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For Immediate Release



BIG 4 CHALLENGE GOOGLE'S POSITION AS THE **WORLD'S MOST ATTRACTIVE EMPLOYER 2010**

Stockholm, September 28th 2010 – Universum releases the global talent attraction index: **“The World’s Most Attractive Employers 2010”**, based on close to 130,000 career seekers, with a business or engineering background. Following the unprecedented world release in 2009, Google still manages to keep the no. one position, but this time facing growing competition from the big four auditing firms. In the business category, 2010 has been a good year for the auditing industry, as the top four companies now take four out of the top five places in the ranking. “We’re witnessing the auditing firms and FMCG companies reconquering their talent group after a brief love-affair with the IT industry”, said Michal Kalinowski, Universum’s CEO. On a less positive note, the companies in the Banking and Investment industry, Management Consulting, and Oil & Gas, now encounter the problem of being perceived as less attractive employers.

In the engineering category, however, the IT-sector companies continue to dominate: the top three employers – Google, Microsoft, and IBM – maintain their positions from last year. The notable changes are Japan’s Sony at no. four and Apple’s new entry. German car manufacturer BMW is still the most powerful employer brand in the automotive industry. In the top 10, where American corporations dominate, praise must also be given to Siemens for their 8th position.

TOP 10 – BUSINESS	RANK 2010	RANK 2009
Google	1	1
KPMG	2	8
Ernst & Young	3	5
PricewaterhouseCoopers	4	2
Deloitte	5	10
Procter & Gamble	6	6
Microsoft	7	3
The Coca-Cola Company	8	13
J.P. Morgan	9	7
Goldman Sachs	10	4

TOP 10 – ENGINEERING	RANK 2010	RANK 2009
Google	1	1
Microsoft	2	2
IBM	3	3
Sony	4	7
BMW	5	4
Intel	6	5
General Electric	7	6
Siemens	8	8
Procter & Gamble	9	10
Apple	10	new

See page four for the complete Top 50 list.

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LOVISA ÖHNELL, UNIVERSUM'S RESEARCH and consulting director, commented about 2010's index, "Firms in the professional services need to attract top talent to be successful; the auditing firms are aware of the challenges and spend a lot of resources in talent attraction and employer branding. Regarding the career seekers in the engineering field, potential hires find companies that are innovative and produce exciting products & services to be attractive employers nowadays".

In a world where top performing employees are becoming a scarce commodity, finding the right people is critical for business success and stock market value. At a time when low birth and death rates are significantly shifting world demographics, the dilemmas of the 21st century are not only "Who will make up the workforce?", yet more importantly "Who will own it?" Universum's global talent attraction index is based on the number of nominations by career seekers – in 12 of the world's largest economies – for companies they would ideally like to work for. The relevance for companies: 1) This target group will soon graduate from top academic institutions and enter tomorrow's workforce; 2) The index indicates the companies that are top-of-mind employers and to what extent; 3) These are the companies that have a competitive advantage in the "War for Talent".

"Multinational corporations are increasingly aware of the current and future challenges of a shrinking workforce. To counter problems in securing their talent pipeline requires a talent attraction and employer branding strategy. The companies that will be able to draw this next generation of top talents are presented in Universum's global talent attraction index 2010", concluded Michal.

THE INDEX REVEALS SOME DRAMATIC TRENDS

When 70% of corporate value is from intangible assets (according to Accenture) and skill shortages are acute worldwide, being an attractive employer is critical to keep a sustained competitive advantage.

1. American multinationals increase their lead over the rest of the world.

Already in 2009 the American companies was the largest single group in the top 50 companies (20 among business students and 17 among engineering students – even not counting Big 4 and large management consulting firms as U.S. organisations). This year the number is 24 for both lists.

"It seems that despite the challenges to the supremacy of the Anglo-Saxon capitalist model, the American corporations are increasingly the preferred destination for global top talent. They are often perceived as the true international organisations, where nationality will not stand in your way to the top", said Michal.

"An interesting sign of things to come is that for the first time ever there is a Chinese company in top 50 – Lenovo nr 44 among engineers" commented Michal.

2. Employer Brands decoupled more and more from Corporate Brands.

Comparing the list of the most attractive employers with the list of most admired companies (by Fortune) or most valuable brands (by Interbrand), it is clear that extremely attractive employers do not depend as much on their consumer or corporate brands. The overlap between the rankings above and Universum's global index is only half.

3. Companies that help talent develop the “me brand” are more attractive.

The world's global talent are concerned about their own development and outside image. For that reason, they tend to choose companies that provide professional training and development, a good reference to a future career and organisations that have leaders who'll support their development. The big 4 auditing firms just happen to be perceived by the talent group as fulfilling these important selection criteria.

4. Perception of industry and brand are interdependent.

Due to the banking and investment sector being perceived as responsible for one of the world's largest economic meltdowns in history, employers in the industry have lost their appeal as a great place to kick-start one's career. Management consulting companies have also dropped in the rankings, often linked to the banking and investment sector, and may have been perceived as part of the problem for past financial mismanagement. Due to public consciousness of environment issues companies in the Oil & Gas industry also face challenges to attract top talent and have also experienced a drop in the rankings this year.

ABOUT UNIVERSUM'S GLOBAL TALENT ATTRACTION INDEX

The global top 50 is based on the frequency of being selected as an “Ideal Employer” by career seekers in the world's 12 largest economies: U.S., Japan, China, Germany, France, U.K., Italy, Brazil, Spain, Canada, Russia and India. The target group is comprised of close to 130,000 career seekers, who are studying for degrees in one of the world's reputed academic institutions.



THE WORLD'S MOST ATTRACTIVE EMPLOYERS 2010

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Google	1	1
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Procter & Gamble	6	6
Microsoft	7	3
The Coca-Cola Company	8	13
J.P. Morgan	9	7
Goldman Sachs	10	4
L'Oréal	11	14
BMW	12	12
Sony	13	16
Johnson & Johnson	14	18
The Boston Consulting Group	15	11
McKinsey & Company	16	9
Morgan Stanley	17	15
Apple	18	new
IBM	19	17
Deutsche Bank	20	19
Nestlé	21	24
Bank of America / Merrill Lynch	22	new
IKEA	23	new
adidas	24	new
Accenture	25	23
Unilever	26	27
General Electric	27	20
PepsiCo	28	new
Citi	29	21
UBS	30	28
Credit Suisse	31	25
Kraft Foods	32	32
Bain & Company	33	26
Heineken	34	new
American Express	35	new
Barclays	36	new
Hewlett-Packard	37	34
Volkswagen	38	new
LVMH	39	new
Shell	40	33
Toyota Motor	41	new
Nokia	42	29
Esso/ExxonMobil	43	31
Intel	44	30
Dell	45	new
Pfizer	46	36
Ford Motor Company	47	new
Cisco Systems	48	45
ING Group	49	new
General Motors	50	new

ENGINEERING	RANK 2010	RANK 2009
Google	1	1
Microsoft	2	2
IBM	3	3
Sony	4	7
BMW	5	4
Intel	6	5
General Electric	7	6
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Procter & Gamble	9	10
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Cisco Systems	11	13
Johnson & Johnson	12	11
Hewlett-Packard	13	12
Shell	14	9
The Coca-Cola Company	15	21
Esso/ExxonMobil	16	14
Volkswagen	17	new
Toyota Motor	18	new
Nestlé	19	24
Ford Motor Company	20	new
3M	21	new
Dell	22	new
General Motors	23	new
Accenture	24	20
Philips	25	22
McKinsey & Company	26	15
Nokia	27	19
BP	28	17
L'Oréal	29	18
Schlumberger	30	16
Oracle	31	new
Pfizer	32	25
Bosch	33	26
Goldman Sachs	34	23
IKEA	35	new
The Boston Consulting Group	36	27
DuPont	37	new
Kraft Foods	38	40
Bayer	39	35
Deloitte	40	29
J.P. Morgan	41	28
Unilever	42	36
adidas	43	new
Lenovo	44	new
BASF	45	new
Novartis	46	45
GlaxoSmithKline	47	31
Heineken	48	new
Ernst & Young	49	33
Morgan Stanley	50	30

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