



The Original Employer Reviews Platform kununu Arrives in the U.S., Ready to Remove the ‘What Have I Done?’ Moments From the Workplace Forever

Leading Review and Ratings Platform in Europe Launches in U.S. with Monster to Address the Need for Greater Employer Transparency and Insight

BOSTON, MA (June 16, 2016) - [kununu](#), the original platform for employer reviews and ratings, today announced its market entry in the U.S. The arrival will bring much needed transparency for job-seekers, forward-looking employers and company insiders alike, all invested in building a better workplace together.

kununu U.S., a joint venture with Monster® Worldwide, is off to a strong start with nearly 200,000 U.S. active reviews coming out of beta. Reviews on kununu offer prospective employees a free, inside look at company culture, career development trajectories, work-life balance, office snacks and beyond - all without needing to login or register, a key differentiator from existing offerings.

“Just about everyone in the U.S. can relate to the feeling of ‘oh no, what have I done,’ when taking a job - and immediately knowing that they’ve made a big, big mistake,” said Moritz Kothe, kununu CEO and Chairman of the Board. “Our mission is to remove those moments from the workplace experience, arming proactive job seekers and forward-thinking employers with the information they deserve to make employment decisions they won’t regret. We’ve designed kununu to be incredibly easy to use, removing barriers and focusing on transparency that clearly isn’t found in the marketplace.”

As part of its launch, kununu is releasing the findings from its 2016 U.S. Workplace Transparency Survey¹. This new research confirms kununu’s hunch: Americans need more relevant information at their disposal to make the second most important decision of their life a less stressful, more honest and more reliable one. The survey, conducted by Kelton Global, includes the following insights:

- Nearly one in four (23 percent) say they have been intentionally misled during a job interview - nearly the same amount of those who say they have been misled in online dating (25 percent).
- 86 percent of Americans are not aware of an online tool that provides honest information on potential employers and jobs.
- One in four (27 percent) have accepted a job that was less satisfying than they expected it would be.

¹ A national survey among 1,019 employed Americans ages 18 and over in the United States.



- Nearly one in four Americans feel they did not have the resources available to them to learn everything they needed to know about their employer in advance of accepting an offer.
- Americans are more likely to trust current employees than they are to trust the company website (32 percent) or HR managers (25 percent).
- Over half (55 percent) of employed parents say their satisfaction at work impacts their children.
- There is more temptation to lie during a job interview than during a date: 25 percent of Americans say they would be tempted to misrepresent themselves while on a job interview compared to 23 percent who would be on a first date.

Founded in Vienna, Austria by brothers Martin and Mark Poreda in 2007, kununu has become the leading employer reviews platform in Europe. Its U.S. headquarters are based in Boston, MA.

ABOUT THE SURVEY

The kununu Workplace Transparency Survey was conducted between May 26 and 29, 2016 by Kelton Global. The sample size was 1,019 Americans over the age of 18, employed either full- or part-time. The margin of error was +/- 3.1%.

ABOUT KUNUNU

kununu is the original employer review and ratings platform committed to generating transparency in the workplace. Targeting those who are taking an active role in their career and those interested in finding out what companies are really like, kununu encourages people to leave honest reviews of their employers. kununu gives a free, inside look at what it's like to work at potential employers in the U.S., arming them with insights on company culture, salaries, career development trajectories, workplace perks, reviews and much more. With insights collected through its employer review platform and careers community, kununu goes to great lengths to ensure job seekers have a clear, authentic understanding of potential employers and fosters an open conversation among job seekers and employers through its reviews. For employers, kununu offers services to help attract qualified candidates and showcase their company within its authentic, trusted platform. Headquartered in Boston, MA and Vienna, Austria, kununu is the leading employer review platform in Germany, Austria and Switzerland. Kununu launched in the U.S. in 2016 in joint venture with Monster® Worldwide, Inc. The company was founded by brothers Martin and Mark Poreda in 2007 and acquired by XING AG in 2013. To learn more, please visit www.kununu.com.

ABOUT MONSTER WORLDWIDE

Monster® Worldwide, Inc. (NYSE: MWW) is a global leader in connecting people to jobs, wherever they are. For more than 20 years, Monster has helped people improve their lives with better jobs, and employers find the best talent. Today, the company offers services in more than 40 countries, providing some of the broadest, most sophisticated job seeking, career



management, recruitment and talent management capabilities. Monster continues its pioneering work of transforming the recruiting industry with advanced technology using intelligent digital, social and mobile solutions, including our flagship website [monster.com](https://www.monster.com)® and a vast array of products and services. For more information, visit [monster.com/about](https://www.monster.com/about).

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