

# *Dice Holdings, Inc.*

*Leading career websites for professional communities*

**Scot Melland**  
Chairman, President & CEO

**Mike Durney**  
SVP, Finance & CFO

**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 Annual Report on Form 10-K for the fiscal year ended December 31, 2007, 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

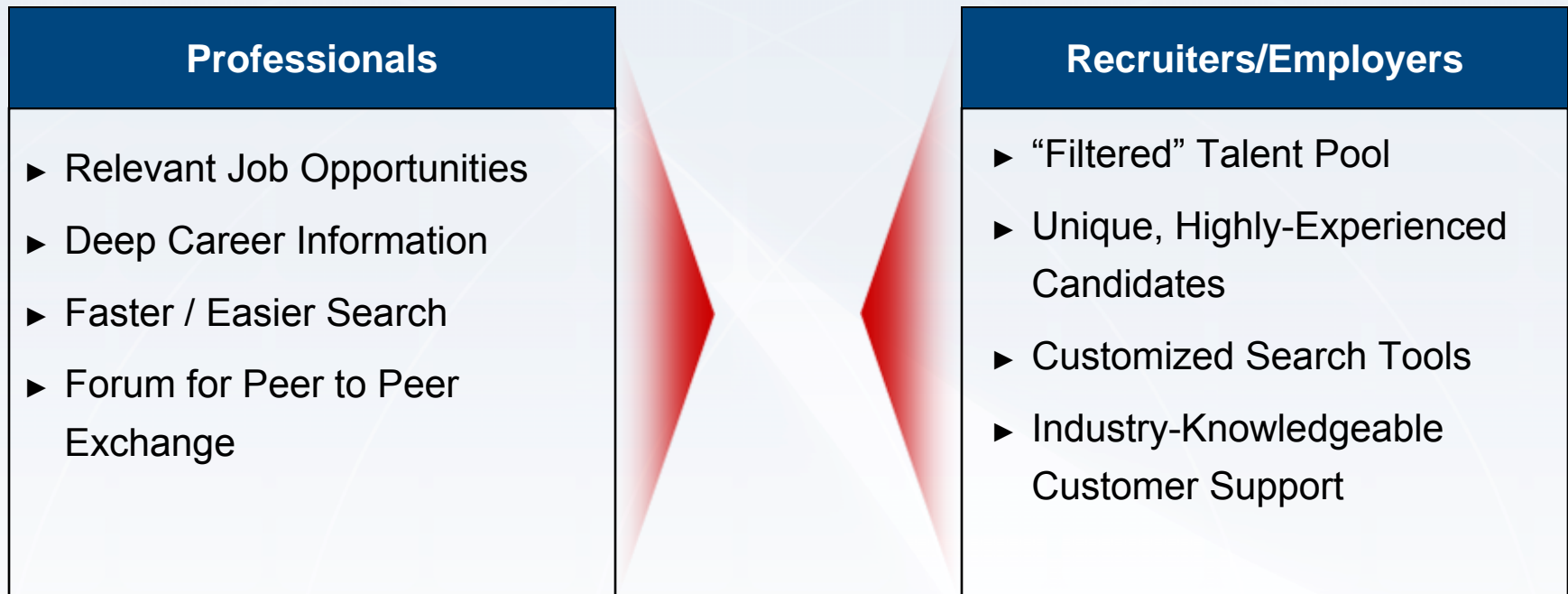


# Dice Holdings Today

		Market	% of Q3 08 Revenue
 <i>The Career Hub for Tech Insiders™</i>	Technology / Engineering	 U.S.	66%
 The Financial Job Marketplace	Financial Services	   U.K. Base 18 Global Markets	28%
 A Dice Company	Government Security Clearances	 U.S.	6%
 A Dice Company	Accounting and Finance	 U.S.	
 A Dice Company	Job Fairs	 U.S.	

# Advantages of Vertical Focus...

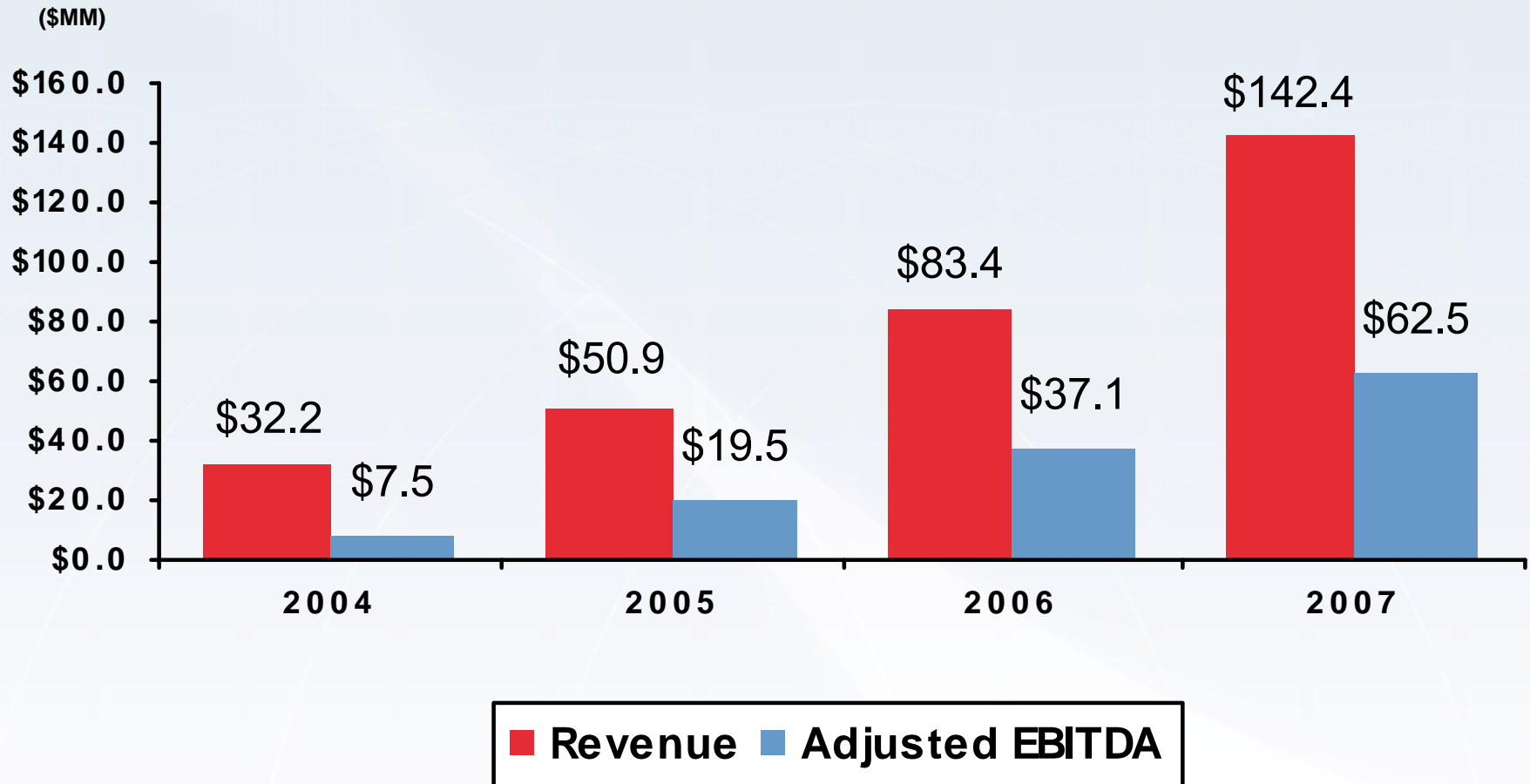
**RELEVANCY** and success build loyalty



# ...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 traffic driven by leading brands
- ▶ Network effect: Professionals → Postings → Professionals
- ▶ Critical mass creates barrier to entry

# Highly Profitable Model

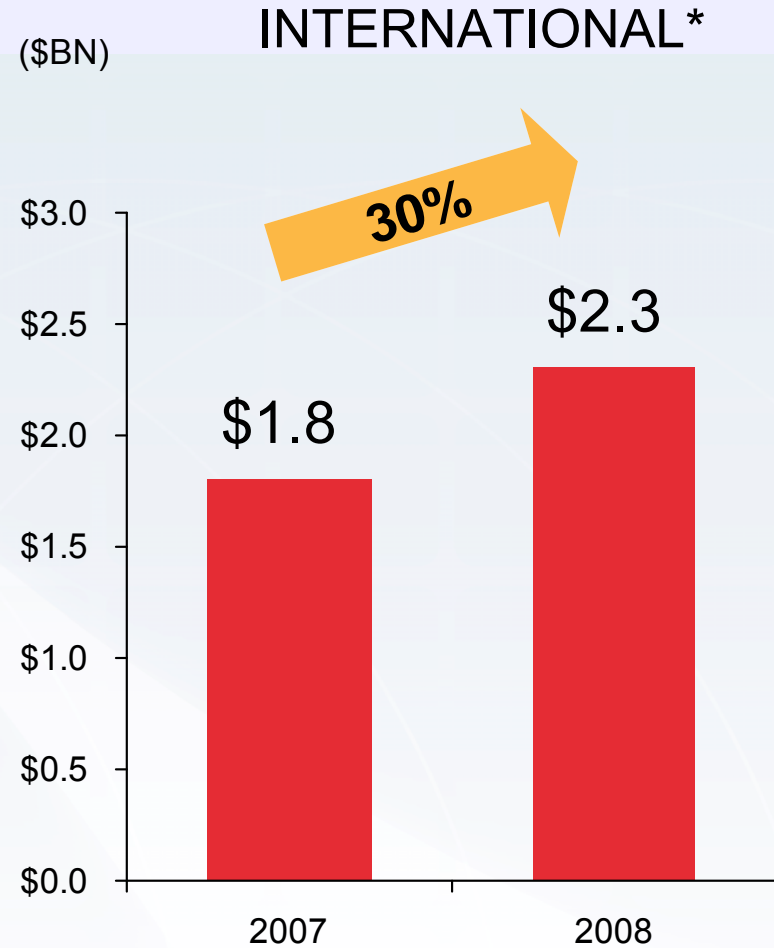
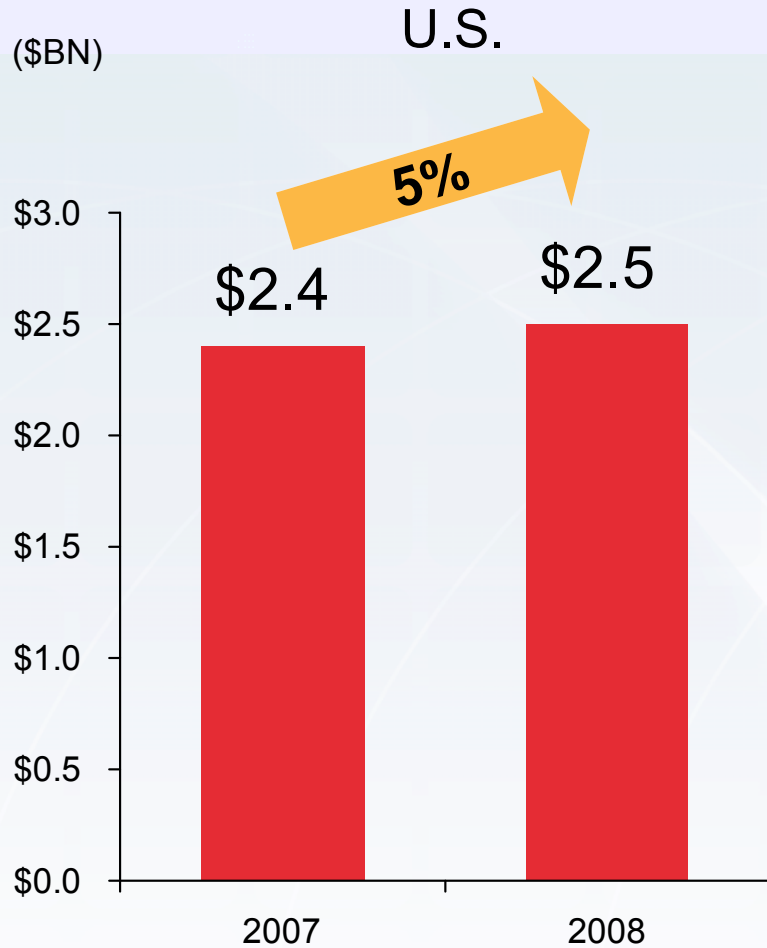


2006 and 2007 includes eFinancialCareers since acquisition

# **MARKET** OVERVIEW



# Global Online Recruitment Market 2007-2008



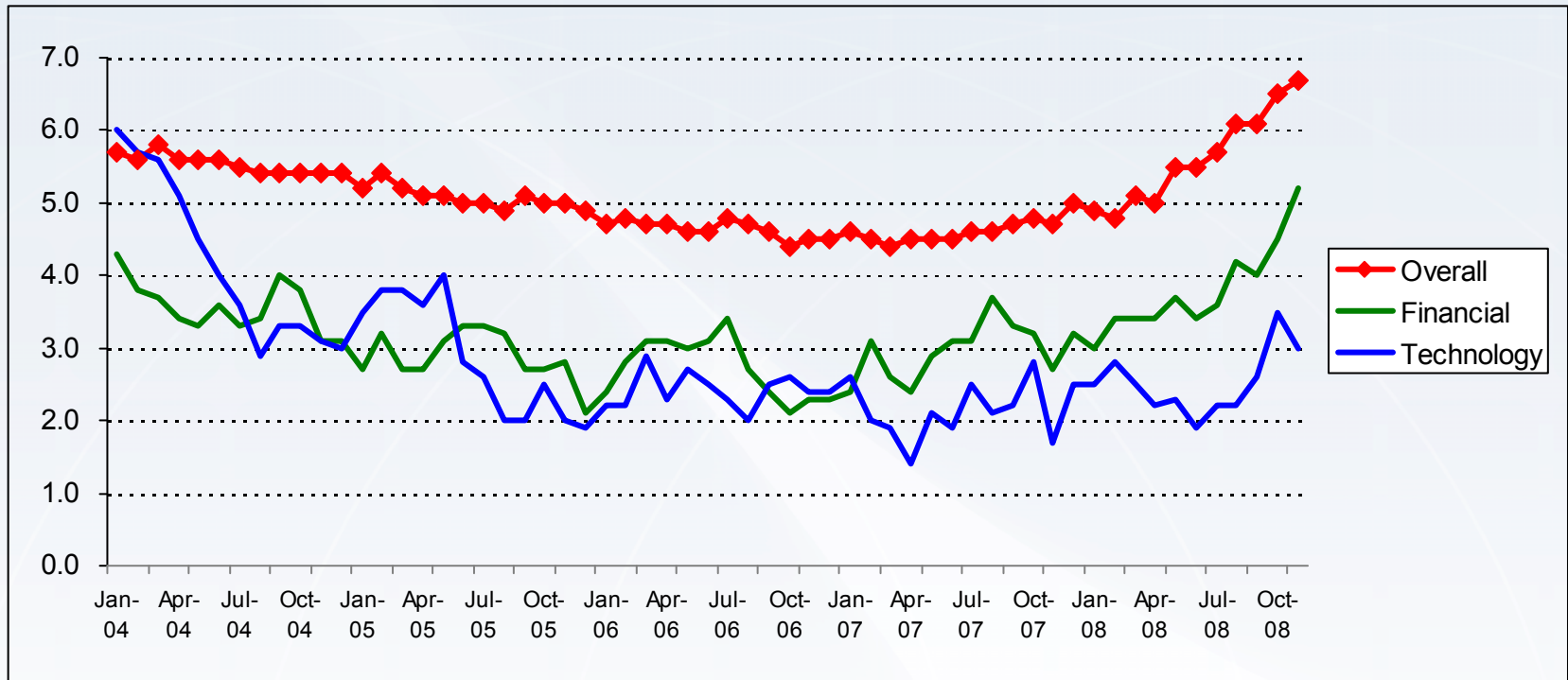
Source: Dice Holdings Estimates

\*Does not include Africa, South America.

*Dice Holdings, Inc.*

# Professional Verticals Exhibit Tighter Demand

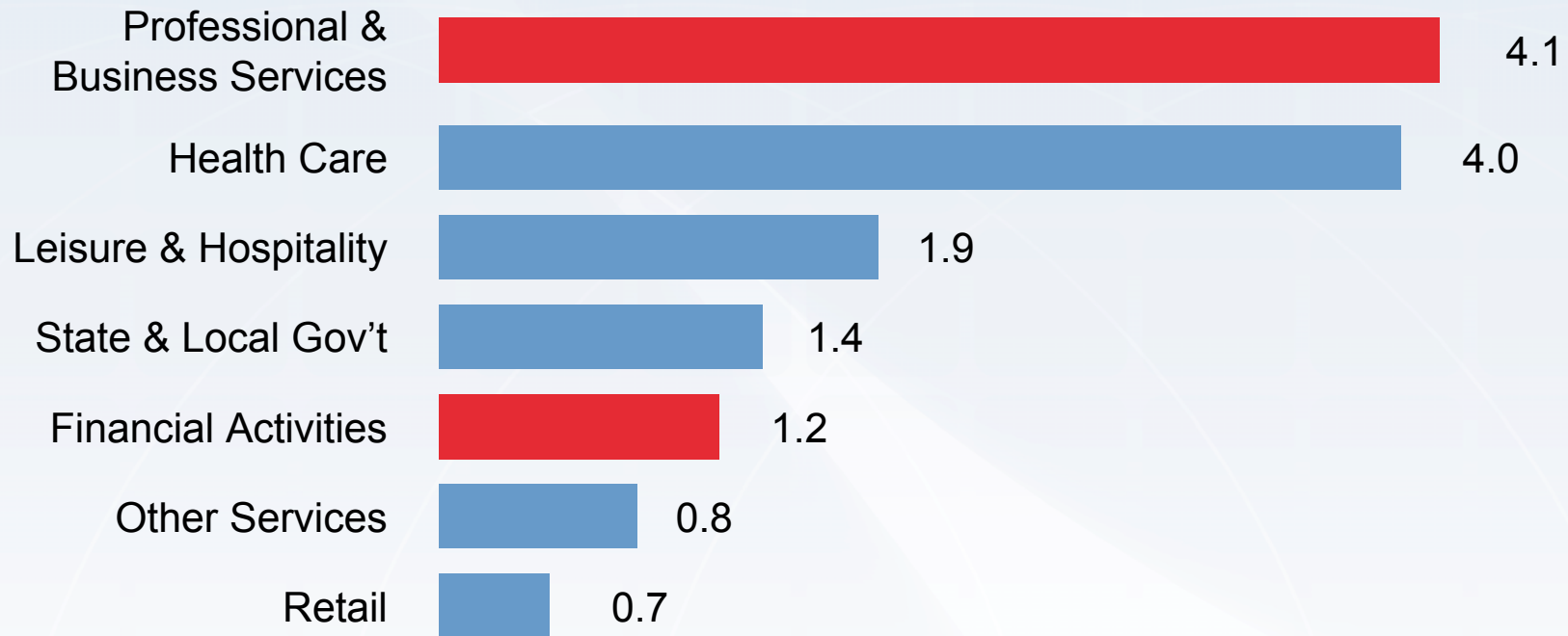
## Unemployment Rates: Technology and Finance Verticals



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

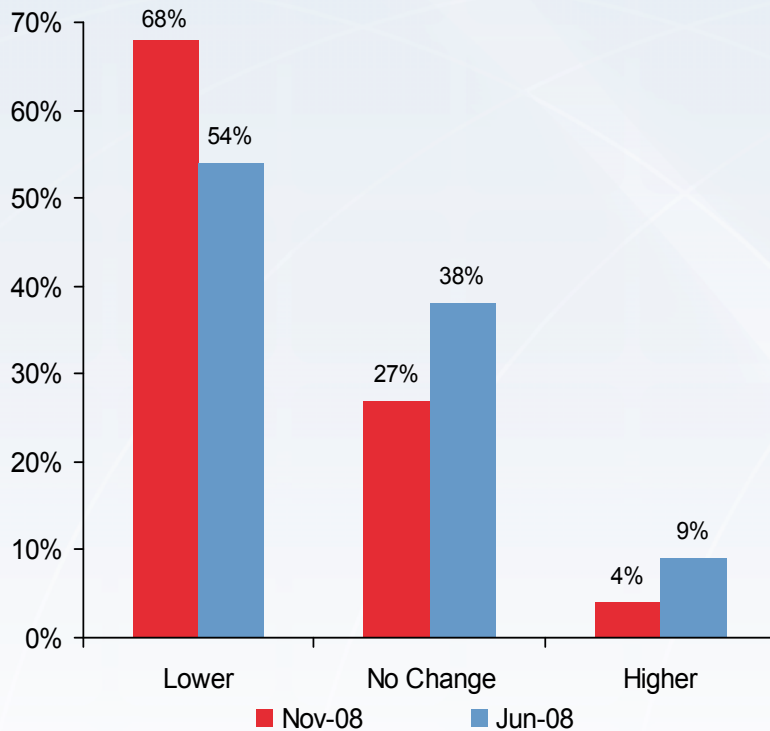
# Strong Demand Expected for Professionals

U.S. Employment Growth by Sector 2006 – 2016  
(in millions)

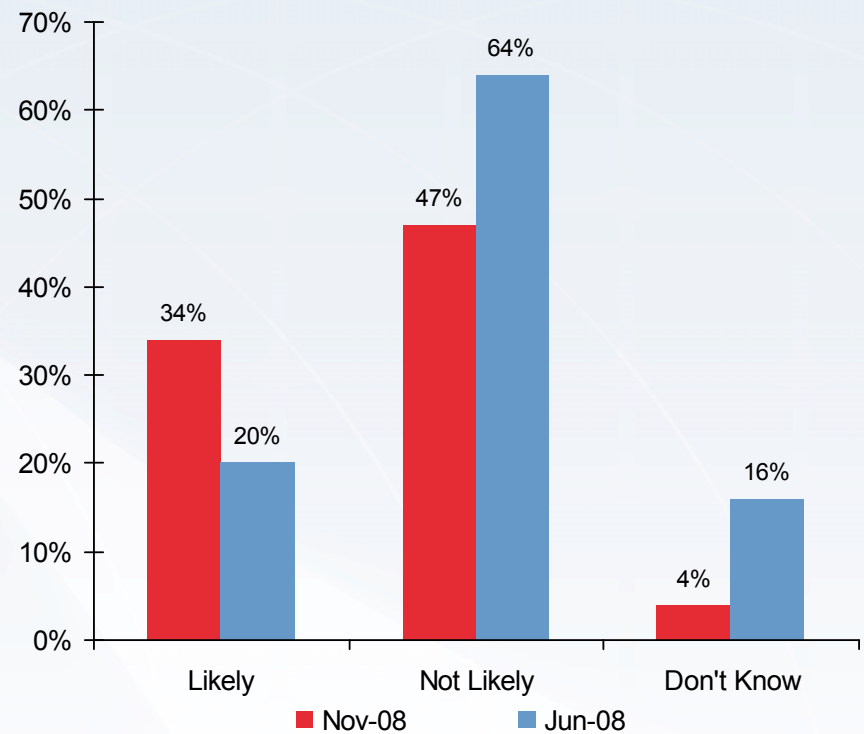


# 2009 Survey of Hiring Managers & Recruiters

Has the economy led to a change in your recruitment budget for 2009?



How likely do you think layoffs are in the next six months?



# **PROFESSIONAL** COMMUNITIES

# Largest Technology Career Site Serving the U.S.

**FOCUSED** on technology and engineering professionals for 18 years

The screenshot displays the Dice website interface, which is organized into four main sections:

- Top Left:** The Dice logo with the tagline "The Career Hub for Tech Insiders™". Below it are navigation links for "Job Seeker Login", "Search Jobs", "Career News", and "Discussions". A search bar is present with the text "Search 67,381 tech jobs".
- Top Middle:** A "Dice Discussions" section titled "Join the conversation:" with links to "Tech Career Advice", "Tech Market", "Salary Discussion", and "Resumes". A button below reads "Visit Dice Discussions now!".
- Top Right:** A "Jobs that may be of interest:" section containing a table of job listings.
- Bottom Right:** A "Tech Topic" survey section with the question: "If you were the CIO, which of the following would be the most important trait for your employees to have?".

Job Title	Company
<a href="#">Enterprise Vault</a>	<a href="#">Harrier Infotech</a>
<a href="#">Business/Project Analyst</a>	<a href="#">RUAN</a>
<a href="#">C++ Programmer/Analyst</a>	<a href="#">ITS, Inc</a>
<a href="#">Veritas Netback Engineer with Tivoli</a>	<a href="#">Shiwaliik Technol</a>

**Tech Topic**  
If you were the CIO, which of the following would be the most important trait for your employees to have?

- Ethics and morals
- Critical thinking and problem solving
- Collaboration and team-building
- Oral and written communications
- User-relationship management
- Tell us \_\_\_\_\_

- ▶ Filtered Talent Pool of Unique, Highly Qualified Candidates
- ▶ Customized & Efficient Search Tools
- ▶ Career Content to Enhance Community Loyalty

# Dice.com: Large and Targeted Community

## Critical Mass

- ▶ Approximately 1.8 to 2 million unique visitors per month<sup>(1)</sup>
- ▶ 20% of traffic from paid sources
- ▶ 500K Job Alerts delivered each day
- ▶ Approximately 800K searchable resumes

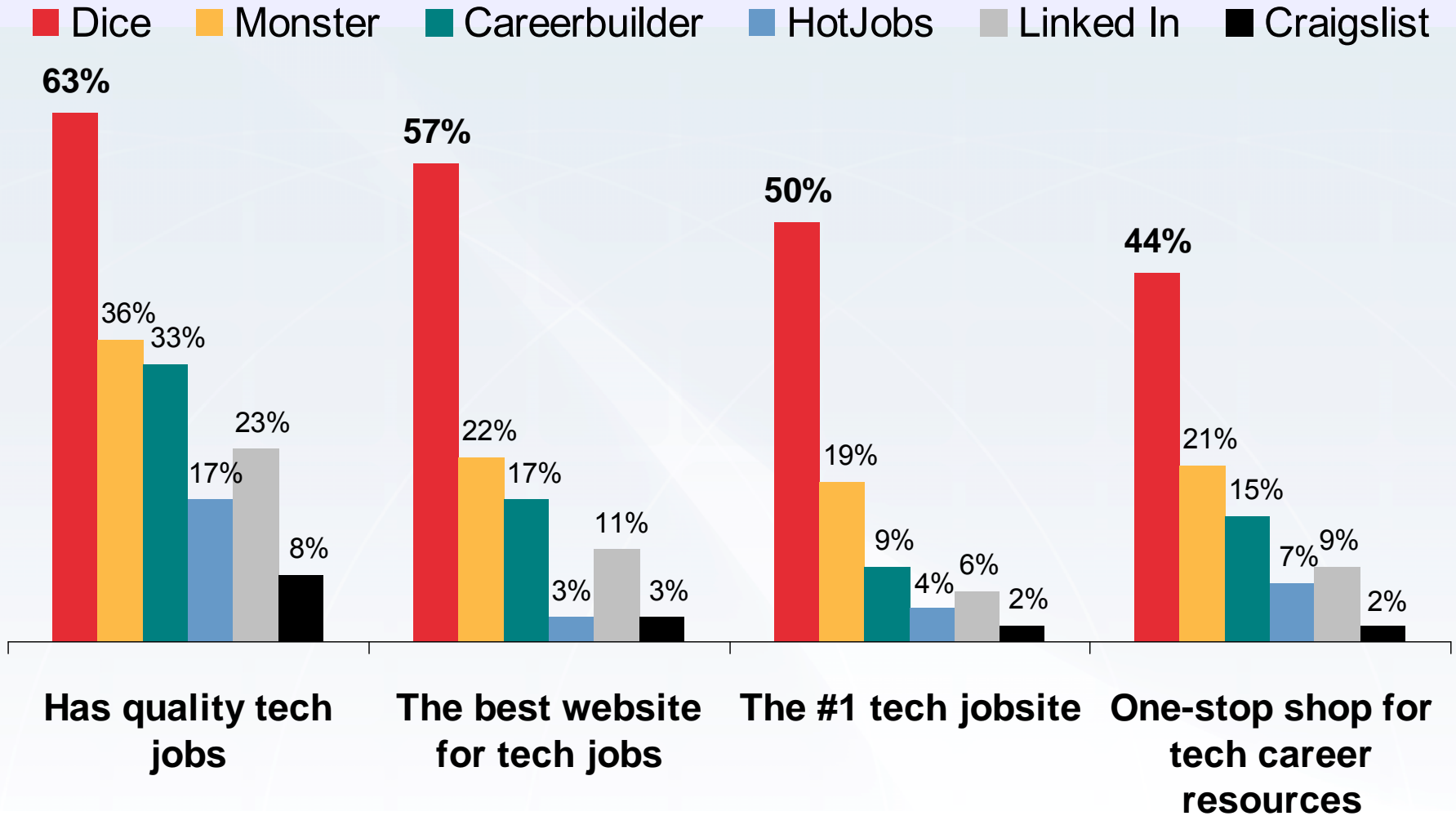
## Highly-Skilled Professionals

- ▶ **Experienced professionals:**  
75%+ have more than 5 years of experience; more than half have 10+ years
- ▶ **“Passive” job seekers audience:**  
65% are currently employed
- ▶ **Highly compensated:**  
Average Dice candidate earns \$74,600
- ▶ **Well educated:**  
Approximately 70% have bachelor’s degree or higher

Source: Dice Internal Reports

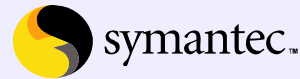
(1) Based on Omniture reporting initiated September 2007.

# Leadership with Tech Professionals





# Dice.com: Diverse Customer Base



Dice Holdings, Inc.

**FOCUSED** on financial services professionals  
in 18 markets worldwide



- ▶ Founded in 2000
- ▶ Site network includes some of the world's leading financial media companies
- ▶ Infrastructure for global expansion
- ▶ Includes Insurance, Retail Banking & Senior Corporate Finance roles

# eFinancialCareers: Large, Diverse, Valuable Talent Pool

## Critical Mass

- ▶ Approximately 1.6 to 2 million unique visitors per month<sup>(1)</sup>
- ▶ 220K Job Alerts globally
- ▶ Approximately 500K searchable resumes

## Highly-Skilled Finance Professionals

- ▶ **Experienced professionals:**  
55% have more than 6 years of experience; almost 33% have 10+ years<sup>(2)</sup>
- ▶ **Well educated:**  
More than 40% have Master's degree<sup>(2)</sup>

(1) Includes visitors who visited more than one site in the network during the month.

(2) NORAS 2008 Survey on eFC.co.uk – UK eFinancialCareers

# eFinancial Careers: Diverse Customer Base

Morgan Stanley



JPMorgan

Michael Page  
INTERNATIONAL



accenture

WELLS  
FARGO



CREDIT SUISSE



s|three

BANK OF ENGLAND

Bloomberg.com

HSBC



Deloitte.

Bank of America

mcgregor-boyall  
.com  
Financial Services Recruitment



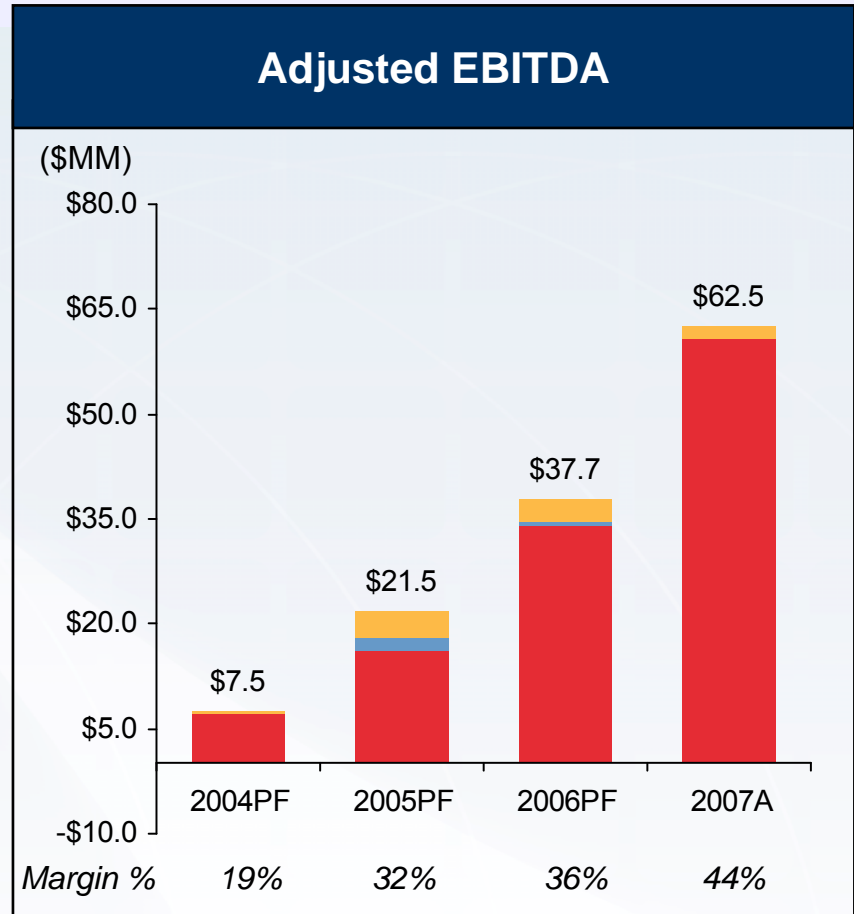
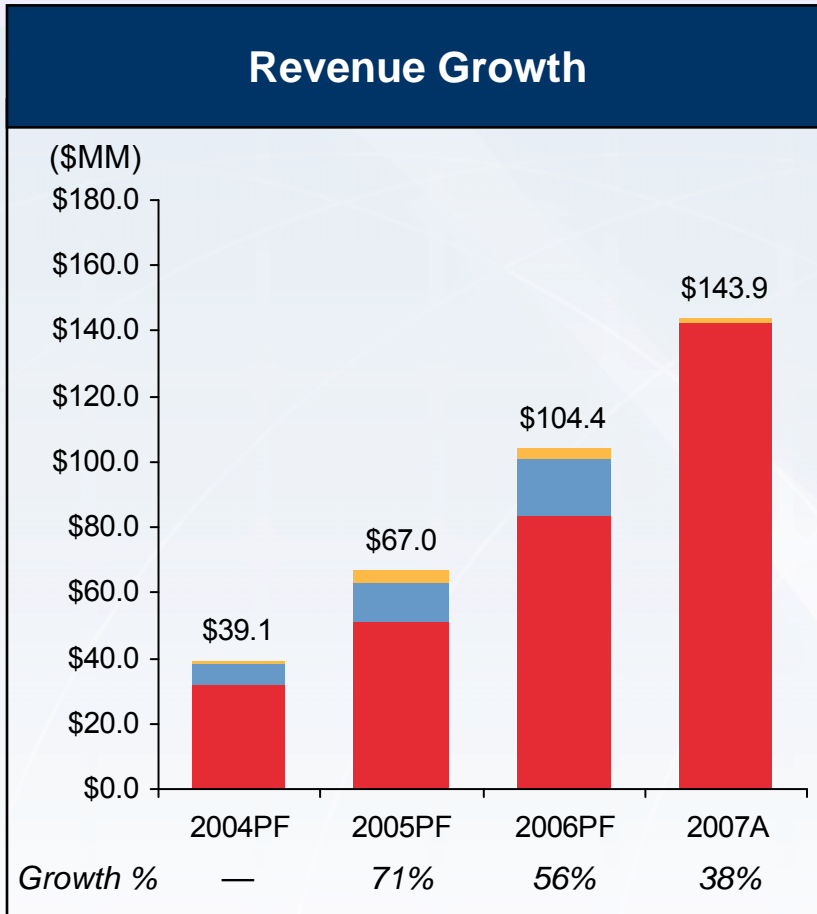
Dice Holdings, Inc.

# Long-Term Growth Strategy

- ➔ Maximize customer opportunity
- ➔ Expand core technology and finance verticals globally
- ➔ Pursue new verticals and professional communities - likely through acquisition

# **FINANCIAL** SUMMARY

# Highly Profitable Model to Build On

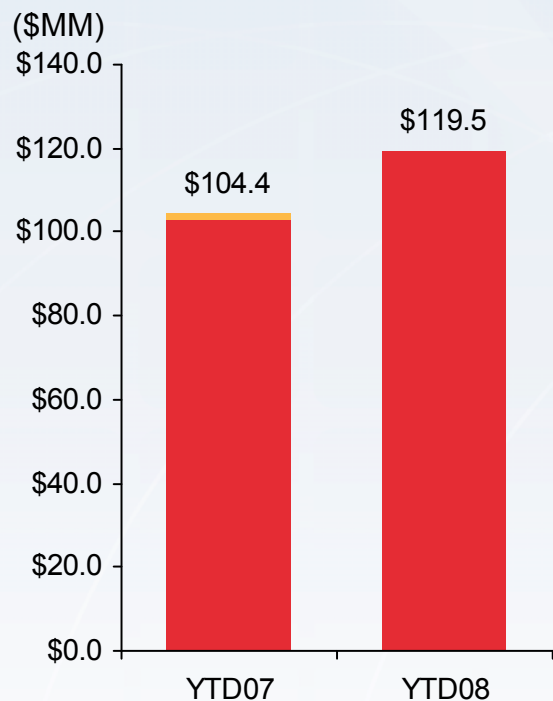


■ Actual   
 ■ eFC pre-acquisition   
 ■ Addback of Deferred Revenue Written Off

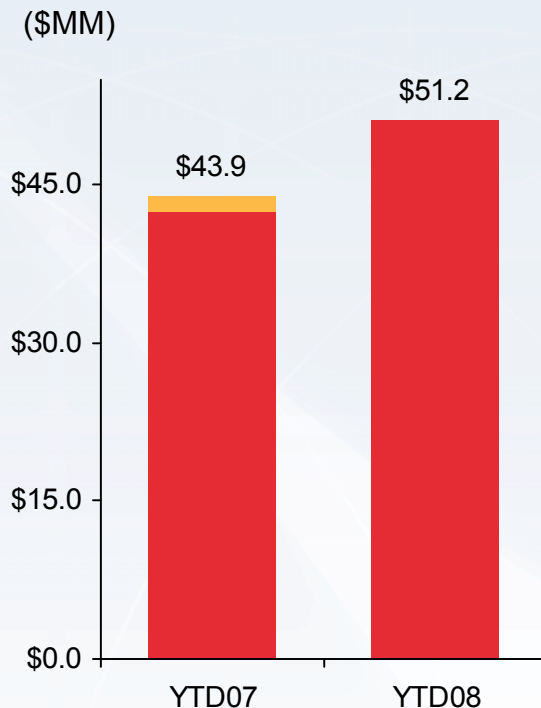
Note: 2006 actual includes 2 months of eFC

# Year to Date 2008 Results

## Revenue



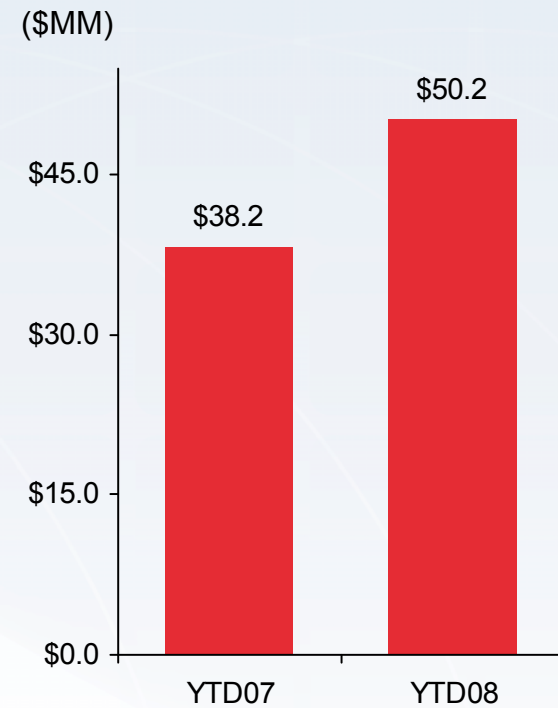
## Adjusted EBITDA



Margin % 42%

43%

## Cash flow from Operations

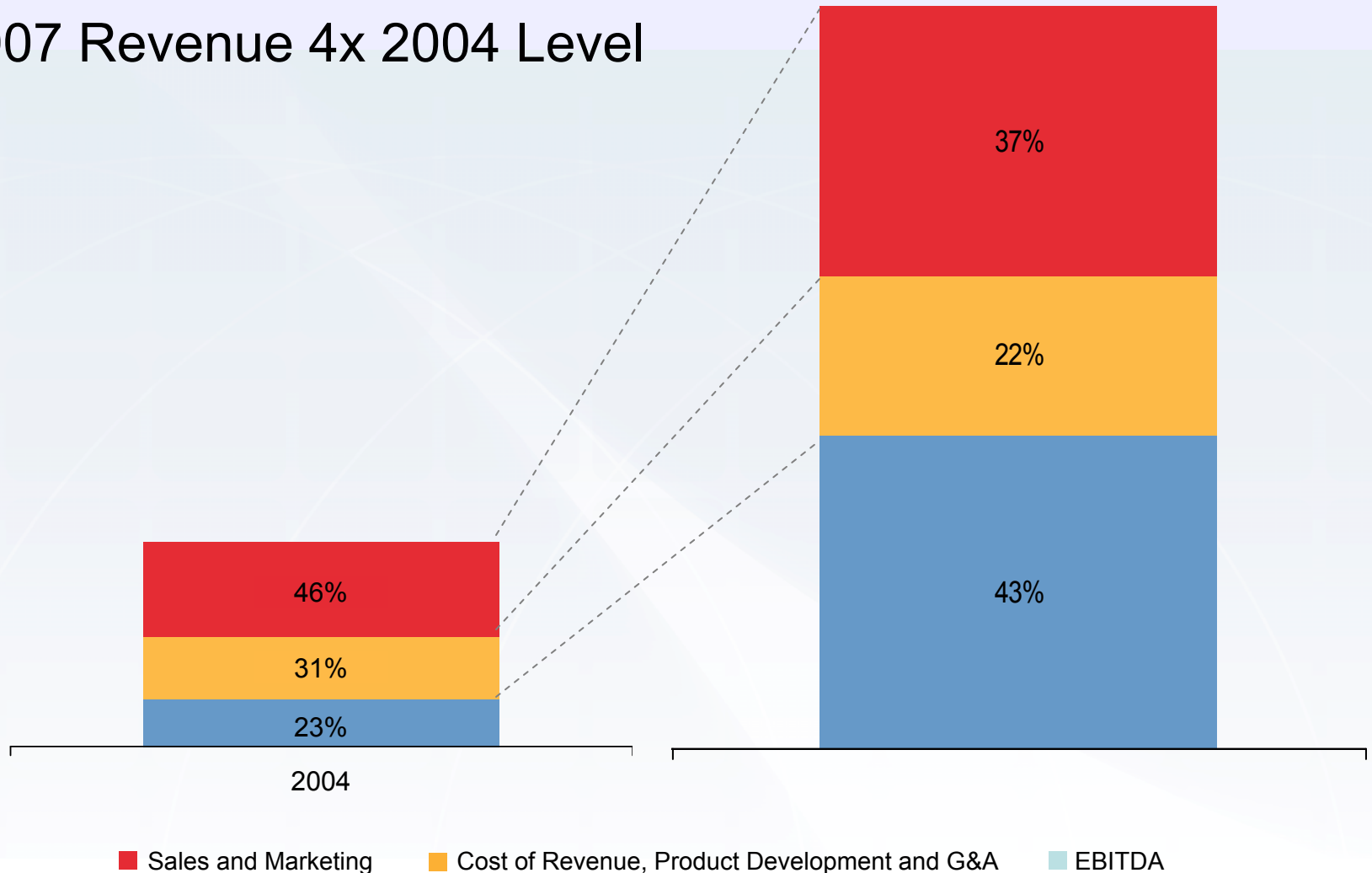


■ Actual    ■ Addback of Deferred Revenue Written Off



# Margin Expansion with Discretionary Spending

▶ 2007 Revenue 4x 2004 Level



# Sales & Marketing Expense

## Sales

- Salespeople Compensation
- Other Selling Costs

## Marketing

- Marketing to Professionals
- Lead Generation and Marketing to Customers
- Marketing Personnel

# Other Expenses

## Cost of Revenue

- Customer Support
- Technology Infrastructure
- Job Fairs

## Product Development

- Website Development and Product Enhancement
- Editorial/Content Development

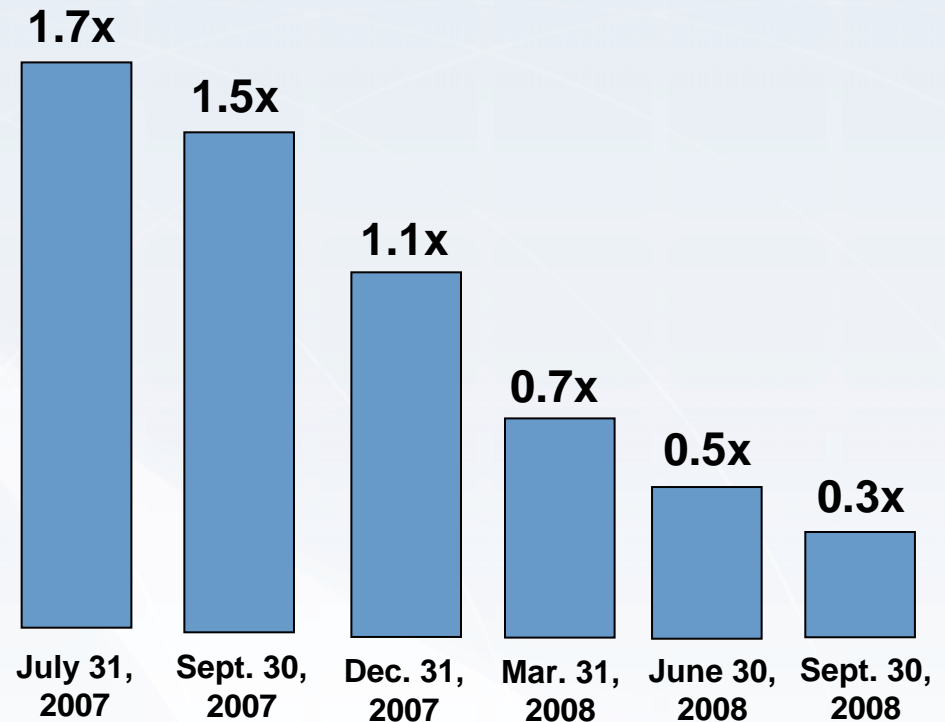
## G&A

- Executive
- Accounting & Finance
- Strategic Planning, Investor Relations, Legal, Insurance
- Office Leases & Support
- Audit, Sarbanes-Oxley

# Capital Structure: Net Debt to Adjusted EBITDA

- \$81.5 million of Term Loan due March 2012
- \$80 million hedged at ~7.13%
- ~\$62 million cash and marketable securities at December 31, 2008
- \$75 million Revolver - untapped
- Evaluating Further Repayments

## Net Debt <sup>(1)</sup> / Adjusted EBITDA <sup>(2)</sup>



(1) Net debt is defined as total debt less cash and cash equivalents and marketable securities.

(2) Adjusted EBITDA on a trailing 12 months basis.

# 2009 Items for Consideration

**Overall:** Recruitment Advertising Market to Decline

**Activity:** Renewal Rate/Customer Count

**Revenue:** Foreign Exchange Impact

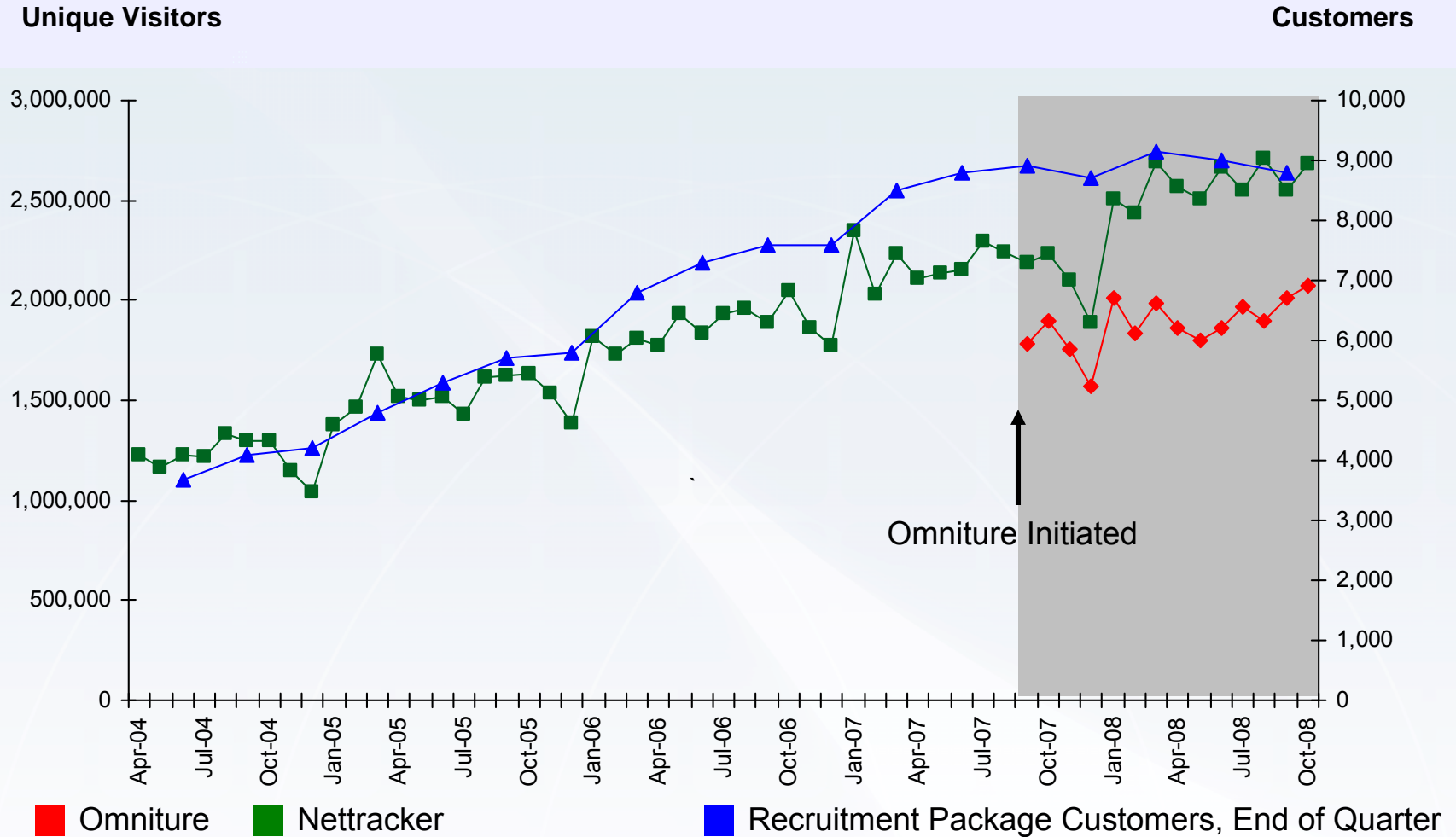
**Cash:** Full Cash Taxpayer

# **MANAGING** 2009

# Focus for 2009

- ➔ Strengthening customer relationships
- ➔ Enhancing our professional communities
- ➔ Innovating through product development
- ➔ Reducing costs

# Balancing the Marketplace: Dice.com





# Dice Holdings Highlights

- Vertically focused unlike major competitors
- Small share of sizeable global market
- Long-term growth opportunities for key verticals
- Excellent margins coupled with strong cash generation

# *Dice Holdings, Inc.*

*Leading career websites for professional communities*

## **Q&A**

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

**Mike Durney**  
**SVP, Finance & CFO**