

Viadeo presents its 2016-2018 strategic plan: ViaNext

A new platform for employment in France

The French professional social network refocuses with distinctive offers on the French market to reinforce its position as an essential partner/channel

PARIS (France) – This morning, Viadeo, the French professional social network, presents its 2016-2018 strategic plan: ViaNext

Refocusing on the French market, promoting mobility and employment, supporting companies and recruiters in the digital transformation of their business, securing its position in the French HRTech - Viadeo presents a comprehensive strategic program and exciting announcements and will reach breakeven in 2017.

In line with the development of the job market in France, ViaNext's core priorities are to maximize customer ROI and member engagement. It is based on three core pillars:

- **ViaJob** : Viadeo creates employment by connecting people to opportunities. From being a mainstream business social network, the platform is now completely focusing on job offers that connect candidates and recruiters - and will evolve its user experience accordingly..
- **ViaYou** : Recognising that people are so much more than a CV or commoditised recommendations, Viadeo will enable members to showcase their true professional personality through new innovative tools.
- **ViaBiz** : Viadeo leverages its rich data for companies to create opportunities in a highly targeted and segmented way to maximize their ROI.

Meanwhile, two initiatives will strengthen its strategic objectives:

- **ViaLab** : As a catalyst of innovation, Viadeo boosts growth and brings value to the lives of its customers and members, exemplified by an ambitious partnership with Le Lab RH, a community that brings together over 160 start-ups in the HR field.
- **ViaFR** : specific programs to support those who are the future of the French job market.

ViaJob

Viadeo puts the job market at the center of its strategy. Transparency between companies, employees, and the candidates is one of *the* defining trends in the current market. – this is illustrated by the use of the "ViaVox" feature that has generated more than 3.8 million reviews of employees on more than 40 000 companies in only a few months.

Connecting talents to all opportunities via its network is the first mission of Viadeo. In order to do this, Viadeo has adapted its offer to accommodate companies' size and requirements. For example:

- Companies with a high level of recruitment now have access to a new subscription allowing them to **post unlimited job offers for less than € 1,000 per month**.
- Small Businesses can subscribe to all of Viadeo's services (company page, vmail, and job offers) for **less than 50 euros per month**, this is a new self-service offer.

ViaYou

Because Viadeo members are so much more than their online CV, Viadeo will help them showcase their unique professional identity. Their experience, motivations, and interests will be featured in an innovative and more personal way. Viadeo will offer to its members the opportunity to express their talent through videos and other new tools and rely on their network to bring out their interpersonal skills ("soft skills") as well as their expertise.

ViaBiz

Viadeo offers to advertisers the ability to use rich declarative data for highly targeted advertising, both on Viadeo's platform as well as on other sites (via coupling with live auction programs on key advertising marketplaces).

ViaLab

Recognising that the ecosystem is always more innovative than any one company can be, Viadeo is going to position itself as an anchor in the French RH Tech ecosystem. The company is going to open APIs on its platform to encourage the ecosystem to innovate 'on top' of the Viadeo platform. Additionally, Viadeo is entering a partnership with LabRH to connect directly to innovators who are rethinking employment, employability, or personal growth at work.

As part of this partnership, start-ups addressing recruiting issues will be incubated in Viadeo's new incubator.

Viadeo and LabRH will present the details of this partnership during a conference organized in their new collaborative office mid-June.

ViaFr

Viadeo was started 11 years ago in France and has deep knowledge of this market and its ecosystem.

Its members and clients encompass all employment areas, whether in Ile de France or regions and in all business sectors.

With this knowledge, and eager to play a key role in the French job market, Viadeo announced today the opening of free services to those who need it most: young workers and the unemployed, as well as creators of businesses and NGOs.

In short, ViaNext will:

**Offer all French talents the transparency they deserve,
and connect them via their network to all opportunities**

"Our entire team at Viadeo is very enthusiastic about this new chapter. This marks a return to the fundamentals of our business, which aims to create demonstrable value for our clients, recruiters, and our members, cementing our position as an essential partner and channel for employment,"

concludes Renier Lemmens, Viadeo's CEO.

New announcements will follow to provide more information on ViaNext.

About Viadeo

Created 11 years ago, Viadeo is the French leader in business social networks with close to 11 million members in France. Viadeo offers companies, regardless of their location or sector, a tailor-made solution, and a range of offers tailored to their specific needs. Viadeo offers all French talent the transparency they deserve and connects them via their network to all opportunities.

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