

**BEYOND THE JOB PORTAL:
RECRUITMENT CHALLENGES ON
BOTH SIDES OF THE TABLE**





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9+ years experience in classifieds
7 years in media business

The Story of NIBULON

4000

EMPLOYEES

3000

ARGOPRODUSERS

25000

LAND SHAREHOLDERS

The Challenge

**BLOCKED
PORT**

MYKOLAIF, FLEET AND RIVER
NAVIGATION

**26000
HECTARES**

CONTAMINATED WITH MINES

**40%
OF STAFF**

CANNOT WORK

68%

OF THE COMPANY IS
NOT OPERATIONAL

516 PEOPLE

THE MOBILIZED WORKFORCE

~\$416 MLN

THE TOTAL LOSSES



April 2024 Nibulon has reached 'pre-war'* export levels

*before full-scale invasion Feb'22

The Responce



Rerouted logistics

To the newly built river ports



AI in demining

Pioneering the use of AI for
analyzing drone imagery
& demining



New specialist

Created it's own certified
demining unit, hiring sappers
to clear their fields

CURRENT LABOR MARKET CONTEXT



Mass Migration & Brain Drain

- **5.6 million** refugees worldwide (July 2025).
- **74%** of adult refugees have higher education (Dec 2024), representing a major "brain drain."



Labor Force Compression & Skills Gaps

- **60%** employers report lack of personnel
- A growing **skills mismatch** between the available workforce and economic needs is causing structural unemployment.
- The ILO projects a need for **8.6 million** additional workers by 2032 (compared to 2022).



Societal & Demographic Crises

- **1.3 million** current registered veterans.
- Post-war projections estimate up to **6 million** former combatants.
- **3.4 million** people with disabilities (600,000 are war-related).
- Deep demographic crisis: The birth rate is the **lowest in Europe** (below 1.0).

OUR STORY

BEYOND THE JOB-PORTAL



OLX Group is the classifieds business of Naspers-owned Prosus, one of the largest technology investors in the world

Global leader in facilitating trade

Present on 10+ markets



OLX UKRAINE

TOP-6 most visited digital platforms

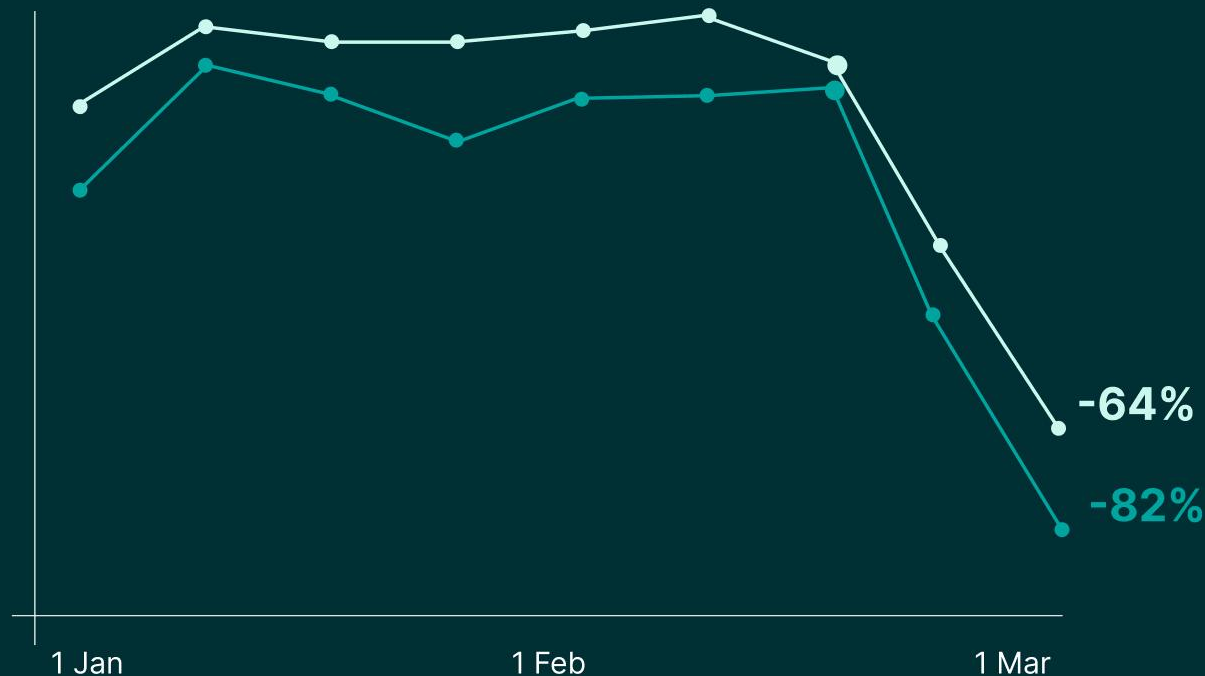
#1 classifieds

(Goods, RE, Auto, Services, Jobs)

OLX Jobs - **#1 job-board** for hiring manual workers

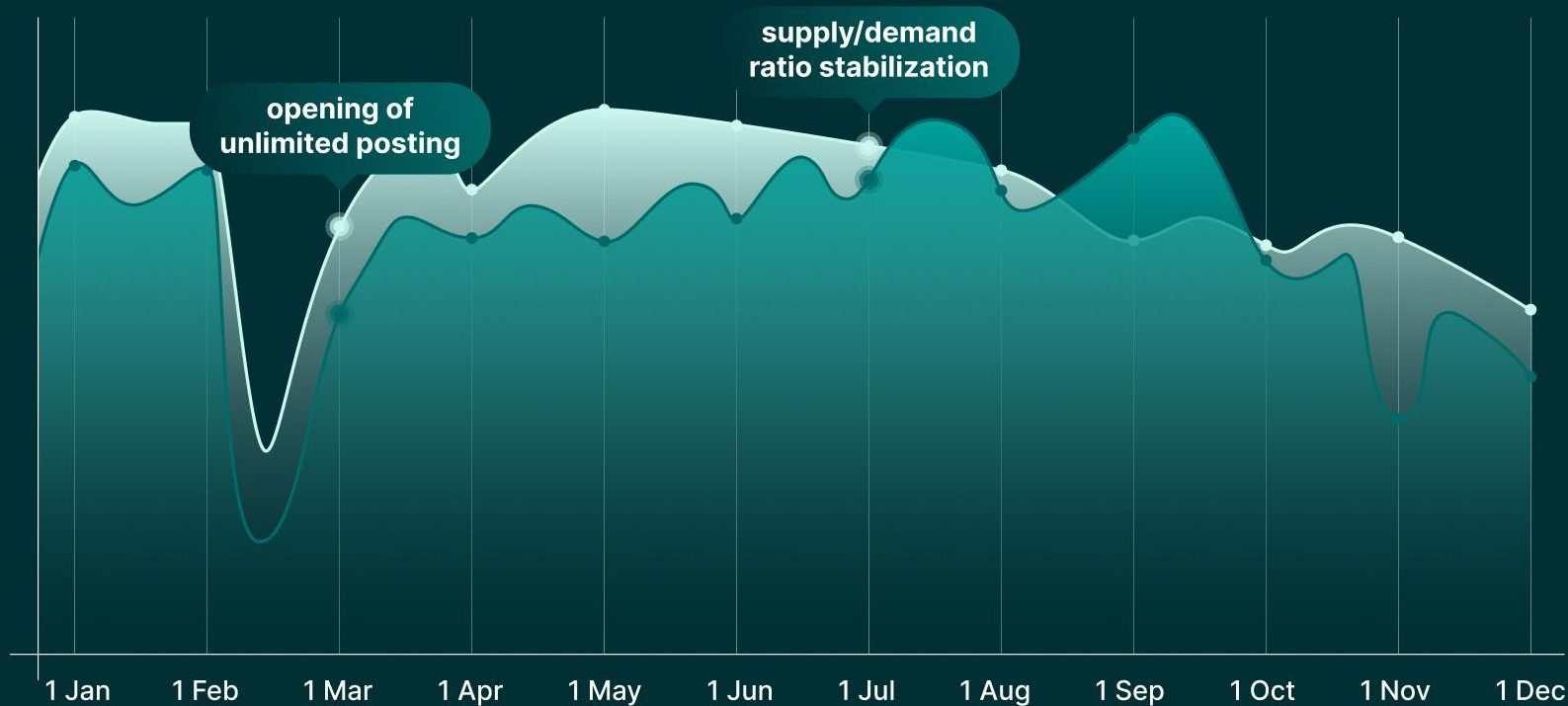
February 2022: full drop for the labor market in UA

● - Active users ● - Activated listings

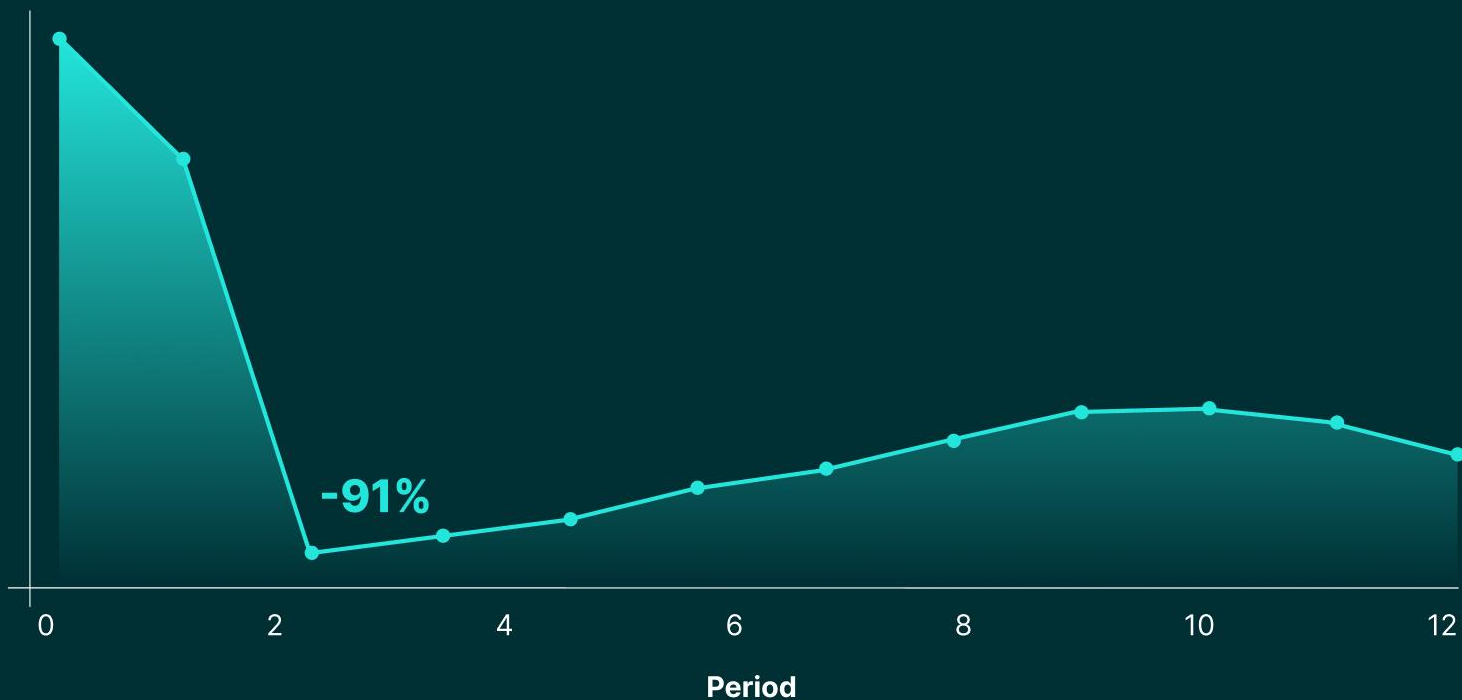


How we reacted

● - Active users ● - Activated listings

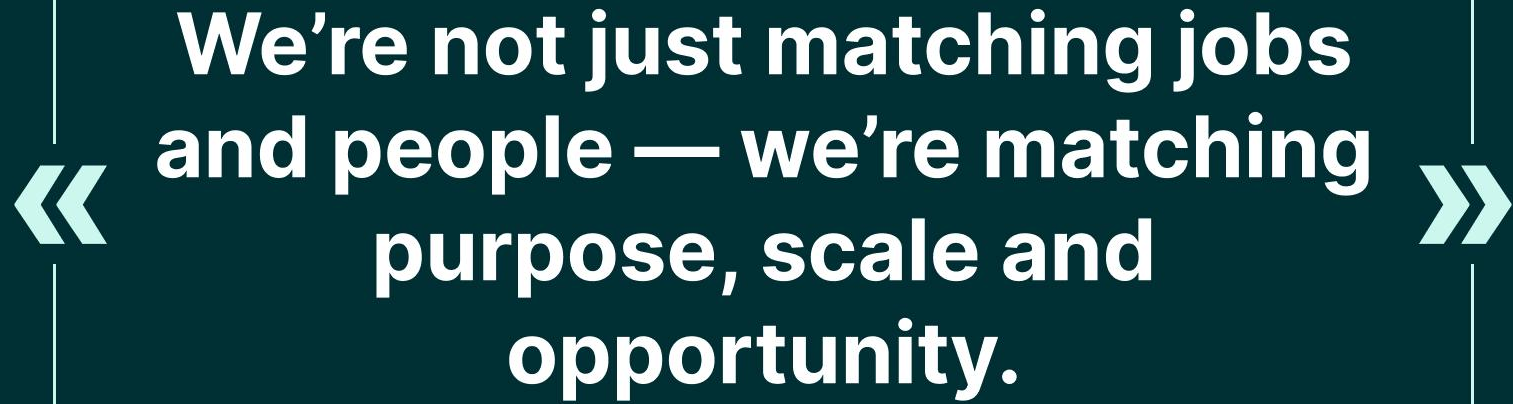


BUT. Our revenue dropped



BUSINESS OR SOCIETY?





**We're not just matching jobs
and people — we're matching
purpose, scale and
opportunity.**

OUR RESPONSE

Data. Analytical reports & labor market research

**Help HRs convince CEOs
to adapt and react**

Feed the public discourse through
media, reports, and collaboration

Provide data when official statistics
were not working



RESULT:

Hundreds of expert comments in media (TV, radio, press, digital media).

We became a media source.

'Inclusive' filters on product for vulnerable groups

People with disabilities, in maternity leave, students, elder people, veterans.



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RESULT:

170K+ postings yearly

x3 replies vs regular vacancies



Highlighting the potential of vulnerable groups

Cooperation with NGOs and experts to teach the market how to work with new talent pools.

DEI ambassadorship



Memorandum with Ministry of Defence

**Facilitating voluntary recruitment
for contract service of people from
a wide range of professions
(cooks, drivers, mechanics, etc)**

PEOPLE POWER

Annual forum
exploring the future
of work, culture,
and inclusion

362

OFFLINE PARTICIPANTS

1300+

VIEWS OF THE YOUTUBE
LIVE STREAM

100+

MENTIONS
IN SOCIAL MEDIA

25+

MEDIA MENTIONS



RESULTS

1

OLX Jobs - recognised leader in the blue-collars segment

2

2023 - reached 'pre-war' KPIs

3

Revenue +50% YoY (61% YoY in 2025)

4

People Power Forum - one of the key events among HR & beyond

BUSINESS OR SOCIETY?

BUSINESS OR SOCIETY?

IMPACT



THANK YOU!

 www.linkedin.com/in/mabdullina