

Press Release

Scout24 Group reacts to shortage of qualified employees in online marketing with internal trainee programme.

Munich, 27th November 2007 – For a few years an acute shortage of qualified employees with established expertise in online marketing has prevailed. This shortage is going to steadily increase in the future. Ever fewer highly qualified specialists are available to the employment market. As one of the leading business groups of online marketplaces in Germany and Europe, the Scout24 Group is also affected by this: Online marketing counts among the most important core competences here.

The Scout24 Group is reacting to this with its own online marketing trainee programme. Since the beginning of this year they have been training talented university graduates to online marketing specialists through a twelve month traineeship. Christoph Hölzlwimmer, Vice President of Marketing at Scout24 Holding GmbH stresses the forward looking character of the programme. “For one thing, this first class programme gives us as a company the possibility of offering ourselves to the branch as an attractive employer, and in addition also offers us the possibility of securing our permanent online competence. With this internal training I am convinced that, also in years to come, we will win excellent employees for the group who are distinguished by outstanding theoretical as well as operative specialist knowledge of the business model.”

After almost twelve months this unique trainee programme is now close to its conclusion and the results are much better than expected. Already during the training phase the trainees advanced to become valuable employees within the group, so that now attractive positions in the various market places are waiting for them upon completion of the programme. This great success has prompted the persons in charge of the Scout24 Group to extend the training programme further. In January of the coming year therefore, eight, instead of the usual six, “high potentials” will begin their apprenticeship in the Munich group of companies.

The trainees profit from the sizeable expert knowledge of the group, which is passed on at both the theoretical and the practical level: In the form of a modular course of instruction the participants acquire well-founded knowledge in all online marketing channels and learn important management skills. In addition they pass through several of the group's market places, are integrated directly into operative projects there and through this gain important branch-specific expertise. The third stage of the programme is the project work, in which the future online marketing specialists have the chance to try out their own project for Scout24. "As part of a competition the trainees can put all the theory that they've learned into practice by means of a concrete website project. From brainstorming to the creation of the business model and the programming of the website, all the way to the online marketing measures, all the steps are in the hands of the individual teams," said Dr Filip Grizelj, Head of Online Marketing at the Scout24 Holding GmbH, describing the added value of the specially organised contest. The online marketing team of the Scout24 Holding GmbH acts as a mentor and arranges milestone meetings at regular intervals, at which the trainees not only present facts and figures about their project, but also have to apply for the necessary budget. Finally, the winner of the contest is chosen at a final presentation in front of the management of the Scout24 Holding GmbH as well as the CEOs of the individual market places.

About the Scout24 Group

Scout24 is a group of online marketplaces which offers sector-specific services in seven main areas, and is represented in ten 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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