

FAIRFAX MEDIA PARTNERS WITH ADZUNA TO TRANSFORM AUSTRALIAN RECRUITMENT MARKET

SYDNEY, 16 January 2014: Fairfax Media Limited [ASX:FXJ] Digital Ventures division today announced a joint venture with leading international job search engine Adzuna, providing a major new platform for recruiters and job seekers in Australia at www.adzuna.com.au.

The internationally respected Adzuna's Australian platform is a vertical search engine which searches hundreds of websites and delivers thousands of current job vacancies, all at one convenient website. The site offers a consolidated and comprehensive view of Australian job listings, powerful and targeted search, as well as real-time employment market data and social job hunting tools.

Adzuna was founded in the United Kingdom by former Gumtree executives in 2011 and has gained significant traction around the world. Since launching locally, Adzuna has already amassed more job listings on its site than the leading traditional job board SEEK.

Adzuna is now Fairfax's primary online job listings vehicle and brand in Australia and will be actively promoted across Fairfax's network of leading mastheads and digital brands. Fairfax's MyCareer website continues and the MyCareer print section will still be published in *The Sydney Morning Herald* and *The Age*.

Fairfax Media Chief Executive Officer Greg Hywood said: "Adzuna delivers a compelling alternative for recruiters and job seekers and is an innovative step forward in the evolution of the Australian recruitment and job search market. Vertical search sites like Adzuna have proven to be great disruptors in markets around the world. Adzuna offers just the sort of change we need in this space.

"Fairfax is right behind this new business model in Australia, which provides a superior digital search experience for job seekers and ensures recruiters stay close to the talent they're looking to hire.

"Unlike traditional job boards, Adzuna works closely with recruiters to deliver qualified candidates directly to them, with fees based purely on performance. Adzuna also provides powerful data insights, including vacancy maps, and job sector salary trends."

Adzuna Co-founder Doug Monroe said: "We are delighted to be working with Fairfax to bring our market leading technology to Australia and build on our international success to date. We believe that the thousands of people in Australia looking for work in 2014 are underserved by the tools currently available in the market. Adzuna Australia will arm job seekers with all the information they need to find their perfect job."

Adzuna Australia Chief Executive Officer Raife Watson said: "We're excited to be providing a real alternative to existing employment products and services. Our focus is to work with recruiters to deliver them quality candidates in an efficient way that supports their existing operating model and helps them to grow their business."

Raife Watson will lead Adzuna sales with marketing and operations led by Nat Thomas as Chief Operating Officer.

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About Fairfax Media

Fairfax Media is a leading multi-platform media company in Australia and New Zealand. The Group's metropolitan, rural, regional and community mastheads offer high-quality, independent journalism and dynamic venues for commerce and information. Fairfax operates five business divisions: Australian Publishing Media, Domain, Digital Ventures, Fairfax Radio and Fairfax New Zealand. Major mastheads include *The Sydney Morning Herald*, *The Age*, *The Australian Financial Review*, *The Canberra Times* and *The Land* in Australia, and *The Dominion Post*, *The Press*, *The Sunday Star-Times* and *stuff.co.nz* in New Zealand. Fairfax has radio stations in several capital cities in Australia, including 2UE in Sydney, 3AW 693 in Melbourne, 4BC and Magic 882 in Brisbane, and 6PR and 96fm in Perth. Fairfax's digital assets include Domain, RSVP, TenderLink and Allure Media. Fairfax has content marketing and digital marketing services businesses and produces prestigious conferences and events that attract large-scale, highly-engaged audiences and community participation. More information: www.fairfaxmedia.com.au.

About Adzuna

Adzuna is a job search engine which makes it easier to find the right position for you. We search thousands of websites so you don't have to and bring together hundreds of thousands of ads so you can find them all in one place. We add powerful search, insightful market data and social connections, so you can find your perfect job with a little help from your friends. Adzuna was founded in 2011 by Andrew Hunter and Doug Monro, formerly of eBay, Gumtree, Qype and Zoopla. To find out more about Adzuna Australia visit: www.adzuna.com.au.

About Raife Watson

Raife Watson is CEO of Adzuna Australia. Prior to this he was Commercial Director at global group buying company LivingSocial where he ran strategy, sales and launched new verticals to disrupt traditional ways of purchasing entertainment, travel, restaurants, beauty and products. Raife is a talented marketing professional with experience in direct marketing on both the agency and client side. His interest in harnessing the power of disruptive internet solutions has driven much of his career spanning several different companies and countries over the past 15 years. In 2000 he launched Hoover's Business Information in Europe and later in the Asia-Pacific region before returning to Australia in 2008 to work at Dun & Bradstreet founding the Business Information Solutions division which designed and launched a successful new internet information product called Company360. Raife holds degrees in economics, accountancy and finance along with a diploma in direct marketing.

About Nat Thomas

Nat Thomas is COO of Adzuna Australia. Prior to this he held a number of executive roles at Gumtree and eBay in Australia, Singapore and Taiwan. Nat was General Manager, Gumtree Singapore and was earlier Head of Marketing & Public Relations at Gumtree Australia in its formative growth period (2010-2013). In 2008, Nat joined eBay and held specialised online marketing roles across a number of areas including online advertising, affiliate marketing, search and CRM. Nat is a highly experienced marketer who has developed strategic and innovative online strategy across a range of sectors including classifieds, eCommerce and travel. Nat holds a degree in Business Management.