

# *Dice Holdings, Inc.*

*Leading career websites for professional communities*

**Scot Melland**  
**Chairman, President & CEO**

**Dice**  
The Career Hub for Tech Insiders™

**eFINANCIALCAREERS™**  
The Financial Job Marketplace

**ClearanceJobs.com**  
A Dice Company

**JobsintheMoney®**  
A Dice Company

**Targeted**  
JOB FAIRS  
A Dice Company

# Forward Looking Statement

This presentation contains forward-looking statements. You should not place undue reliance on those statements because they are subject to numerous uncertainties and factors relating to our operations and business environment, all of which are difficult to predict and many of which are beyond our control. Forward-looking statements include information concerning our possible or assumed future results of operations, including descriptions of our business strategy. These statements often include words such as “may,” “will,” “should,” “believe,” “expect,” “anticipate,” “intend,” “plan,” “estimate” or similar expressions. These statements are based on assumptions that we have made in light of our experience in the industry as well as our perceptions of historical trends, current conditions, expected future developments and other factors we believe are appropriate under the circumstances. Although we believe that these forward-looking statements are based on reasonable assumptions, you should be aware that many factors could affect our actual financial results or results of operations and could cause actual results to differ materially from those in the forward-looking statements. These factors include, but are not limited to, competition from existing and future competitors, failure to maintain and develop our reputation and brand recognition, failure to increase or maintain the number of customers who purchase recruitment packages, cyclical or downturns in the economy or industries we serve, and the failure to attract qualified professionals or grow the number of qualified professionals who use our websites. These factors and others are discussed in more detail in the Company’s filings with the Securities and Exchange Commission, including our periodic reports and our Registration Statement on Form S-1, as amended, under the headings “Risk Factors,” “Forward-Looking Statements” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations.”

You should keep in mind that any forward-looking statement made by us herein, or elsewhere, speaks only as of the date on which we make it. New risks and uncertainties come up from time to time, and it is impossible for us to predict these events or how they may affect us. We have no obligation to update any forward-looking statements after the date hereof, except as required by federal securities laws. All statements contained in this presentation are made only as of the date of this presentation.












This presentation includes certain “Non-GAAP financial information.” A reconciliation of such information to the most directly comparable GAAP data can be found in the Company’s most recent earnings release.

# Goal

**BUILD** the leading global network of specialized career sites for professional communities

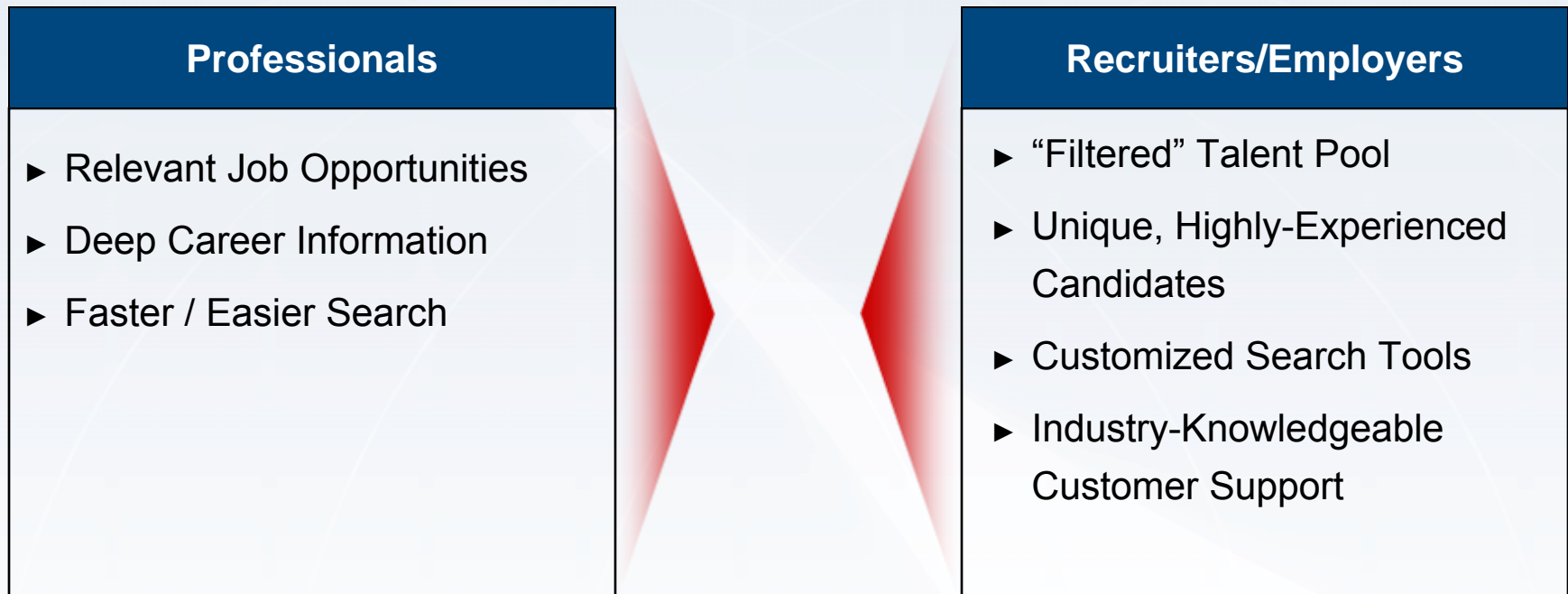


# Online Employment Marketplaces for Professionals

|   |                                      | Market   | % of 2007 Revenue |
|---|--------------------------------------|--|-------------------|
| <br><i>The Career Hub for Tech Insiders™</i> | Technology / Engineering             | <br>U.S.  | 69%               |
| <br>The Financial Job Marketplace            | Capital Markets / Financial Services | <br><br>U.K. Base +<br>14 Global Markets | 24%               |
| <br>A Dice Company                           | Government Security Clearances       | <br>U.S.  | 7%                |
| <br>A Dice Company                          | Accounting and Finance               | <br>U.S.  |                   |
| <br>A Dice Company                         | Job Fairs, Open Houses               | <br>U.S.  |                   |

# Advantages of Vertical Focus...

**RELEVANCY** and success build loyalty

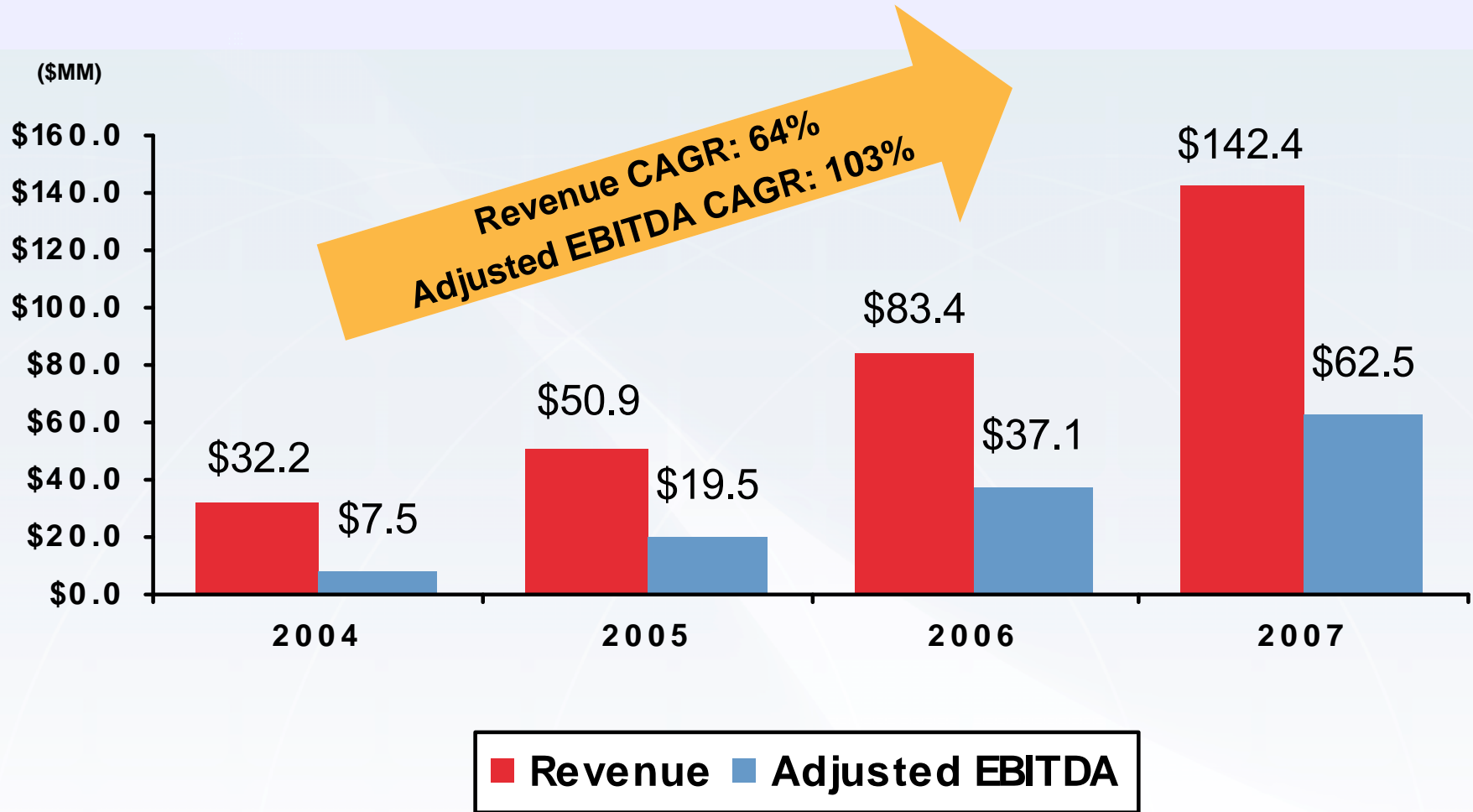




# ...Results in an Attractive Business Model

- ▶ Employers/ recruiters purchase: job postings; resume database access; advertising
- ▶ “Subscription-like” revenue stream
- ▶ High operating margins
  - User generated content (job postings, resumes, peer-to-peer)
  - Vertically-focused marketing
  - Strong organic traffic driven by leading brands
- ▶ Network effect: Professionals → Postings → Professionals
- ▶ Critical mass creates barrier to entry

# Highly Profitable Model with Strong Revenue Growth

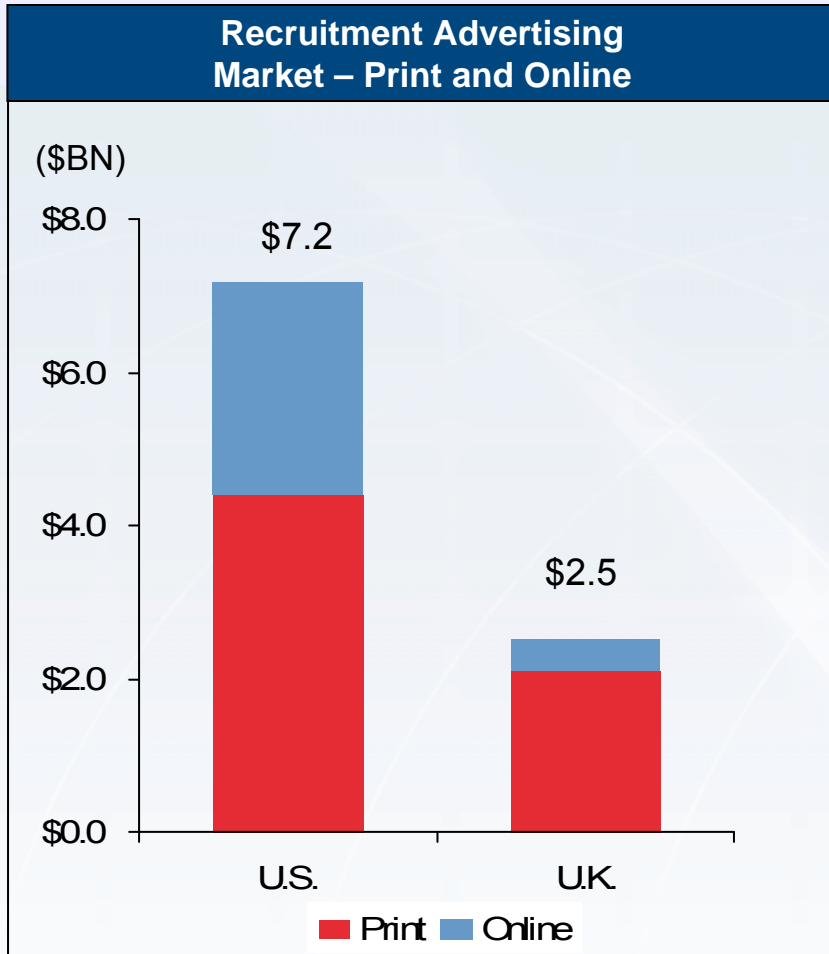


2006 and 2007 includes eFinancialCareers since acquisition

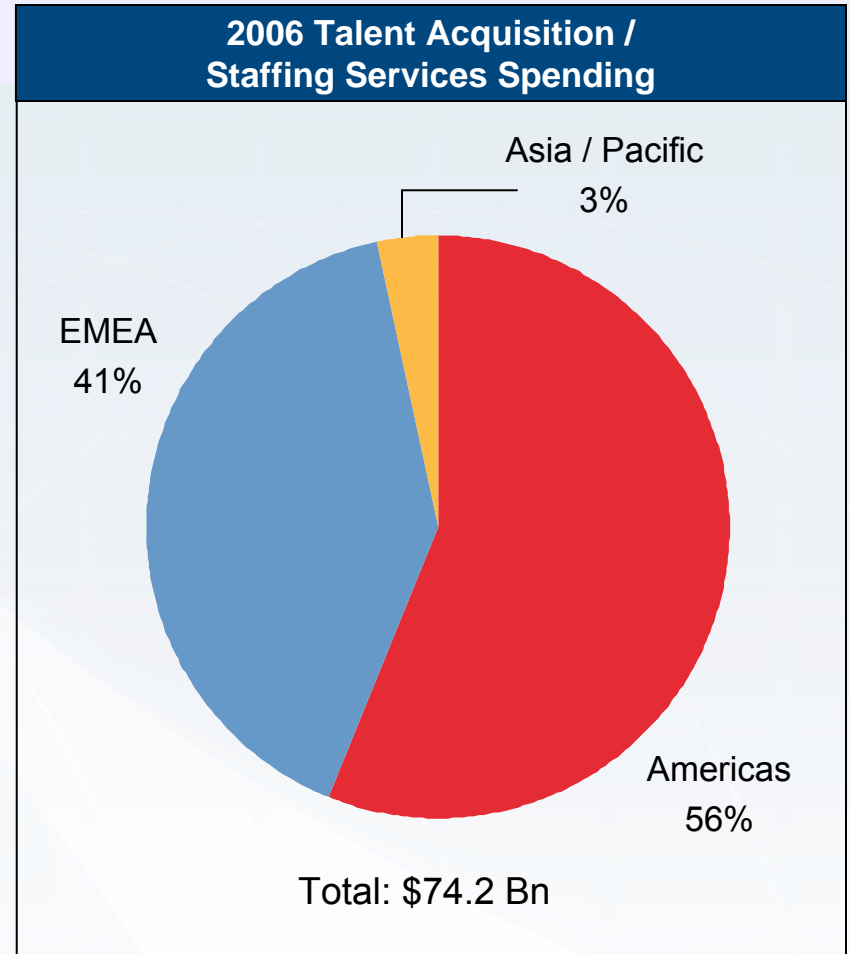
# **MARKET** OVERVIEW



# Global Market for Recruitment Advertising

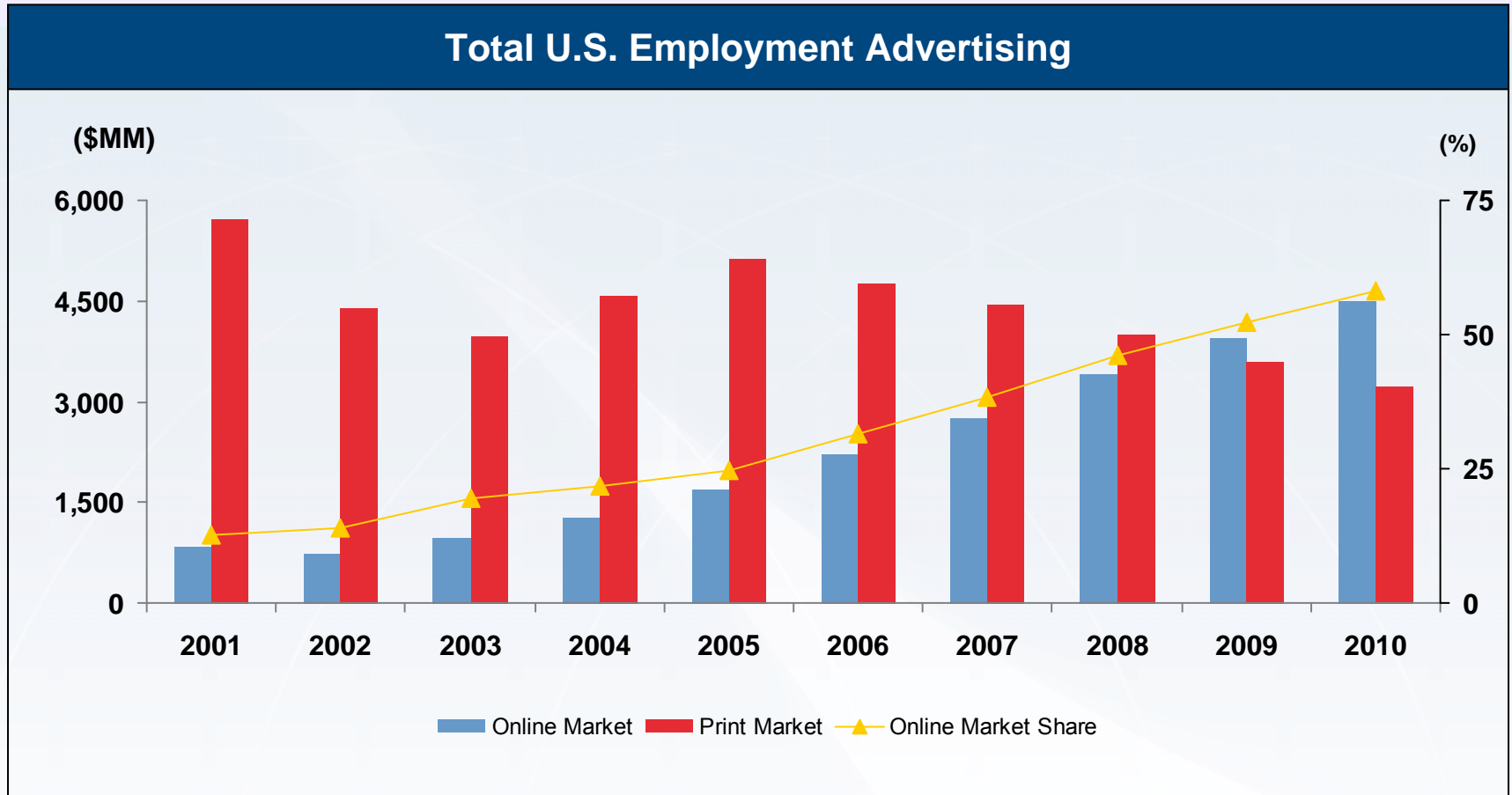


Source: U.S. Market 2007 estimate - Corzen, Inc.; U.K. Market 2006 estimate - World Advertising Research Center, at \$1.84/£



Source: IDC 2007

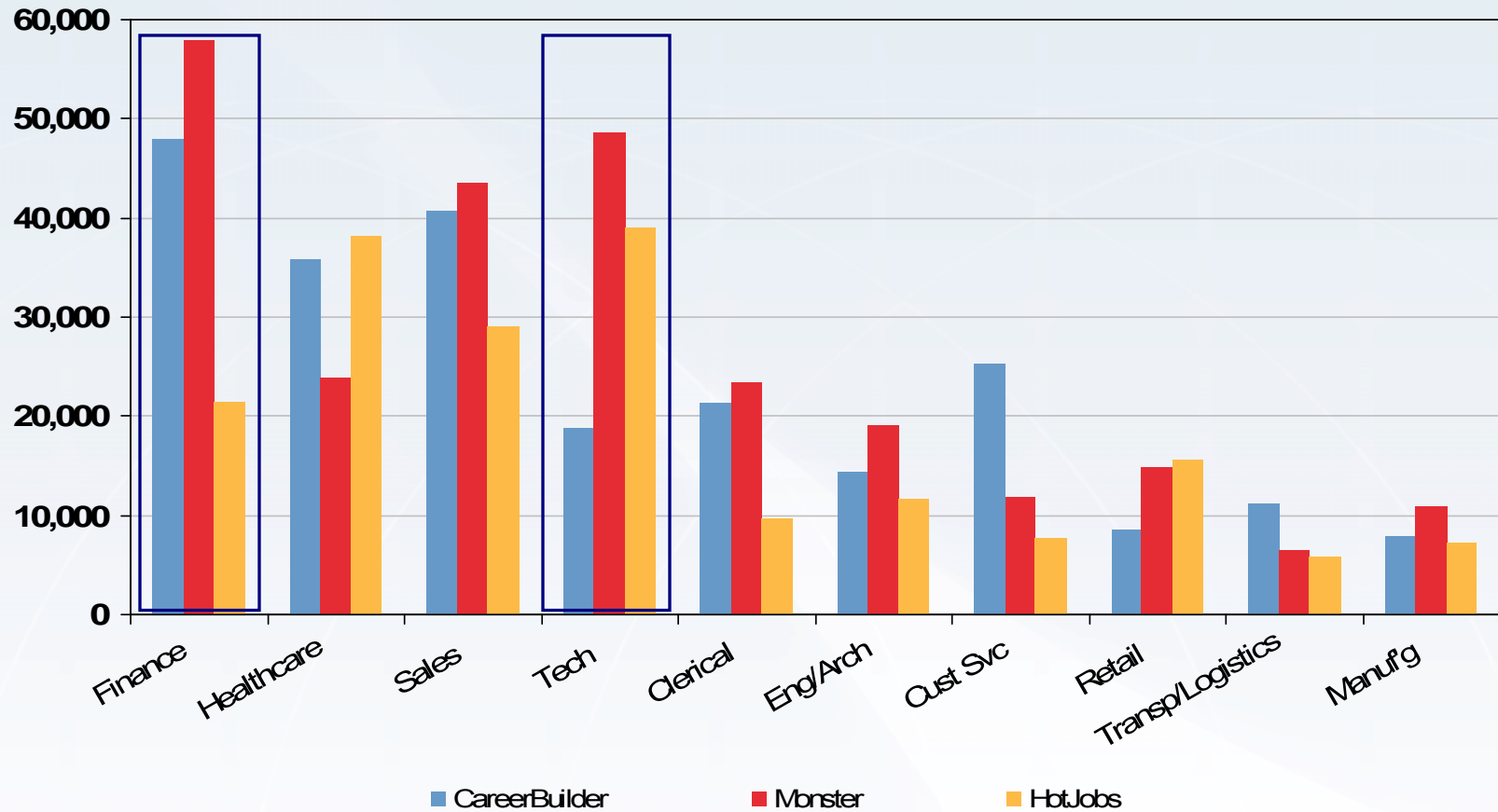
# Advertising Spend Shifting Online at a Rapid Pace



Source: Corzen, Inc. May 2007

# Largest Vertical Categories Targeted

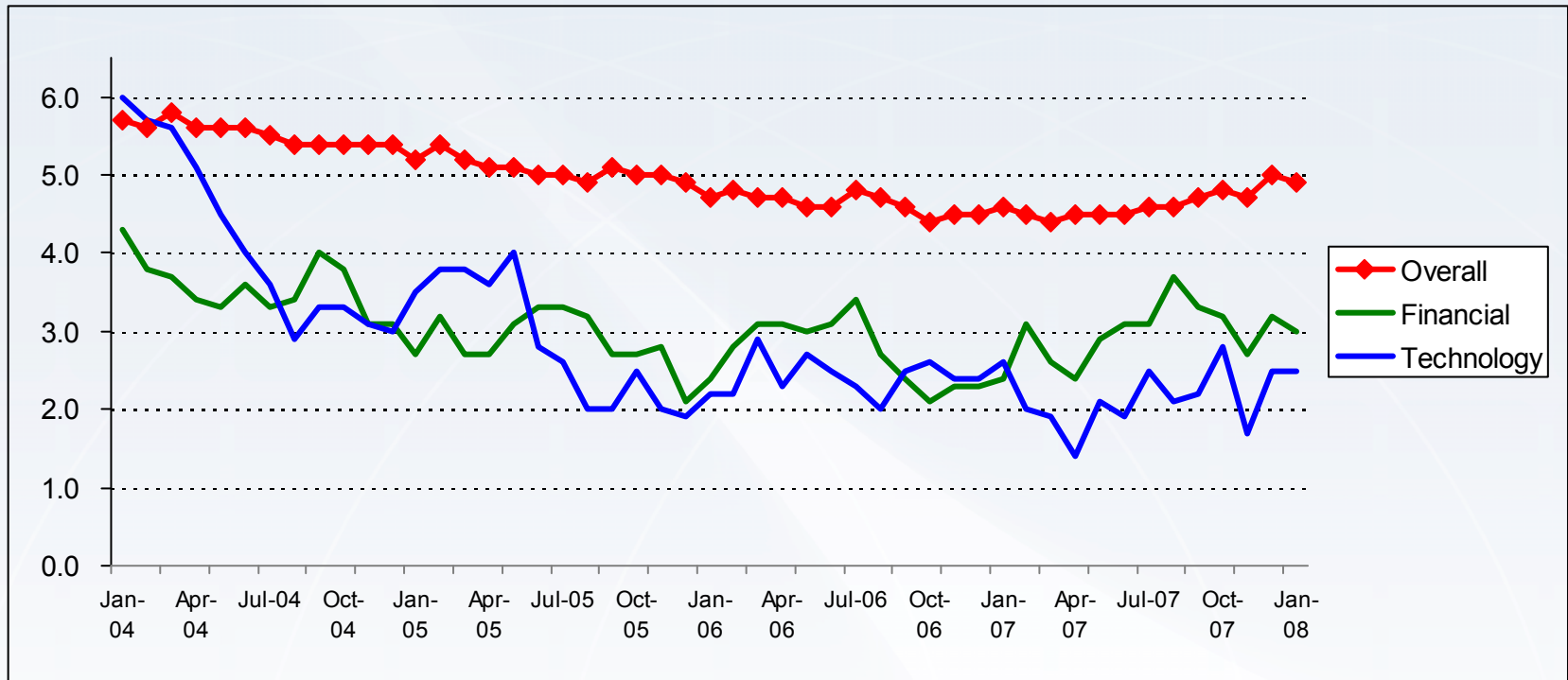
## Finance, Healthcare, Sales and Technology Postings Dominate



Source: Corzen, Inc., category postings, April 2007; unduplicated job count calculated by applying Corzen duplication factor.

# Core Verticals Exhibit Tighter Demand

## Unemployment Rates: Technology and Finance Verticals Strong

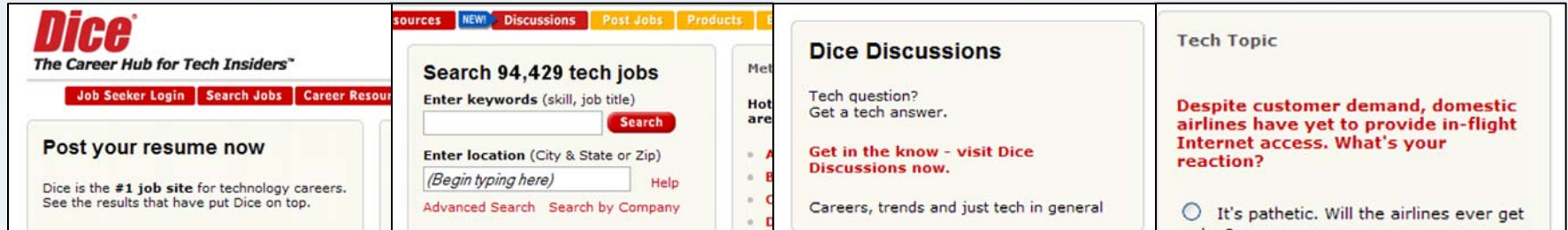


Source: Bureau of Labor Statistics; overall unemployment rates are seasonally adjusted – Technology and Finance are not seasonally adjusted.

# **PROFESSIONAL** COMMUNITIES

# Dice: Largest Technology Career Site Serving the U.S.

**FOCUSED** on technology and engineering professionals for 17 years



The screenshot displays the Dice website interface. On the left, the Dice logo is followed by the tagline "The Career Hub for Tech Insiders™". Below this are navigation links for "Job Seeker Login", "Search Jobs", and "Career Resources". A prominent button says "Post your resume now", with a sub-note stating "Dice is the #1 job site for technology careers. See the results that have put Dice on top." The central search area features a header "Search 94,429 tech jobs" and input fields for "Enter keywords (skill, job title)" and "Enter location (City & State or Zip)", both with "Search" and "Help" buttons. Below the search fields are links for "Advanced Search" and "Search by Company". The right side of the page includes a "Dice Discussions" section with a "Tech question? Get a tech answer." prompt and a link to "Get in the know - visit Dice Discussions now." Below this is a "Tech Topic" section with a red headline: "Despite customer demand, domestic airlines have yet to provide in-flight Internet access. What's your reaction?" and a radio button option: "It's pathetic. Will the airlines ever get".

- ▶ Predictable revenue stream with historically high renewal rates
- ▶ Approximately 90% of revenue generated from recruitment packages
- ▶ High visitation and repeat usage



# Dice: Large and Targeted Community

## Critical Mass

- ▶ Approximately 2 million unique visitors per month<sup>(1)</sup>
- ▶ Traffic growth of 16% in 2007 versus 2006<sup>(2)</sup>
- ▶ 450K Job Alerts delivered each day
- ▶ 400K searchable resumes

## Highly-Skilled Professionals

- ▶ **Experienced professionals:**  
72% have more than 5 years of experience; almost half have 10+ years
- ▶ **“Passive” job seekers audience:**  
70% are currently employed
- ▶ **Highly compensated:**  
Average Dice candidate earns \$74,500
- ▶ **Well educated:**  
Approximately 70% have bachelor’s degree or higher

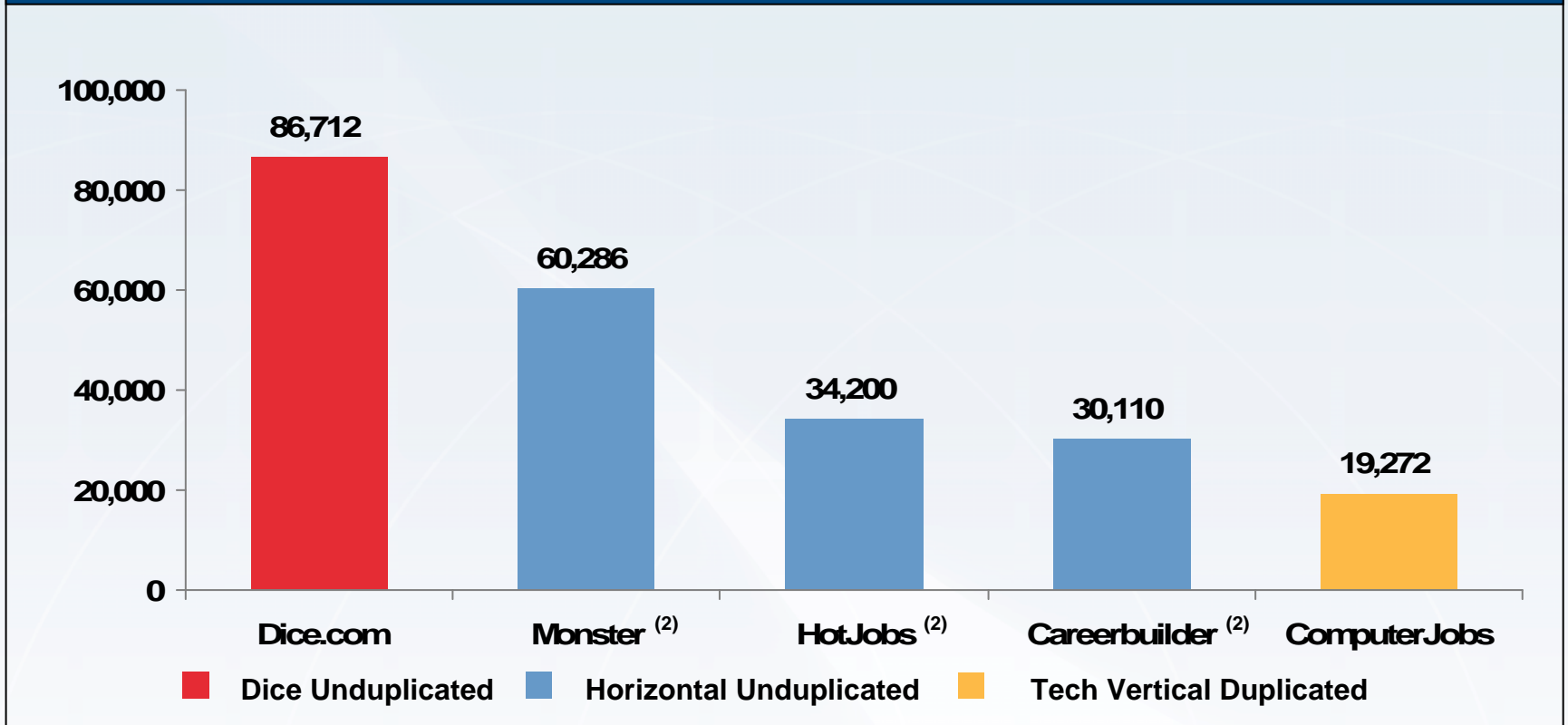
Source: Dice Internal Reports

(1) Based on Omniture reporting initiated September 2007.

(2) Based on Nettracker reporting.

# Dice: Strong Competitive Position in the U.S.

## Technology-Related Job Postings vs. All Competitors



(1) Source: Dice.com (1/14/08); CareerBuilder, Monster and HotJobs (Corzen, 01/14/08); ComputerJobs (website, 01/14/08)

(2) Monster, CareerBuilder, and HotJobs unduplicated job count calculated by applying Corzen duplication factor (Architecture / Engineering and Computer / Math)

# Dice: Diverse Customer Base

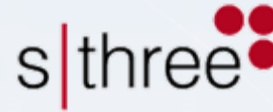


**FOCUSED** on capital markets professionals  
in 14 markets worldwide



- ▶ Founded in 2000
- ▶ More than 1 million unique visitors per month
- ▶ Site network includes some of the world's leading financial media companies
- ▶ Platform for global expansion

# eFinancialCareers: Diverse Customer Base



# ClearanceJobs.com: U.S. Government Security Clearance

**FOCUSED** on candidates with active U.S. government security clearances

The screenshot displays the ClearanceJobs.com website layout. On the left is the 'About Us' section with the logo and a description of the site's purpose. The middle section features a 'Job Seekers' banner with a photo of a man and a 'Click Here!' link. On the right is the 'Quick Job Search' section with input fields for keywords, clearance requirements, and location. Further right is the 'Featured Employer' section for Raytheon, described as an industry leader in defense and government.

- ▶ Founded in 2002
- ▶ Backlog for government clearance results in high demand
- ▶ Significant domestic opportunity



# JobsintheMoney: Corporate Finance & Accounting

**FOCUSED** on corporate accounting & finance professionals

**JobsintheMoney**  
A Dice Company

**Featured Jobs** [Advanced Search](#) | [View All Jobs](#)

- Trading Assistant New York , New York
- Financial Analyst New York City, New York
- Financial Analyst Queens, New York
- Assistant Controller Vadnais Heights, Minnesota
- Controller - Atlanta Atlanta, Georgia
- Funding/Hedging or Fixed Income/... Northern, Virginia
- Manager - Litigation Support & Fo... Century City, California
- Hedging and Funding Practice Dir... New York City, New York

**Join Now**

Great opportunities for accounting and finance professionals

[Post Your Resume](#)

**Career News & Advice** [New! CareerWire Blog](#)

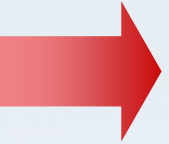
**Switch Jobs During Tax Season?**  
With so many empty seats to fill, public accounting firms may be willing to overlook a candidate's willingness to jump during the busy season. But that doesn't mean doing so is a good idea.

**Roundup: Mergers and Promotions**  
Flexible scheduling is losing ground as a recruiting tool. Dixon Hughes absorbs a Memphis firm, while Archer Daniels Midland, CNET and Conn's name new CFOs.

**Health Benefits Overshadow Work-Life Balance**  
Traditional benefits such as health insurance are surging as recruiting tools, while telecommuting and flexible work schedules are losing ground.

- ▶ Founded in 1999
- ▶ U.S. site with both Fortune 1000 and accounting firms as customers
- ▶ Website completely redesigned and relaunched in October 2007

# Three-Pronged Growth Strategy



Maximize customer opportunity

# Customer Opportunity Case Study

| Total Customer Spend (\$000) |             |              |              |
|------------------------------|-------------|--------------|--------------|
|                              | <u>2005</u> | <u>2006</u>  | <u>2007</u>  |
| Dice.com                     | \$13        | \$92         | \$112        |
| eFC Int'l                    | -           | -            | \$82         |
| eFC U.S.                     | \$1         | \$23         | \$88         |
| JobsintheMoney               | \$3         | \$46         | \$51         |
| ClearanceJobs                | -           | -            | -            |
| Job Fairs                    | \$1         | \$2          | \$4          |
| <b>Total</b>                 | <u>\$18</u> | <u>\$163</u> | <u>\$337</u> |

**LARGE** financial services company

- Increased service level
- Successful cross selling of services
- Greater share of wallet


# Three-Pronged Growth Strategy



Maximize customer opportunity



Expand core technology and finance verticals globally



Pursue new verticals and professional communities through acquisition

# Investment Highlights

- ▶ Small share of a multi-billion dollar global market
- ▶ Vertically focused unlike major competitors
- ▶ Multiple growth opportunities for key verticals
- ▶ Excellent margins coupled with strong cash generation
- ▶ Entire management team in place over 6 years

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