



Google is the World's Most Attractive Employer

Stockholm, September 20th 2012 – Based on the preferences of over 144,000 career seekers, with a business or engineering background from the world's 12 greatest economies, Universum releases the global talent attraction index: "The World's Most Attractive Employers 2012". The index, split in the business category – preferences from business career seekers – and engineering category – preferences from engineering career seekers – reveals the current level of attractiveness that companies have as employers – and therefore their potential to lead the world of tomorrow.

In the business category, Google wins for the fourth consecutive year, KPMG keeps the second place and Procter & Gamble are new on the third position. "The Google fever is still hot! Students are still attracted by Google's relaxed and creative work environment, international atmosphere and innovative products. Google let the students know that they offer great benefits that are hard for other companies to match." says Petter Nylander, Universum's CEO.

Also in the engineering category, Google takes the first position for the fourth consecutive year, followed by IBM and Microsoft. "The giants in the software industry are seen as great places for the launch of an engineering or IT career. They offer training, networking and future career possibilities." adds Mr. Nylander.

"Attracting top students into our firms enables us to bring the best talent, expertise and knowledge to our clients." says Michael Andrew, Chairman of KPMG International. "We are proud that students globally are recognizing our employment offer and have ranked us so highly for the third consecutive year. What makes the ranking especially meaningful is that it is based on the opinions of those who represent the future of KPMG and our clients."

World's Top 10 - Business

Google	1
KPMG	2
Procter & Gamble	3
Microsoft	4
Deloitte	5
Ernst & Young	6
PwC	7
J.P. Morgan	8
The Coca-Cola Company	9
Goldman Sachs	10

World's Top 10 - Engineering

Google	1
IBM	2
Microsoft	3
BMW	4
Intel	5
General Electric	6
Siemens	7
Apple	8
Sony	9
Procter & Gamble	10

For a full ranking list, please consult page 4 of this news release.

The index reveals some dramatic trends

1. The automotive industry is becoming increasingly popular

Overall, companies within the automotive industry are climbing on the rankings. On the engineering ranking, seven of the top 50 companies belong to this group.

“The students are looking for companies with attractive products and services which these companies clearly have. Furthermore, they are global and represent strong brands.”

– Nelly Riggenschach-Hasler, Universum’s Managing Director for Europe

2. Oil, gas and energy attracts engineering students

Several of the energy companies gain positions on the engineering ranking. General Electric is the highest ranked and is up from place 8 to 6. Shell takes a big leap on 5 positions and also Esso/ExxonMobil and BP are climbing.

“The energy question and companies get a lot of attention in media. They are also seen as financially strong.”

– Carlo Duraturo, Universum’s Global Account Director.

3. Management consulting rise in the Business index

The management consulting firms McKinsey & Company, The Boston Consulting Group and Bain & Company are all climbing on the Business index.

“Few other industries can match management consulting when it comes to the diversity of challenges and possibilities. Many of the world’s top leaders have started their careers at one of the well-known firms.”

– Claes Peyron, Universum’s Director Nordics and Eastern Europe.

4. Students want an international career

Opportunities for international travel and relocation are seen as attractive among both business and engineering students.

“Generation Y is used to interact with friends and like-minded from all over the world on social networks every day. They have a global perspective and want to have possibilities to



go abroad in their working life.”

– Claudia Tattenelli, Universum’s Chairman of US Strategic Board.

5. More media is consumed

14 % of all students visit online communities every hour and 57 % a couple of times per day. The average time spent per visit is 23 minutes and 71 % believe employers visit their personal profile after interacting with employers on online communities.

“Today we have more devices than ever and several media channels are consumed at the same time. Employers have to understand where to find and communicate with their target group of potential candidates.”

– Petter Nylander, Universum’s CEO.



In a world where top performing employees are becoming a scarce commodity, finding the right people is critical for business success. 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?’- 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”, advised Petter Nylander, Universum’s CEO.



Ranking List

Global Top 50: World's Most Attractive Employers

Business		Engineering	
Google	1	Google	1
KPMG	2	IBM	2
Procter & Gamble	3	Microsoft	3
Microsoft	4	BMW	4
Deloitte	5	Intel	5
Ernst & Young	6	General Electric	6
PwC	7	Siemens	7
J. P. Morgan	8	Apple	8
The Coca-Cola Company	9	Sony	9
Goldman Sachs	10	Procter & Gamble	10
Apple	11	Shell	11
L'Oreal	12	Volkswagen	12
BMW	13	Johnson & Johnson	13
McKinsey & Company	14	The Coca-Cola Company	14
Sony	15	General Motors	15
IBM	16	Esso/ExxonMobil	16
The Boston Consulting Group	17	Ford Motor Company	17
adidas	18	Toyota	18
Morgan Stanley	19	McKinsey & Company	19
Johnson & Johnson	20	HP	20
IKEA	21	BP	21
Bank of America Merrill Lynch	22	Nestlé	22
Deutsche Bank	23	Cisco Systems	23
Nestlé	24	Daimler	24
LVMH	25	Bosch	25
HSBC	26	Schlumberger	26
Unilever	27	3M	27
Accenture	28	Unilever	28
Citi	29	L'Oréal	29
Bain & Company	30	Pfizer	30
PepsiCo	31	Goldman Sachs	31
General Electric	32	Bayer	32
Kraft Foods	33	Accenture	33
Volkswagen	34	Philips	34
Credit Suisse	35	IKEA	35
UBS	36	Dell	36
American Express	37	BASF	37
Heineken	38	The Boston Consulting Group	38
Intel	39	Kraft Foods	39
Esso/ExxonMobil	40	J.P. Morgan	40
HP	41	adidas	41
Siemens	42	Oracle	42
Shell	43	Volvo Cars	43
Daimler	44	Lenovo	44
Toyota	45	Deloitte	45
Ford Motor Company	46	Schneider Electric	46
Pfizer	47	Nokia	47
3M	48	Novartis	48
Dell	49	PepsiCo	49
Mars	50	LVMH	50