



## Monster tells us...

### M... attacks ! (à Marseille !)

Monster is the world's leading recruitment site, is present in 15 European countries, and has just dropped anchor in the Old Port (figuratively!) for its remote sales activity. A resounding success for Provence Promotion teams (who did a wonderful job) and excellent news for the region that has become a preferred site for call centers. Interview with Eric Petco, Chairman of Monster Southern Europe.

#### > Why Planet Marseille...

When our 2004 growth forecast was published, we observed strong growth in the remote sales sector, consequently introducing a problem of space for this sustained growth.

At the moment, we only have one call center, at our head office in Levallois-Perret in the Paris Region, with six delegations of field teams distributed around the country.

Since France is a large country, our development had to be organized in regions through remote sales, and in particular we needed to get geographically closer to Southern Europe that we are managing.

It quickly became obvious that Marseille was the obvious choice. Therefore we decided to set up an office that will manage all French regional remote marketing, remote sales and customer service activities.

#### > Programmed installation and guaranteed jobs!

Our Marseille branch should open its doors during September in the "Le grand bleu" building, 29 Boulevard Gay-Lussac (14th district). The French remote sales management will remain in Paris for the first few years, and its manager will commute between the two sites.

The 1 500 m<sup>2</sup> office is still being laid out, but the first 50 employees are expected to arrive by the end of the summer. They are currently being trained in Paris following the different recruitment sessions that we have organized in Marseille.

We have received high quality support and understanding from Euromediterranée teams to help with this installation.

#### > Marseille: in the center of the South!

We expect to employ about 150 persons in a few years, since we intend to group our Southern Europe (Spain and Italy) call center activities in Marseille. This is another of the reasons why we chose Marseille, which is half-way between

Milan and Barcelona. Its position is attractive to a large number of people from these adjacent countries. The Marseille employment basin is particularly attractive for our activities, since there are many call centers in the region and it is easier to find trained and skilled operators than it is elsewhere.

Marseille has other advantages in terms of local and international transport, as a communications hub, a high technologies crossroads and obviously because of its lifestyle. Finally, the fact that many French and foreign companies are already installed in Marseille is another positive factor for Monster.

In short, Marseille is a very dynamic city and is growing quickly internationally, which Provence Promotion very quickly demonstrated to us!

#### > Provence Promotion made the difference !

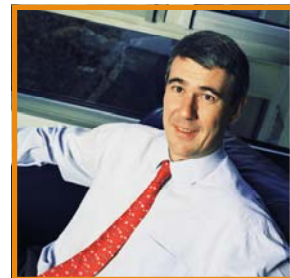
Provence Promotion acted efficiently in several ways. Even in the research stage, its teams convinced us that the region is growing strongly in our activity sector and that recruitment for this branch is particularly easy.

The economic analysis of the PACA region supplied by Provence Promotion clearly indicated this high potential employment basin that I mentioned above, which was a large part of the reason for our fast decision.

Provence Promotion also helped us considerably with recruitment sessions, by providing us with premises.

Finally, they also supported us in our search for premises and regional partners essential for such an operation. They were excellent intermediaries with all suppliers necessary for our new installation.

This highly professional and dynamic agency is undoubtedly one of the best ambassadors of Marseille and its region. Their geographic and geo-economic analysis is highly relevant.



**Eric Petco, Chairman of  
Monster Southern Europe**

#### Who is Monster?

Monster is the first international network dedicated to career management and it will be celebrating its 10th anniversary this year.

Monster.fr ([www.monster.fr](http://www.monster.fr)) started in May 1999 and is now the largest commercial site in contact for job seekers in France (panel Nielsen//NetRatings). In January 2005, about 24 million Monster.fr pages had been viewed, there had been 2.3 million visits and more than 1.23 million CVs available.

Monster's international network consists of 25 sites in 23 countries, namely the United States, United Kingdom, Canada, Netherlands, Belgium, Singapore, Hong Kong, France, Scotland, Germany, Ireland, Spain, Luxembourg, India, Italy, Sweden, Norway, Denmark, Switzerland, Poland, Hungary, Austria, Czech Republic and Finland.

Monster Worldwide, Inc. was founded in 1967 and is the parent company of Monster®. Monster Worldwide also owns TMP Worldwide, the largest Yellow Pages advertising agency in the world and the largest worldwide network of communication agencies for recruitment. TMP Worldwide also provides direct marketing services. Monster Worldwide (Nasdaq : MNST) is based in New York and employs about 5000 employees in 26 countries, and is a member of the S&P 500 index. ([www.monsterworldwide.com](http://www.monsterworldwide.com))