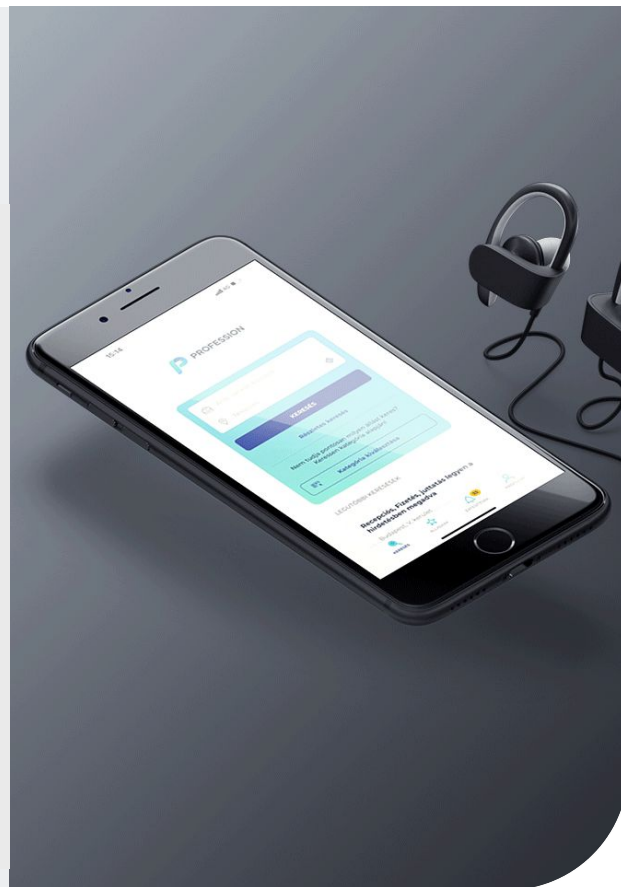


Subscription models unlocking new value and revenue in job search

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. Fs. Kl. 3
Telefon 030 / 23 55 434

Team sucht Unterstützung

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

☎ Mustermann · 030 / 22 11 33

Chefsekretärin / Sekretärin

mittelständischer Betrieb sucht ab sofort Sprachkenntnisse, Steno, Maschinensch.

Übersetzer D

Sprachbüro sucht
(m/w), Voll-
☎ 03

Telefon 10

Elektro

alteinges
erfahrer
sofort.

Chif

based on relevant experience.

RECEPTIONIST WANTED
Our Clinic is looking for a Receptionist that is looking to grow with our centre. 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 further information about the company. See our website or send resume.

Word Processing Specialist

Our client is seeking a talented and experienced Word Processing Specialist to join their team for a short-term project. A strong background in computer programs is essential. \$15/H

EDUCATION

TUTORS NEEDED

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

DANCE CLASSES

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

MATH TUTORS

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

RENT TO OWN
If you cannot qualify for a traditional mortgage through the banks, NO PROBLEM!

BUSINESS

MORTGAGE SOLUTIONS!
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 occupied!! Both tenants are currently on leases and each unit is rented at \$400

EXCELLENT INVESTMENT

2 Family (DUPLICATE) Both units have 2 bedrooms and 1 bath. Property has been completely renovated and is currently occupied!! Both tenants are currently on leases and each unit is rented at \$400 and \$450

COMMERCIAL LOANS

We will consider applications on the following property types:
• Multi-family construction
• Retail Centres
• Office
• Mixed Use

NO MONEY DOWN

We help home buyers to purchase their home with ZERO money down, call us today to put together a proposal for an offer on your property.

OFFICE AVAILABLE

3 individual enclosed office space cubicles (with desks) at a great location, use of Boardrooms and general facilities. General Parking nearby. 2755 Leach Location Downtown

LOOKING FOR INVESTORS

Looking for additional

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

Free Property Seminar
Topic covered: Buying procedures, 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 comes with a lovely kitchen, charming living room w/ fireplace and balcony. New city Sale for 289,000

BY OWNER

The suite is spacious and bright. Bedrooms each have queen bed dresser and a large closet. 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.

EXCELLENT INVESTMENT

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

3BR - Single Family \$32,900

Single Family - 3 Bedroom / 1 1/2 Bath. Property has been COMPLETELY RENOVATED!!!

RENT TO OWN

If you cannot qualify for a traditional mortgage through the

WE BUY HOUSES

*** LAKE VIEW 1 BEDROOM**
The suite is spacious and bright. Bedrooms each have queen bed, dresser and a large closet. Fully equipped large kitchen, full bathroom with tub and shower.

TWO BEDROOM for \$555

Beautiful 2 bed/2 bath open floor concept condo comes with a lovely kitchen, charming living room w/ fireplace and balcony.

HOUSE FOR SALE

2 bed/2 bath open floor concept condo comes with a lovely kitchen, charming living room w/ fireplace and balcony. New city Sale for 289,000

*** CALL NOW ***

BY OWNER

The suite is spacious and bright. Bedrooms each have queen bed dresser and a large closet. Fully equipped large kitchen, full bathroom with tub and shower.

RENOVATED 1 BEDROOM

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RENT TO OWN

If you cannot qualify for a traditional mortgage through the

Residential & Commercial
Specialize in Residential Real Estate Finance & All Commercial Mortgages

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 emails. Must know how to type. \$10 per hour to start

WEEKEND RECEPTION

We are seeking 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 with business experience to lead and manage the focus of the work will be on sales, marketing, \$60,000 per annum

Medical Assistant Training

Online Classes. We want you to be successful. Just click the link and learn today.

ENGLISH CLASSES

English as a Second Language / Accent Reduction Instructor Lesson fees are: \$29.95 per



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

How do we work today?

Job posting

Job search

Resume database

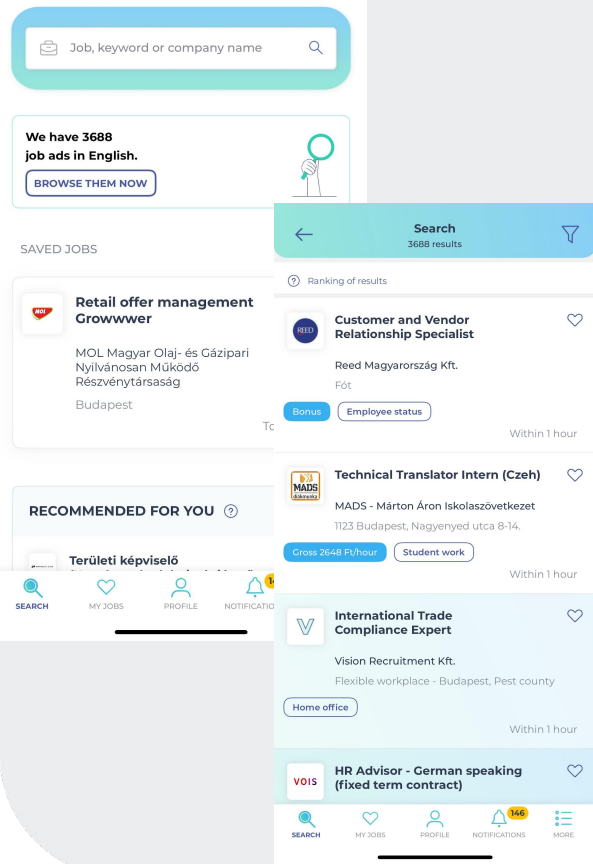
Alerts / jobagents

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

A large, stylized, light blue letter 'P' is centered in the background of the slide. It has a thick, rounded stroke with a slight shadow effect.

Why did we start developing this new service?



We had a dream that there was a need



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.

ho ☒ 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



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.

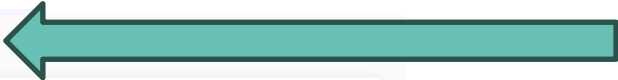
[I am changing my professional strengths.](#)

English language skills

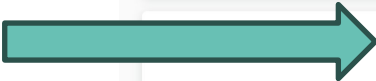


Has the required language skills.

Statistics about other applicants



Premium information



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

[ALL APPLICATIONS](#)

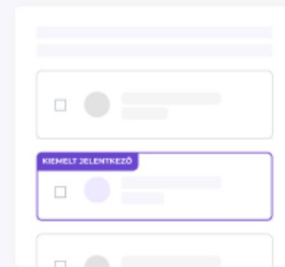
Application highlight

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 Promotionⁱ

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

 Sámling

 FEET

 CodeCool

Courses

 All courses

 Data protection

 Tax, finance,
accounting



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.

**-32,000
HUF**

Profession with
Premium

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

INTERESTED

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 :

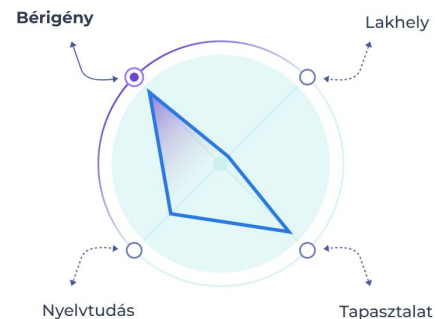
0

[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?](#)



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?

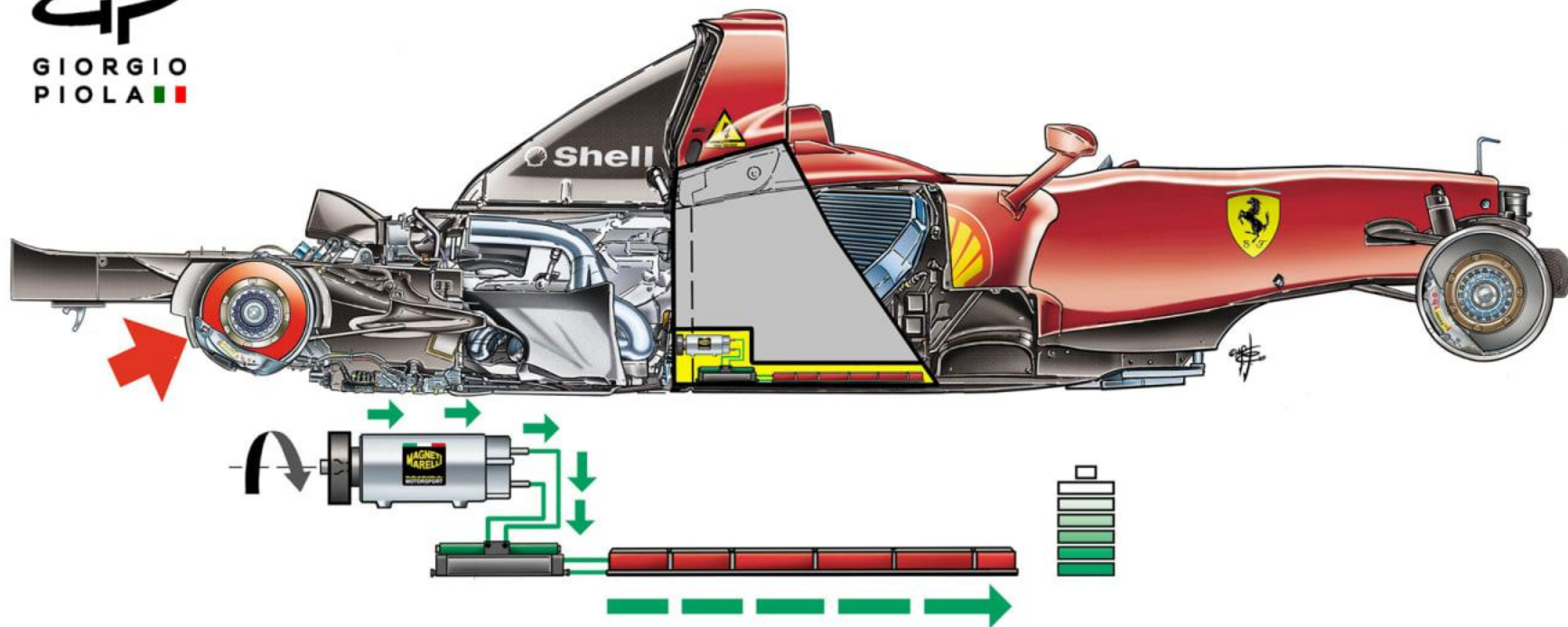


- Didn't give - passed 95%
- 0-300,000 - did not meet 0%
- 300-450,000 - did not meet 2%
- 450-600,000 - did not meet the requirements 2%
- From 600,000 - passed 2%

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




GIORGIO
PIOLA 

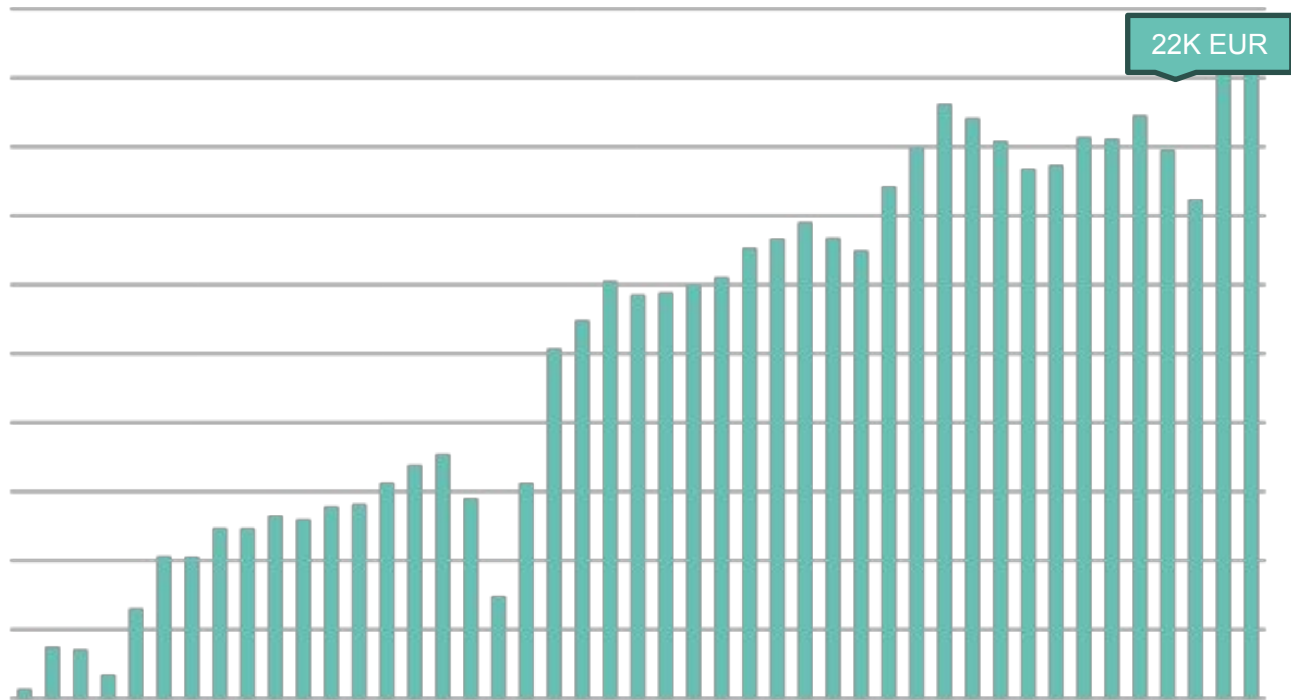




FC2025 – 300K
EUR (0,75% / total)

Average order
value changed
from 3,5 to 10 EUR

Monthly revenue development 2021 June -



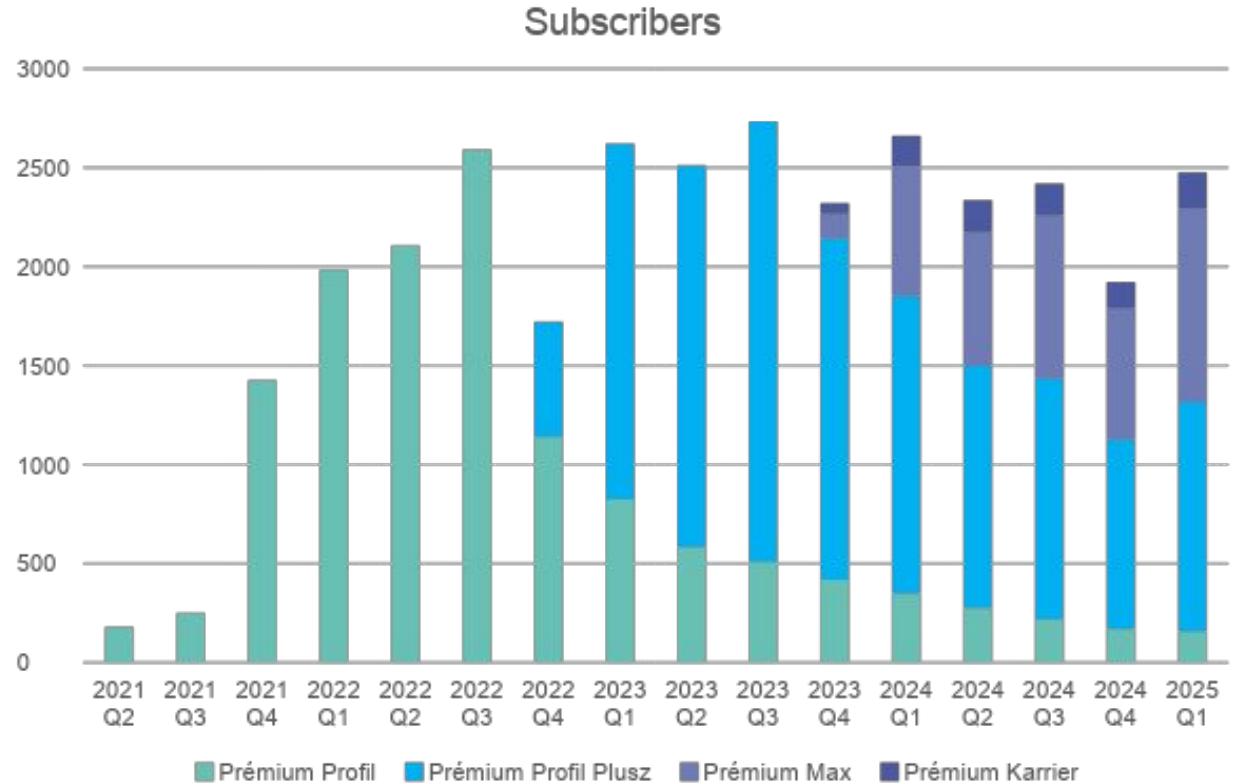
User base

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



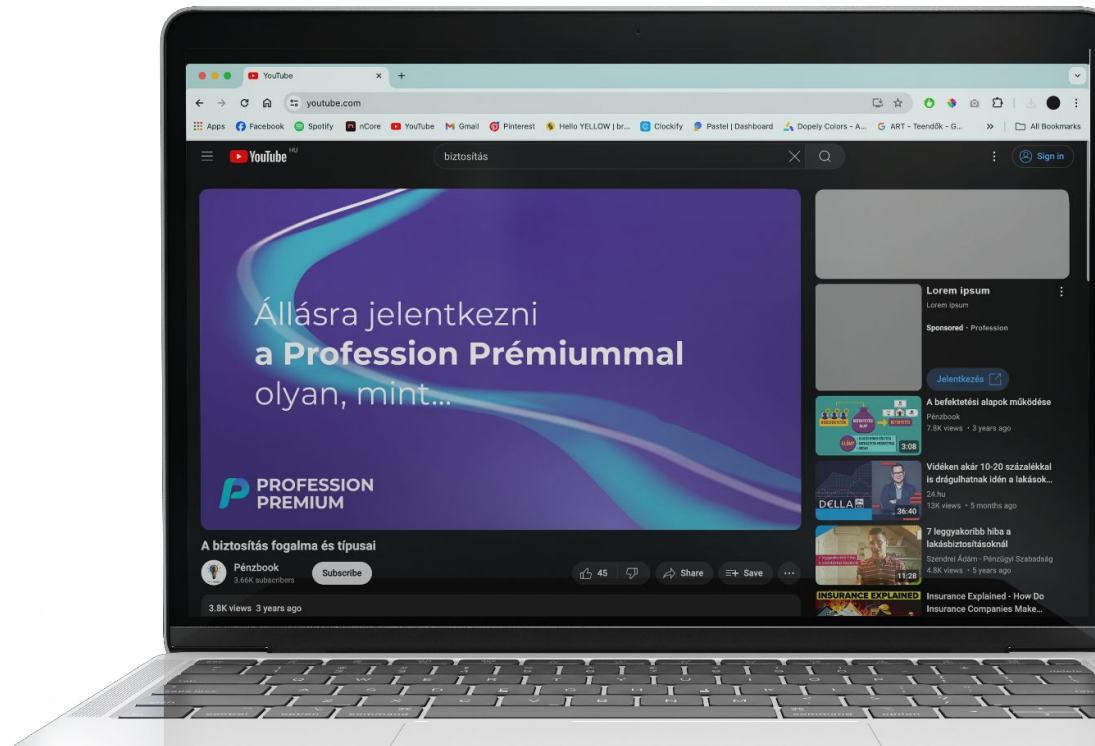
Go to market

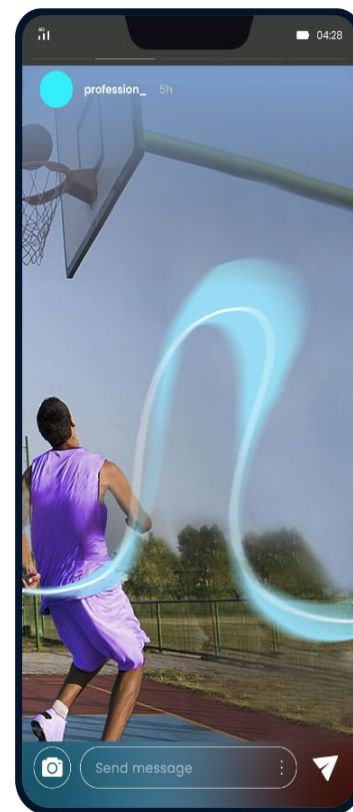
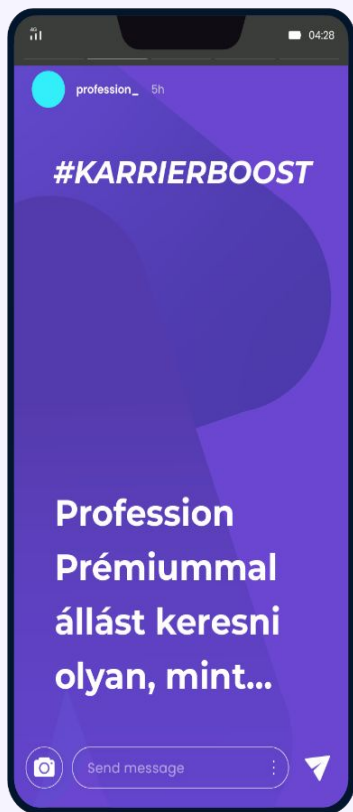
A close-up photograph of a hand moving a purple chess king piece on a wooden board. The background is slightly blurred, showing other chess pieces.

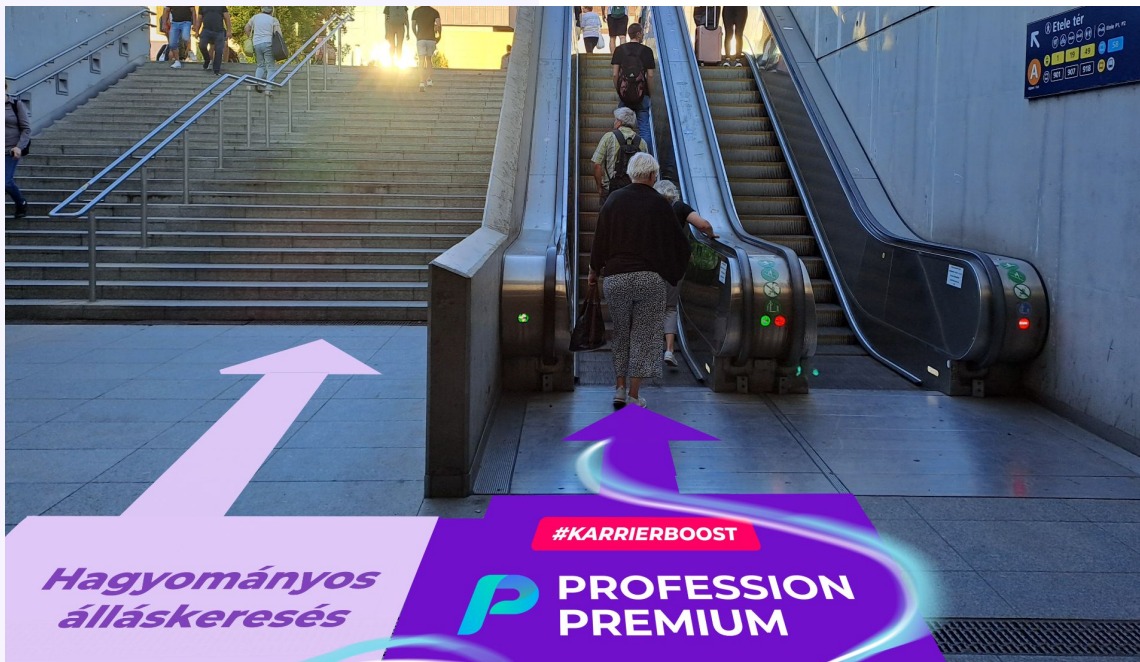
P PROFESSION
PREMIUM

Kerülj pozícióba a Profession Prémiummal!

Regisztrálj a **#karrierboost**-ért!







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

Boltvezető
Pírex-98. Kft.

Jelentkezzen magabiztosan!
Vásároljon hozzáférést az alábbiakhoz:

Jelentkezők átlagos bérigénye

Jelentkezők száma

[Mit tartalmaz még?](#)

☒

Csak erre a hirdetésre 990 Ft
• Egyszeri vásárlás (1 Prémium kredit)

☐

Átlagos álláskeresői időszakra – 3 hónap 11.900 Ft
14.970 Ft
• Egyszeri vásárlás
• 10 db hirdetés/nap – 900 db

☐

Előfizetés Prémiumra 4.990 Ft/hó
• Automatikusan megújuló előfizetés
• 10 db hirdetés/nap

Megveszem

A vásárlás kizárólag 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





Az ön karrierje, a mi küldetésünk.

