

Press Release

The Online Marketing Trainee Programme of the Scout24 Group starts school

Munich, 29.08.2007 – The Scout24 Group is one step ahead of the “war for talents”, and will soon be training talented “high potentials” as online marketing specialists within the company. In the coming year, eight university graduates will receive the opportunity over a period of 12 months to learn everything they need to know about the subjects of online marketing, management skills and online marketing tools. The programme envisages the employment of the trainees in all online marketplaces of the Scout24 Group. Scout24 will thereby be providing an insight into the various business models of the group and the associated challenges of online marketing. Following successful completion of the Trainee Programme, the newly minted online marketing specialists will then join the Scout24 Group.

Christoph Hölzlwimmer, VP Marketing of the Scout24 Group, is convinced of the benefits of the training programme: “Such a programme in the field of online marketing is so far unique in Germany. We are proud of being genuine scouts or pioneers in this field too. With our online marketing trainees, we ensure from day one that they get to know both the theoretical basis as well as the operational business.” Practical training is therefore an essential feature of the Online Marketing Trainee Programme of the Scout24 Group.

Thematic focal points of the training in the online marketing learning modules the specialised fields of search engine marketing, co-operation management and affiliate marketing. The subject area of management skills prepares trainees for later management responsibilities, and also trains them amongst



other things in project management, teamwork, marketing management and controlling. Finally, the field of online marketing tools makes the trainees specialists in the area of tracking, blogs and website development.

Graduates of a university course, preferably specialising in marketing and with initial experience in the field of online marketing, may apply immediately to:

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Potential applicants can find further information on the Online Marketing Trainee Programme at www.scout24.com, under the heading Careers.

About the Scout24 Group

Scout24 is a group of online marketplaces which offers sector-specific services in seven main areas, and is represented in 10 countries. Scout24 makes it easier for its customers to locate or offer products, services and contacts, thereby saving them time and money. Scout24 thereby improves the transparency of markets. Around 6 million people make use of the services of the Scout24 Group every month. The Internet marketplaces include AutoScout24, ElectronicScout24, FinanceScout24, FriendScout24, ImmobilienScout24, JobScout24 and TravelScout24. Scout24 is part of the Deutsche Telekom Group. Further information about Scout24 can be found at www.scout24.com

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