radio"/> <b>Előfizetés Prémiumra</b>	4.990 Ft/hónap
• Automatikusan megújuló előfizetés	
• 10 db hirdetés/nap	

**Megveszem**

A vásárlás kizárolag bankkártya vagy hitelkártya használatával lehetséges.

Apply confident

Purchase access to

- Salary expectation
- Number of applicants

- For one ad – 990 HUF

- For 3 months – 11,900 HUF





**PROFESSION PREMIUM**

Az ön karrierje, a mi küldetésünk.

