

# *Dice Holdings, Inc.*

*Leading career websites for professional communities*

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

**Dice**

eFINANCIALCAREERS™

ClearanceJobs.com

worldwideworker.com

Allhealthcarejobs.com

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, 2008, 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.

# Dice Holdings: Leading Specialty Career Sites

Global Online  
Company with  
Vertical Focus

**Targeted  
Recruitment**

Focused on  
Large, Diverse  
Market

**\$3.1B**

Traffic Ranking  
in each  
Dice Community

**#1**

# Key Brands & Select Communities

		Market	% of Q1 2010 Revenue
	Technology / Engineering	 U.S.	66%
 The Financial Job Marketplace	Financial Services	 U.K. Base 18 Global Markets	27%
	Government Security Clearances	 U.S.	6%
	Healthcare	 U.S.	1%
	Energy	 Dubai	----

# Market Conditions Improved Significantly

Indicator	Six Months Ago	Today	Outlook
-----------	----------------	-------	---------

U.S. Employment Situation



Stable to Positive

Turnover



Stable

Job Postings



Positive

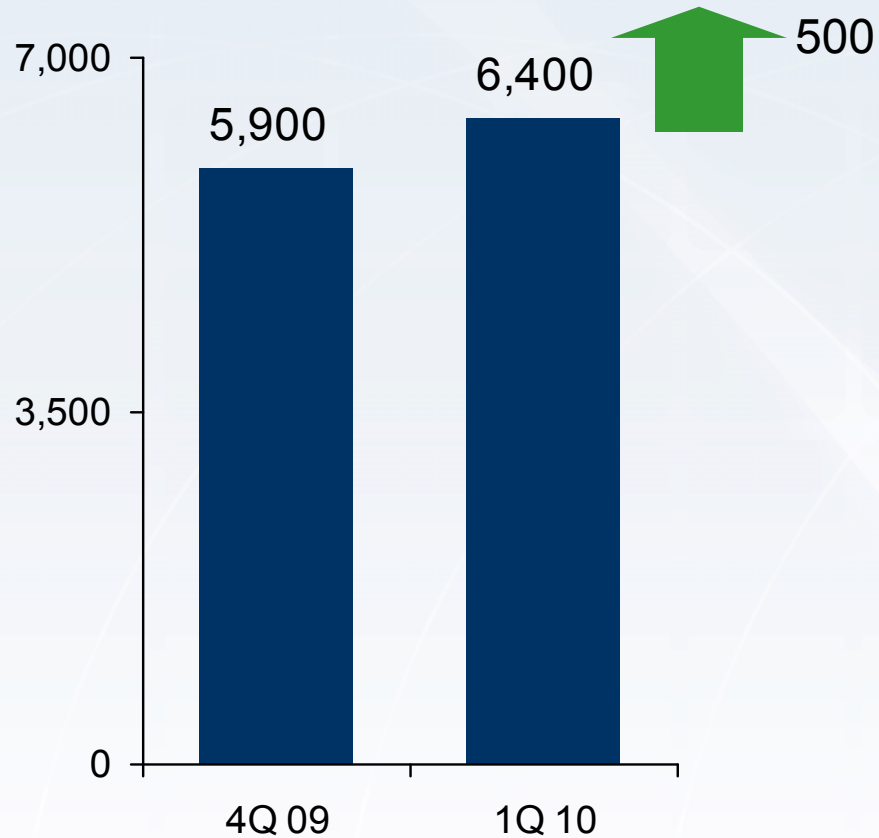
Resume Database Searches



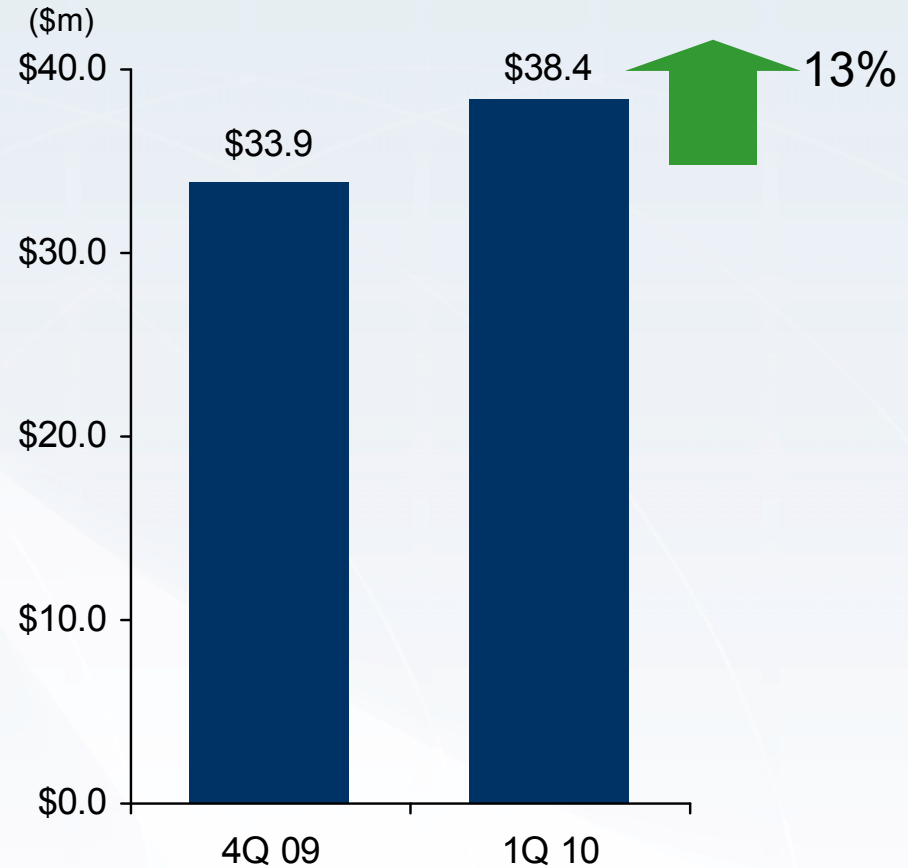
Positive

# Q1 2010 Growth Returns

## Dice.com Recruitment Package Customers

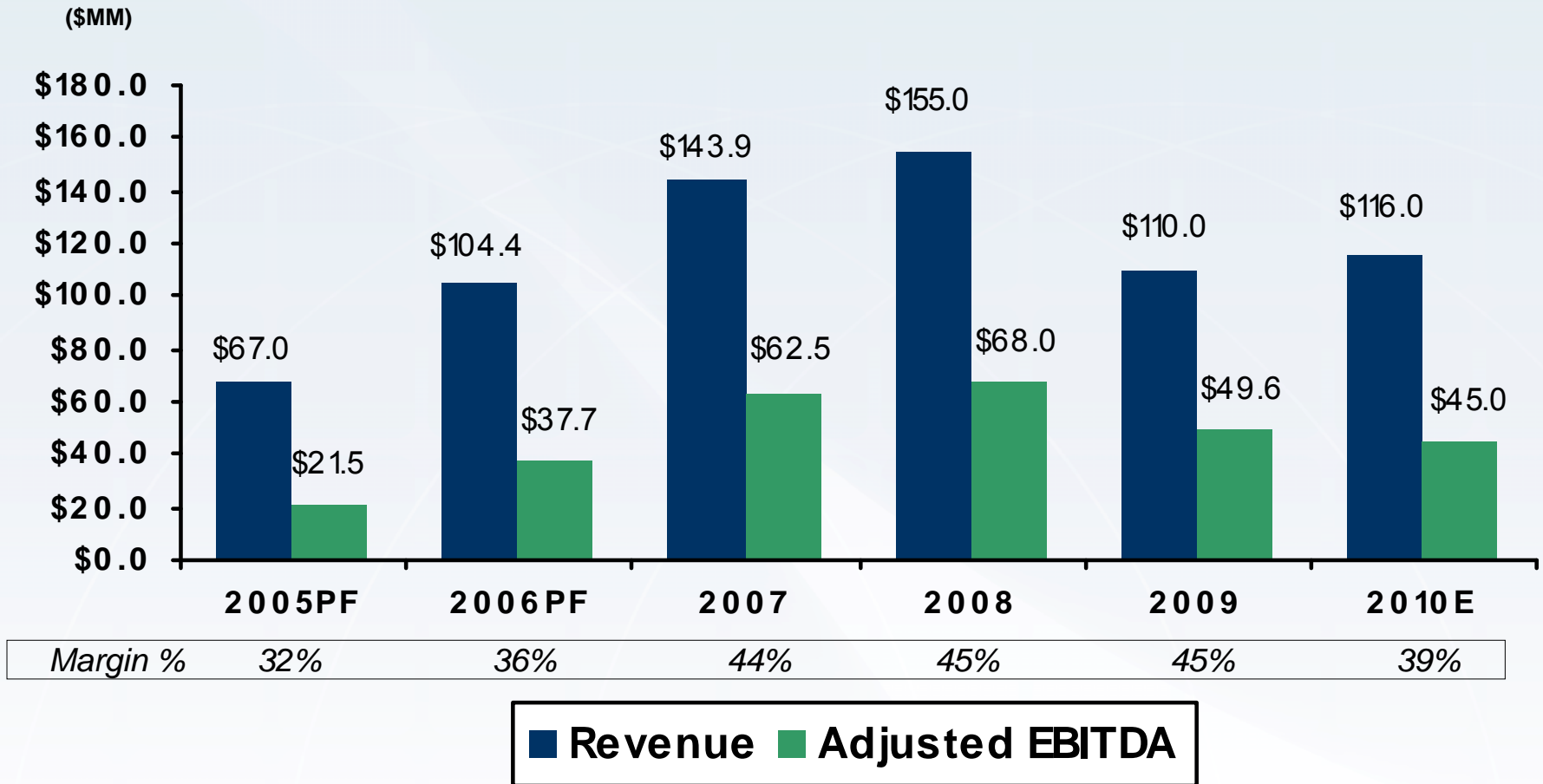


## Deferred Revenue



Note: End of Period Measurements

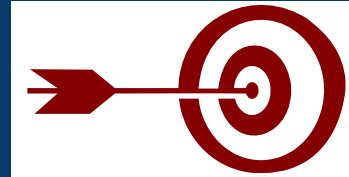
# Consistently Delivering Strong Profitability



Includes eFinancialCareers pre-acquisition.

# Agenda

**Vertical Advantage**



**Favorable Market Dynamics**



**Growth Strategy**



**Solid Financial Model**



# Vertical Focus Leads to Superior Results

Recruiters & HR

Vertical Focus

Pay-off

Post Jobs  
Search Resumes  
Advertise  
Network

+

High Value  
Audience

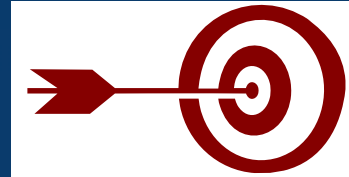
Efficient Reach

=

Strong ROI

# Agenda

**Vertical Advantage**



**Favorable Market Dynamics**



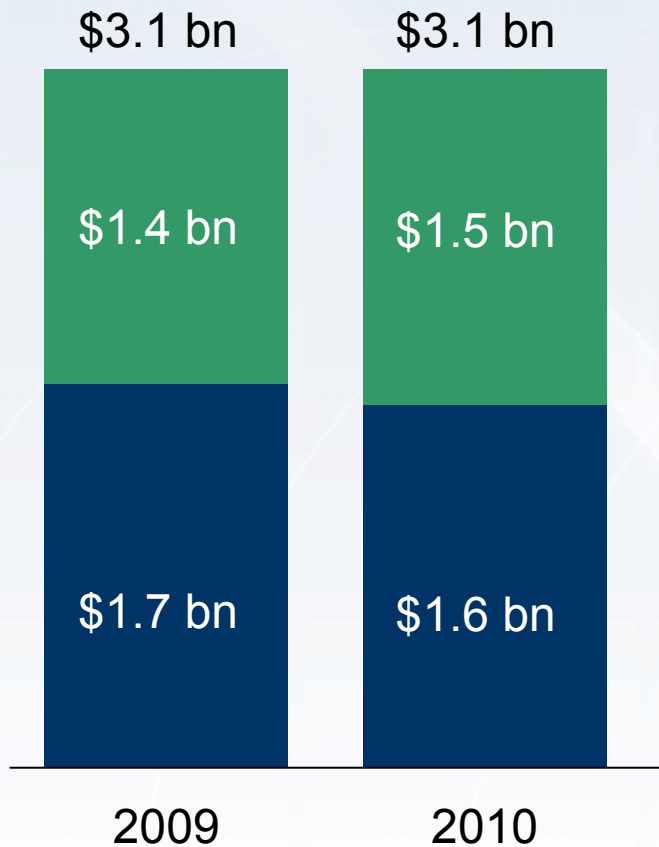
**Growth Strategy**



**Solid Financial Model**

# Small Share of Sizeable Market

Dice Holdings' Estimate of the Global Market  
for Online Recruiting






Dice Holdings' 2010 Est. Revenue \$116 mm

International\* North America

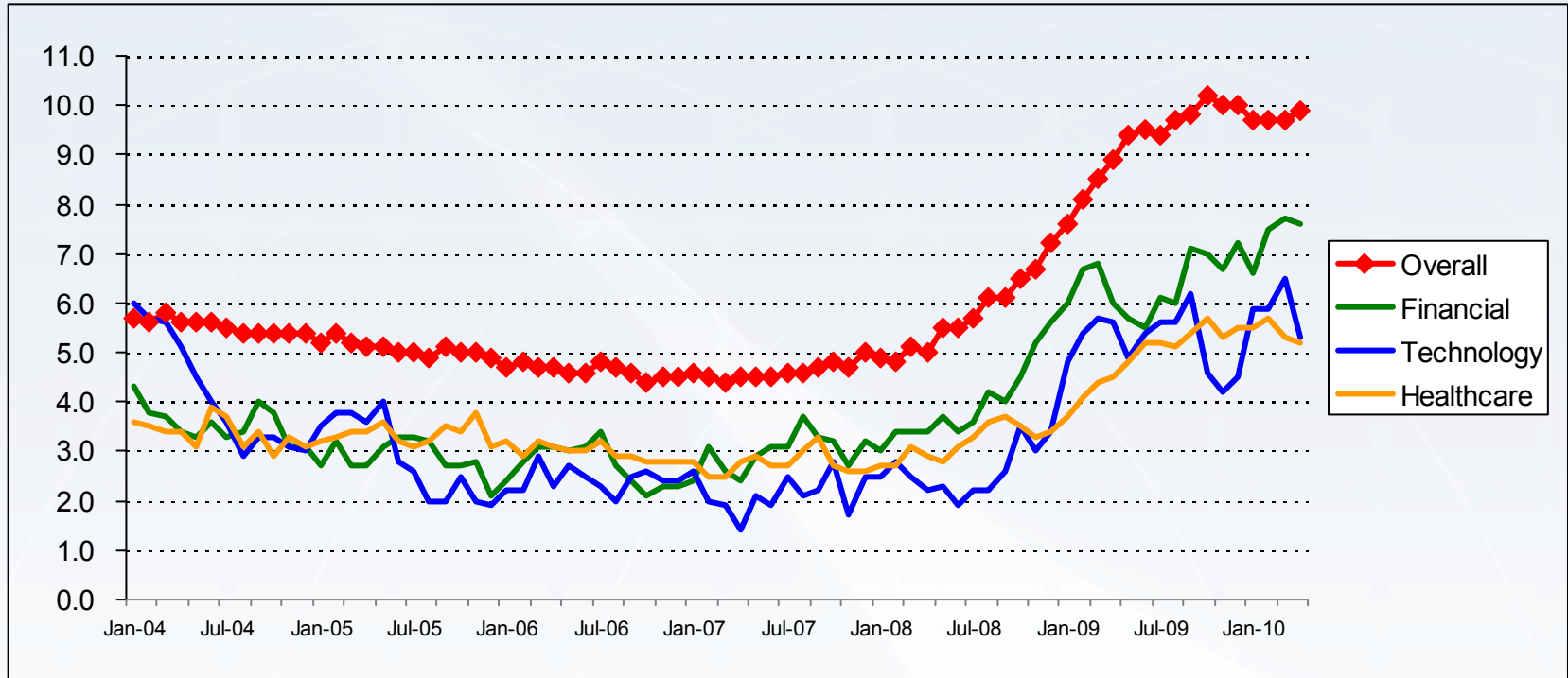
\*Does not include Africa, Middle East.

# Positioned for Accelerated Growth

-  Recruitment Spending Growth Driven by Economic Recovery
-  Long-term Job Growth in our Sectors
-  Shift from General to Targeted Media

# Dice Holdings Verticals Exhibit Tighter Demand

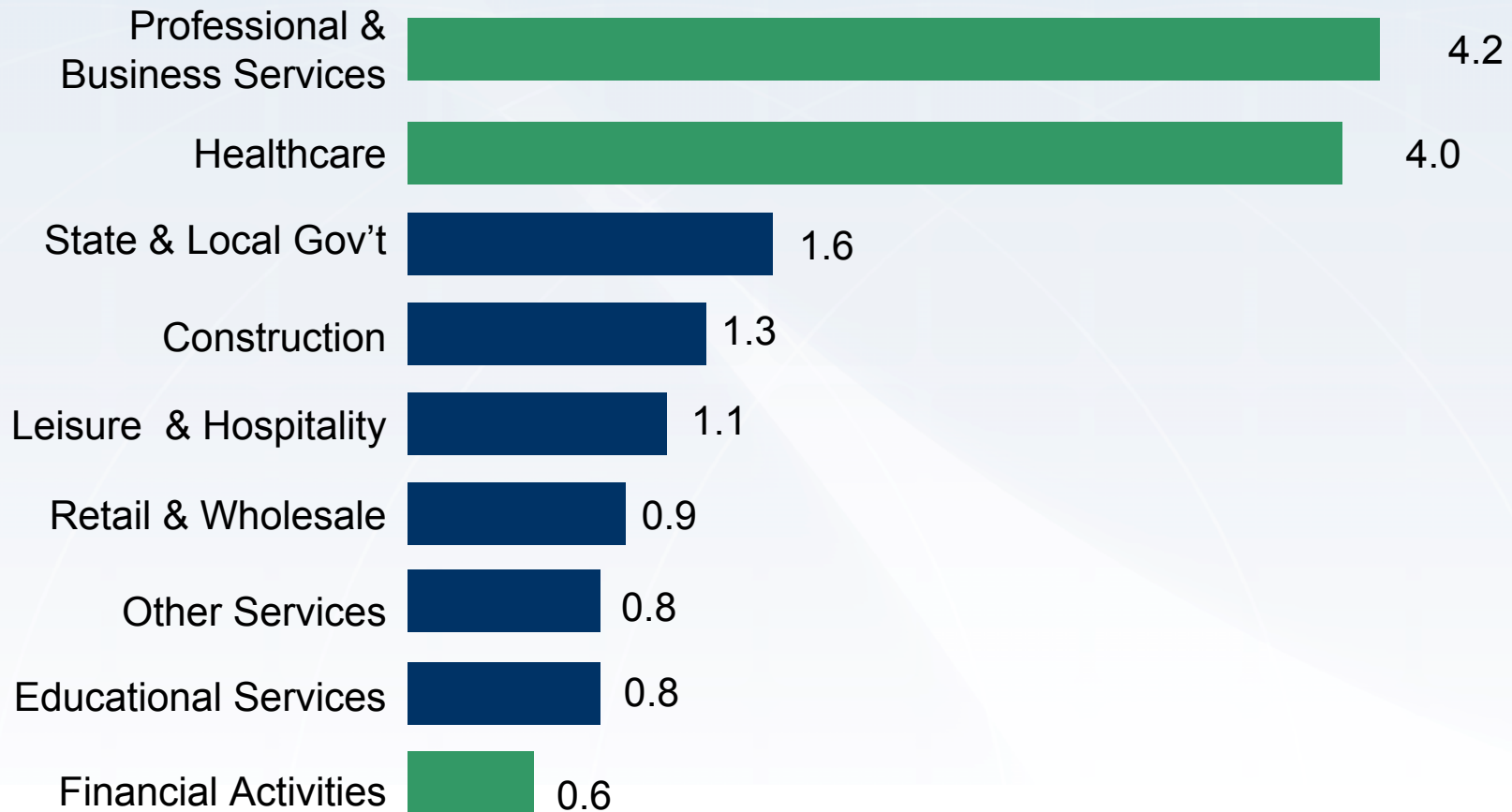
## Unemployment Rates



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

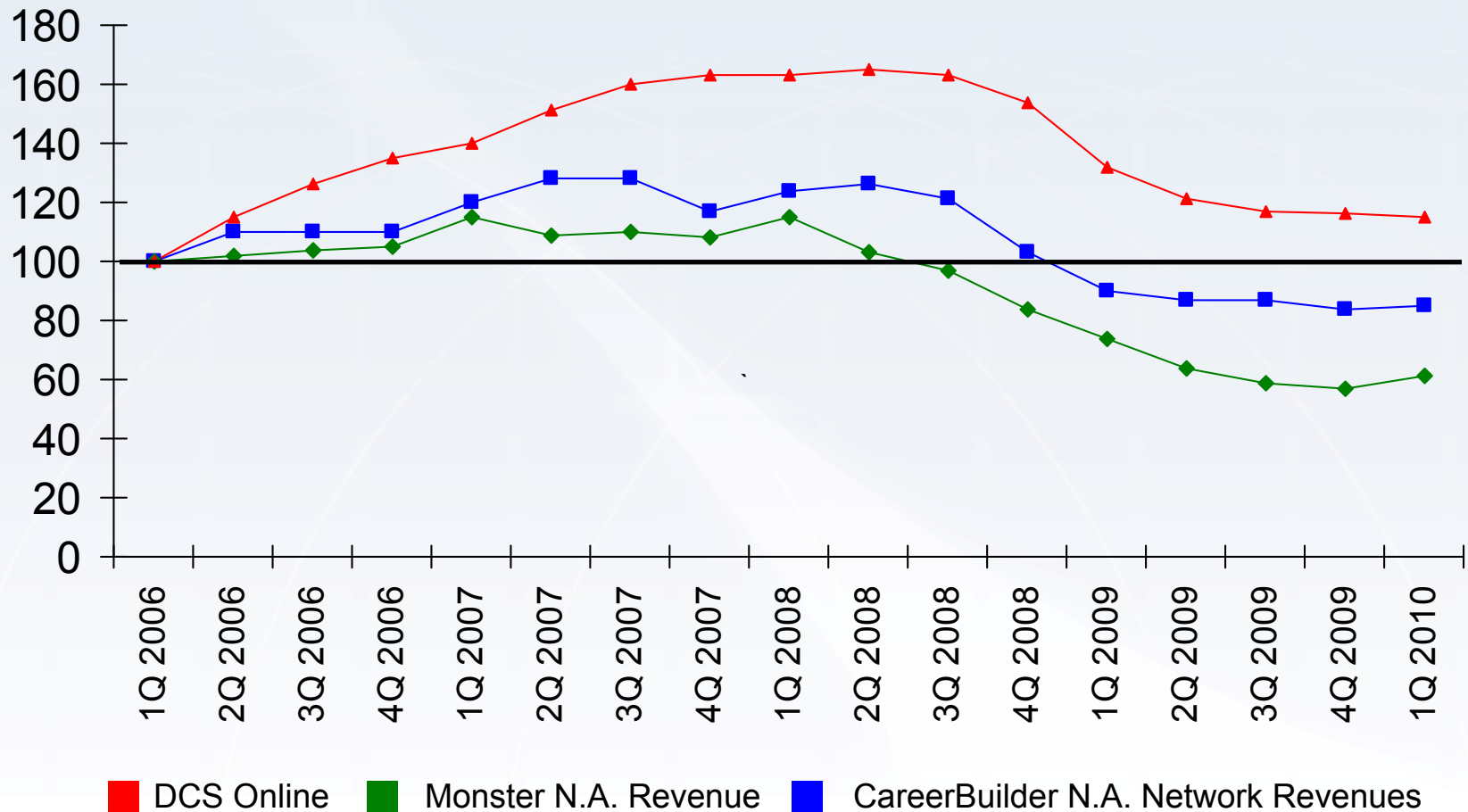
# Employment Outlook Favors Our Sectors

## U.S. Employment Growth by Sector 2008 – 2018 (in millions)



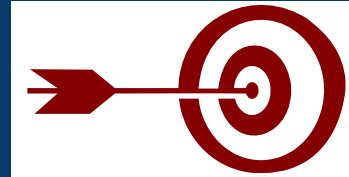
# Shift from General to Targeted Media

## Online Recruiting Leaders Quarterly Revenue Index



# Agenda

**Vertical Advantage**



**Favorable Market Dynamics**



**Growth Strategy**




**Solid Financial Model**




# Dice Holdings Growth Strategy



Maximize customer opportunity



Expand core technology and finance verticals globally



Pursue new verticals and professional communities - likely through acquisition

# New Vertical and International Expansion

## ▶ About worldwideworker.com

- Based in Dubai
- Leading International Energy Resume Database
- Two-thirds of Energy professionals based in Asia, Africa or the Middle East
- \$2 million in Revenue in 2009


## ▶ Expands Market Opportunity for Dice Holdings

- Favorable Recruiting Dynamics
- Leverages Cross-Border Expertise


# Dice Holdings Growth Strategy



Maximize customer opportunity



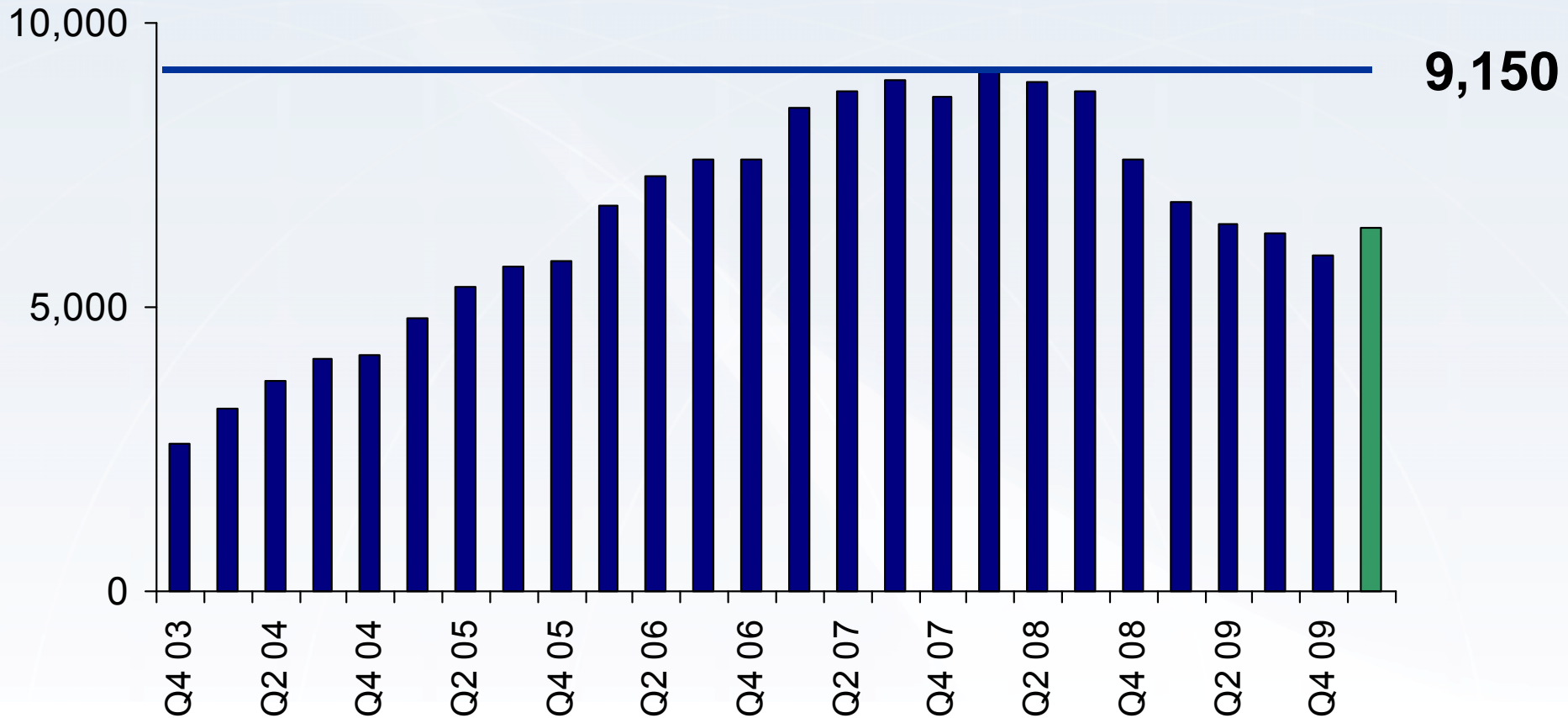
Expand core technology and finance verticals globally



Pursue new verticals and professional communities - likely through acquisition

# Leading Position = Returning to Peak Customers

Dice.com Recruitment Package Customers  
End of Quarter



# Dice Holdings: Growth Roadmap

## Incremental Annual Revenue Contribution

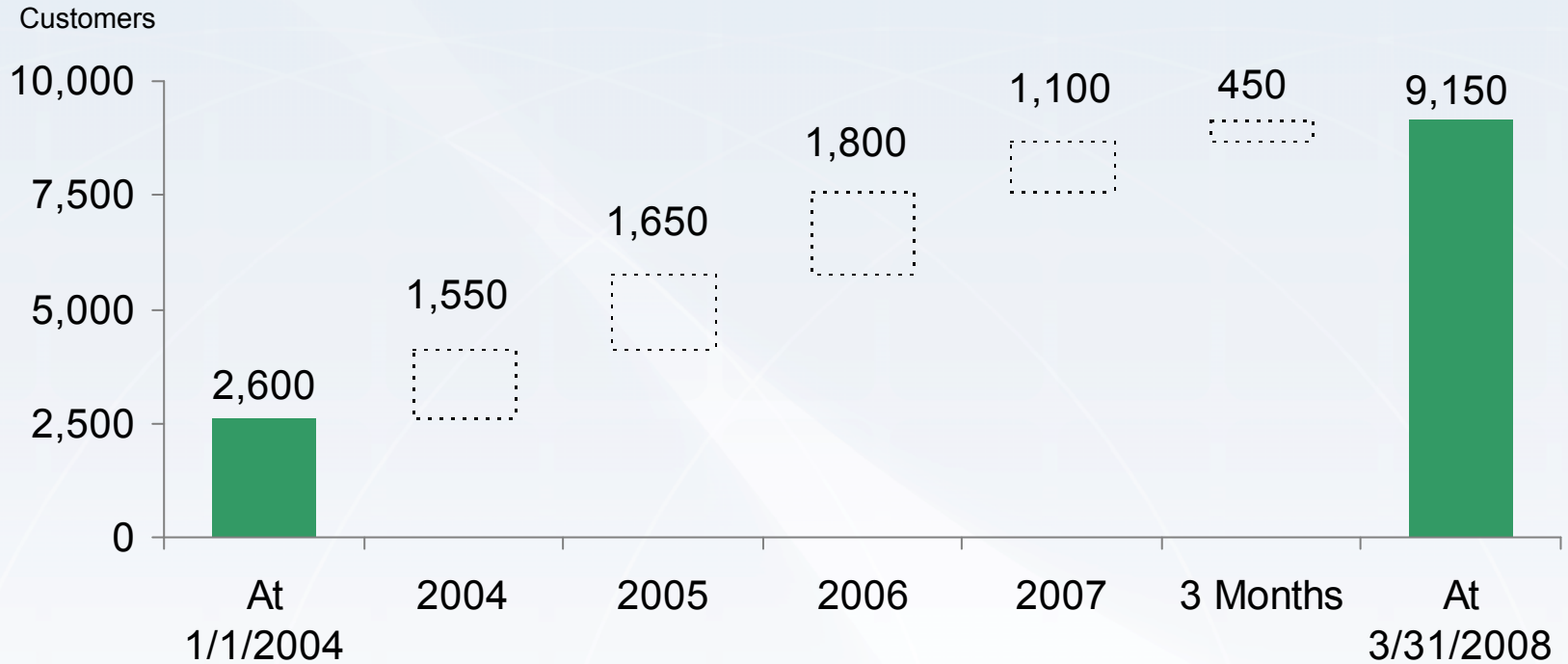
Return Dice.com to Previous Customer  
Count Peak<sup>(1)</sup>

\$20 mm

(1) At Base Level of Service

# Leading Position = Growing Customers

Dice.com Recruitment Package Customers  
Net Additions



# Dice Holdings: Growth Roadmap

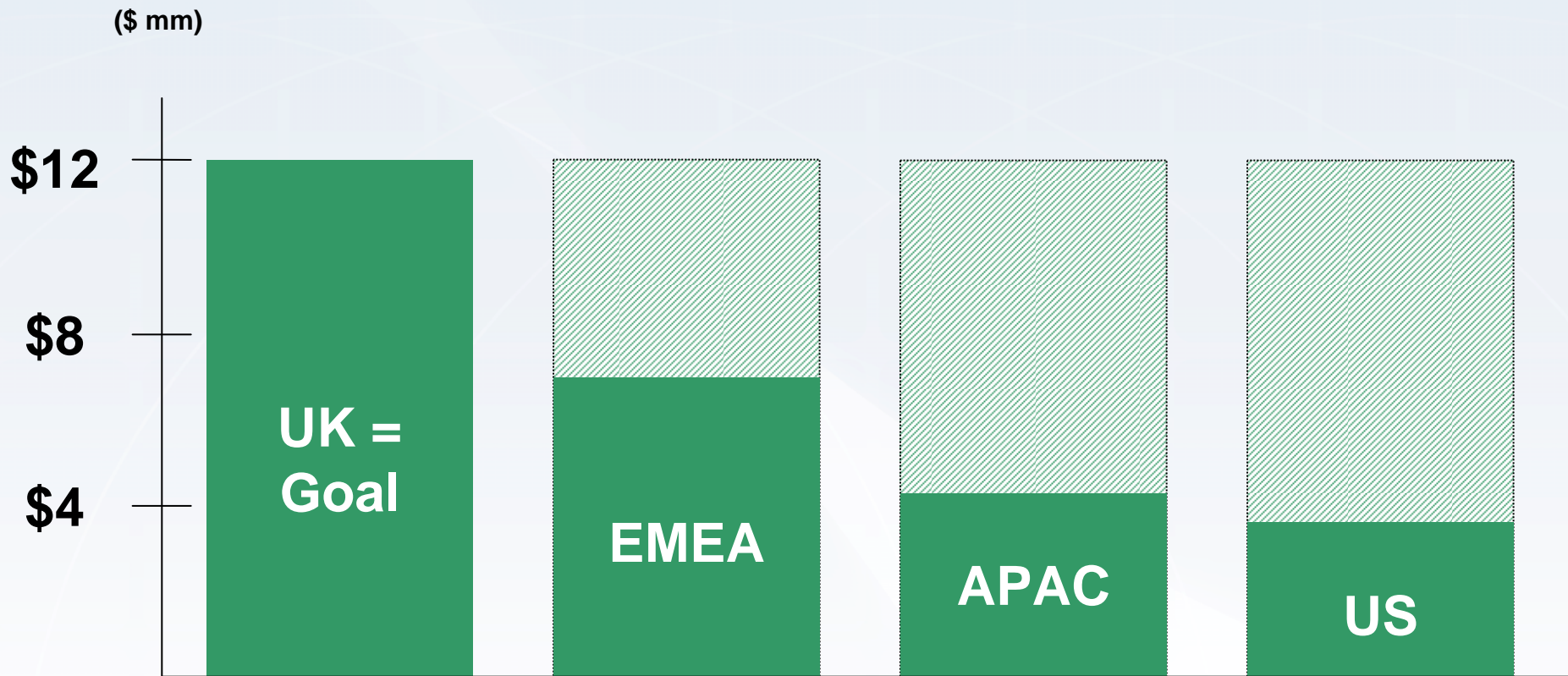
## Incremental Annual Revenue Contribution

Return Dice.com to Previous Customer Count Peak <sup>(1)</sup>	\$20 mm
Grow Dice.com Customers to 18,000 <sup>(1)</sup>	\$50 mm

(1) At Base Level of Service

# Grow eFinancialCareers Newer Regions

## 2009 eFinancialCareers Revenue





# Dice Holdings: Growth Roadmap

## Incremental Annual Revenue Contribution

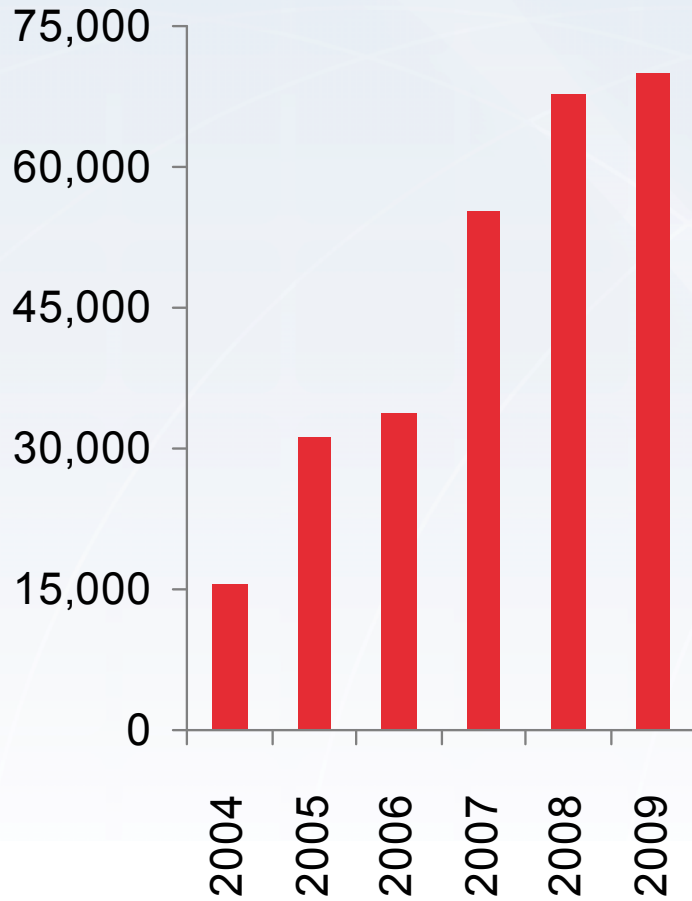
Return Dice.com to Previous Customer Count Peak <sup>(1)</sup>	\$20 mm
Grow Dice.com Customers to 18,000 <sup>(1)</sup>	\$50 mm
Grow Newer eFC Regions	\$20 mm
Return eFC UK to Previous Level <sup>(2)</sup>	\$ 5 mm

(1) At Base Level of Service

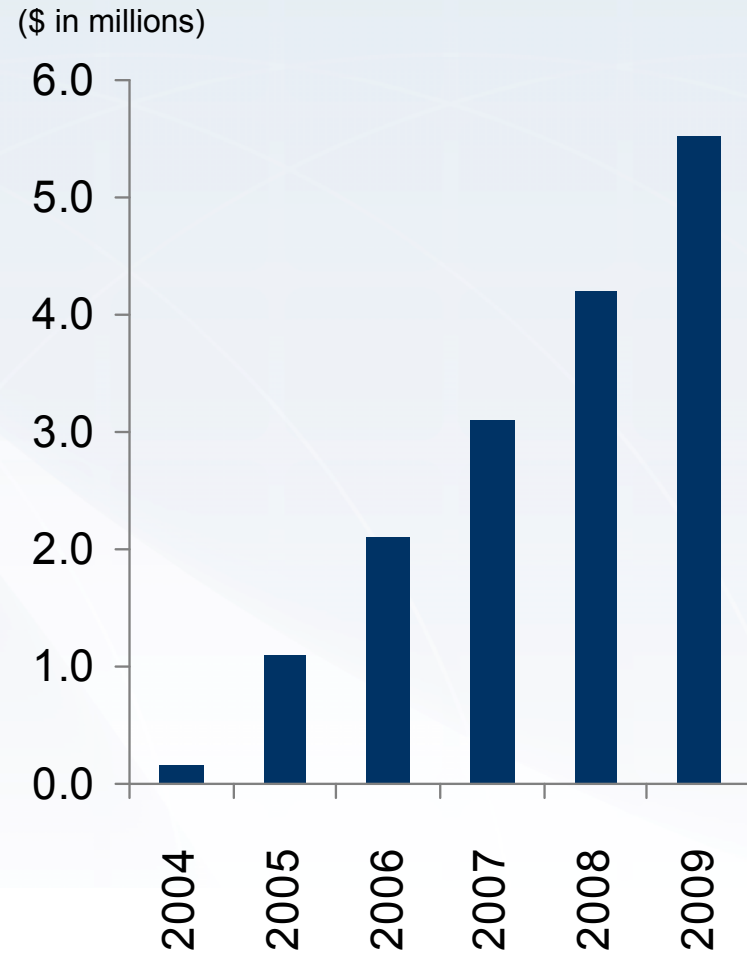
(2) Using Current \$/GBP Rates

# Healthcare: The ClearanceJobs Experience

## ClearanceJobs Annual New Job Seeker Registrations



## ClearanceJobs Annual Revenue



# Dice Holdings: Growth Roadmap

	<u>Incremental Annual Revenue Contribution</u>
Return Dice.com to Previous Customer Count Peak <sup>(1)</sup>	\$20 mm
Grow Dice.com Customers to 18,000 <sup>(1)</sup>	50 mm
Grow Newer eFC Regions	20 mm
Return eFC UK to Previous Level <sup>(2)</sup>	5 mm
Grow AllHealthcareJobs at CJ rate	<u>10 mm</u>
Total	\$105 mm

(1) At Base Level of Service

(2) Using Current \$/GBP Rates

# Dice Holdings Highlights

- Vertical Focus = Strong Competitive Advantage
- Small share of large global market
- Sizeable growth opportunities for technology, finance, energy and healthcare verticals
- Excellent margins coupled with solid cash generation

# *Dice Holdings, Inc.*

*Leading career websites for professional communities*

## **Q&A**

**Scot Melland  
Chairman, President & CEO**

**Mike Durney  
SVP, Finance & CFO**

**Dice**

eFINANCIALCAREERS™

ClearanceJobs.com

worldwideworker.com

Allhealthcarejobs.com

**Targeted**  
JOB FAIRS  
A Dice Company