



# Professional Diversity Network

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Investor Relations and Performance Report

[www.prodivnet.com](http://www.prodivnet.com)



## Notice Regarding Forward Looking Statements

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements regarding Professional Diversity Network's ("PDN" or the "Company") expected future financial position, results of operations, cash flows, business strategy, budgets, projected costs, capital expenditures, products, competitive positions, growth opportunities, plans and objectives of management for future operations, as well as statements that include the words such as "expects," "reaffirms" "intends," "anticipates," "plans," "believes," "seeks," "estimates," "optimistic," or variations of such words and similar expressions, are forward-looking statements. These forward-looking statements are subject to a number of risks, uncertainties and assumptions, including those described under the heading "Risk Factors" in the Company's preliminary prospectus and filings with the Securities and Exchange Commission (the "SEC"). Moreover, the Company operates in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for Company management to predict all risks, nor can the Company assess the impact of all factors on its business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements the Company may make. In light of these risks, uncertainties and assumptions, the forward-looking events and circumstances discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. These risk factors are listed from time to time in PDN's SEC filings, including but not limited to its Form 10-K for the year ended December 31, 2012. PDN does not assume any obligation to publicly update or revise any forward-looking statements for any reason.

- Founded in 2003, headquartered in Chicago
- Provides an online relationship recruitment platform that harnesses the natural engagement of affinity networking
- Addresses the highly-fragmented diversity recruitment market
- Operates ten distinct diversity recruitment sites with over 3 million total registered users
- Offers assistance to the 22% of the U.S. workforce and their employers who are obligated to comply with EEO/OFCCP requirements

<b>Ticker:</b>	<b>NASDAQ: IPDN</b>
<b>Shares Outstanding</b>	<b>6.3 million</b>
<b>Key Management Ownership</b>	<b>22.2%</b>
<b>Market Capitalization</b>	<b>\$20 million</b>



- U.S. Census data indicates that as America becomes a multicultural majority, the importance of employer to reach diverse candidates intensifies
- LinkedIn's sole diversity recruitment alliance partner
- Registered users as of February 2014 increased to over 3M members.
- Our total addressable market includes almost 72M women and 55M racially diverse Americans in the U.S. workforce
- The advent of a multicultural majority in America; growth of the Hispanic population are leading businesses to seek a diverse workforce and to be EEO-OFCCP compliant and competitive
- The Federal Government requires diverse hiring practices by Federal agencies and Federal contractors and subcontractors





- **Direct Sales**
  - Our direct sales force bookings increased over 5 times Q1/2014 versus Q1/2013
- **Apollo Group**
  - We provide our relationship recruitment platform for the Apollo group student and alumni career placement services
- **E-commerce**
  - Employers are able to electronically post job listings directly to our networks via the internet
- **Event**
  - Producing 20 professional networking events held throughout the country, hosted and managed by our recently acquired events division
- **Partner Sales**
  - PDN operates job boards and distributes job postings and recruitment advertising for numerous diverse professional organizations and websites



**Professional  
Diversity Network**

## 8 Unique Diverse Communities

**Our Diverse  
Professional  
Networking**



**Pro Able**

Disabled Professionals



**iHispano**

Latino Professionals



**Asian Career Network**

Asian Professionals



**Military 2 Career**

Veteran Professionals



**Professional Diversity Network**



**Black Career Network**

Black Professionals



**Women's Career Channel**

Female Professionals



**Out Professional Network**

LGBT Professionals

- Geographically and occupationally targeted, culturally relevant recruitment for active and passive candidate
- Promotion of corporate culture of diversity and inclusion
- Connect and network with recruiters and diverse talent



## Diversity Professional Networking

Professional Networking is amplified within cultures, races and affinity groups

- Single source diversity recruitment strategy
- Seven online professional diversity networks
- Diversity recruitment advertising distribution
- 50+ nonprofits and organizations
- Job postings integrated into the social graph
- Diversity recruitment branding
- OFCCP recruitment component

## Professional Diversity Network's Affinity Groups



Women



Asian



Hispanic



Disabled



Veteran

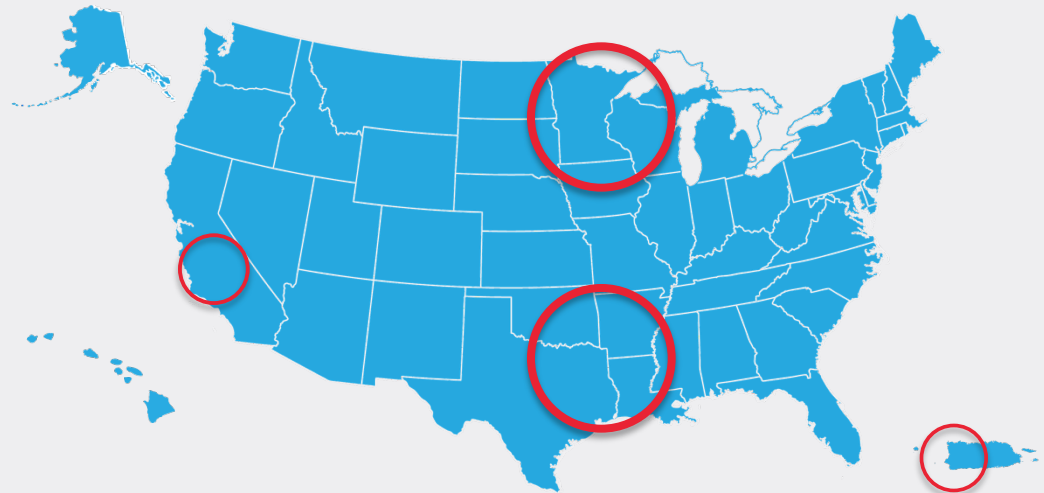


LGBT



Black

## Geographical Targeting



## Occupational Targeting



Restaurant Staffing



Field Supervising

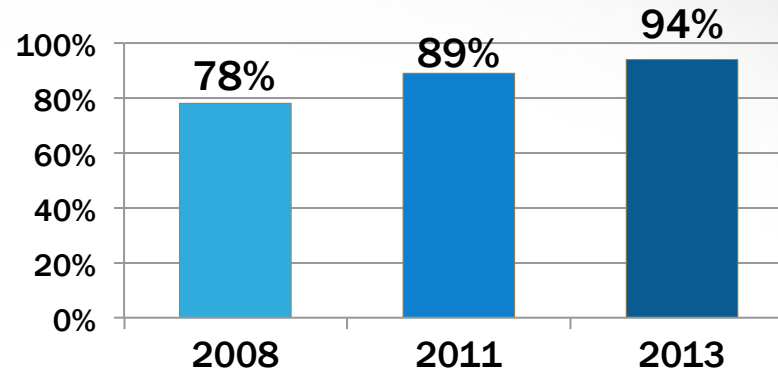


Support Staff

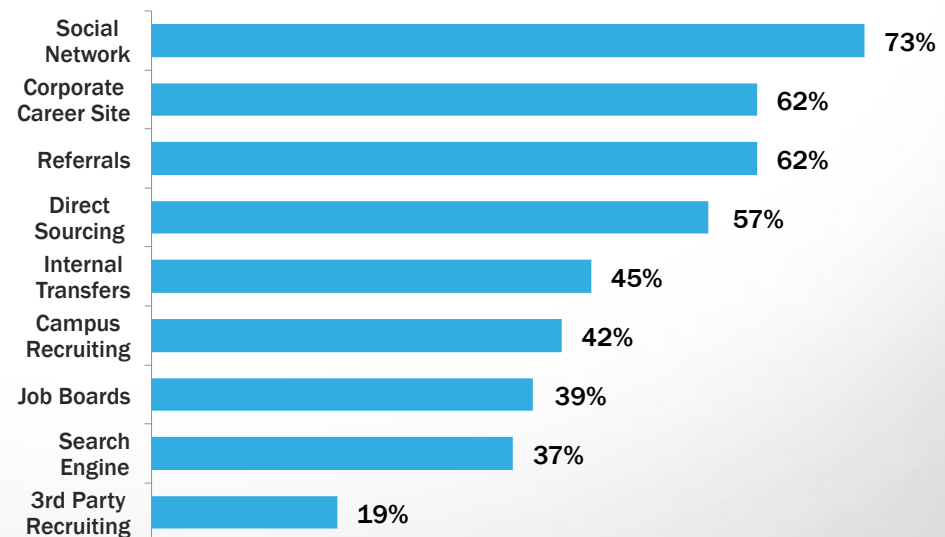
## Online Professional Networking Growth

- 94% of recruiters surveyed are using or planning to use social networking tools for recruitment
- 78% of recruiters have made a hire through social media; 92% of have hired through LinkedIn
- Companies already using social networking are increasing their spend on social networks for hiring

Companies that use or plan to begin social networks or social media to support recruitment efforts

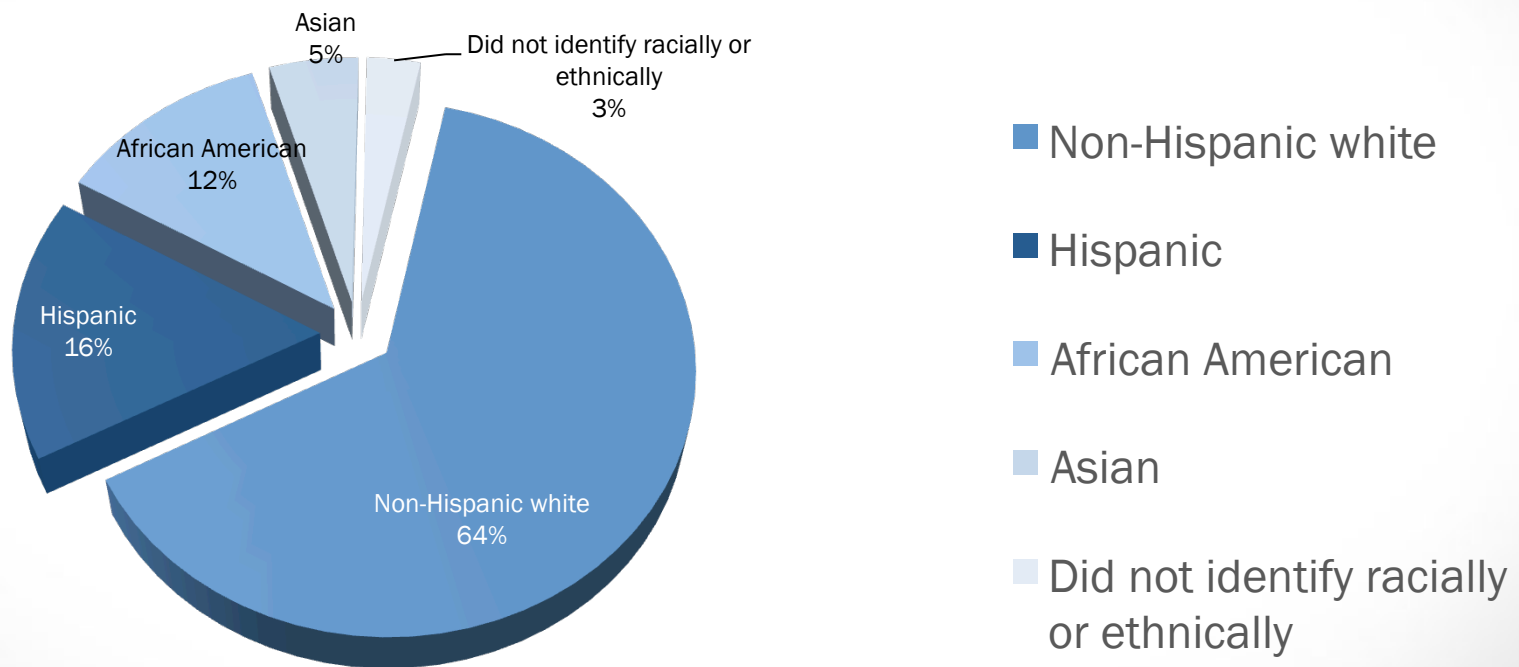


Preference Pattern of Mediums for Recruitment – Increased Investment in Recruitment in 2013 vs. 2012





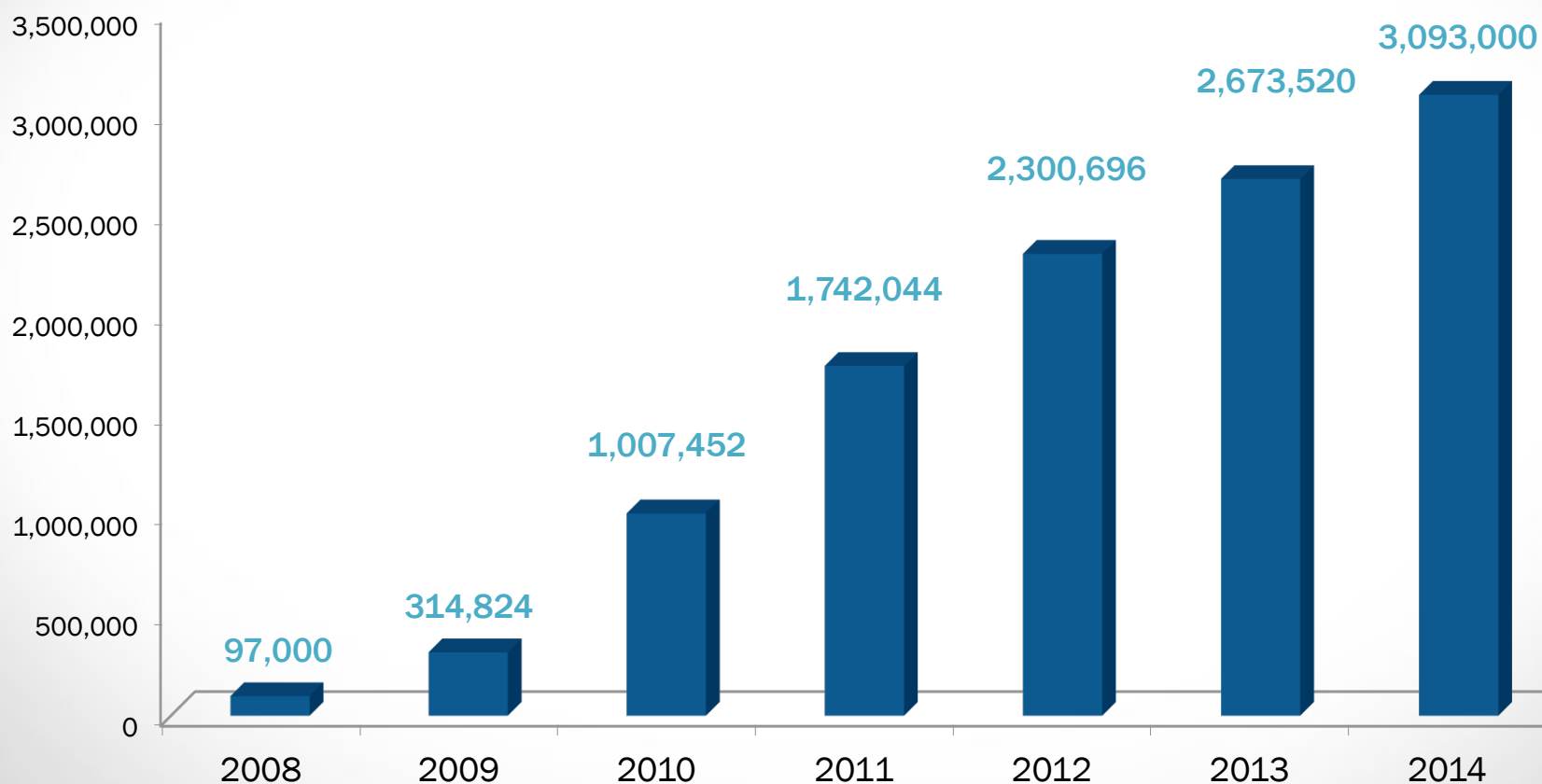
## Continuing Population Shift Is Changing The Professional Workforce



*U.S. Census data estimates that by 2050, 83% of the growth in the working age population will be comprised of new immigrants and their children.*

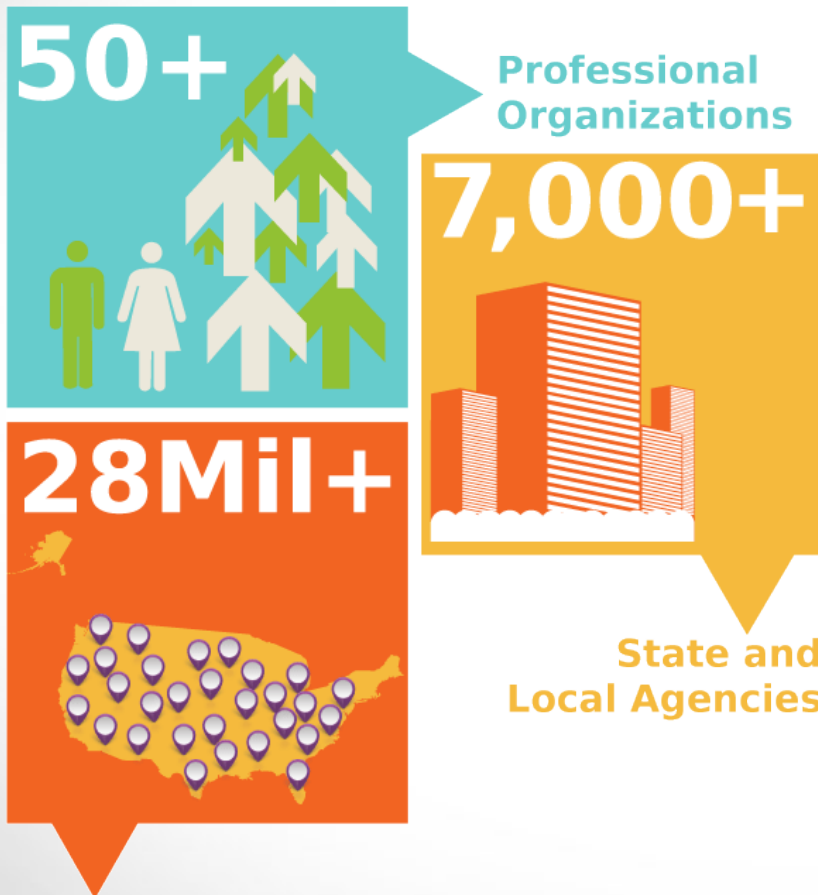


## Registered Members Across All Networks



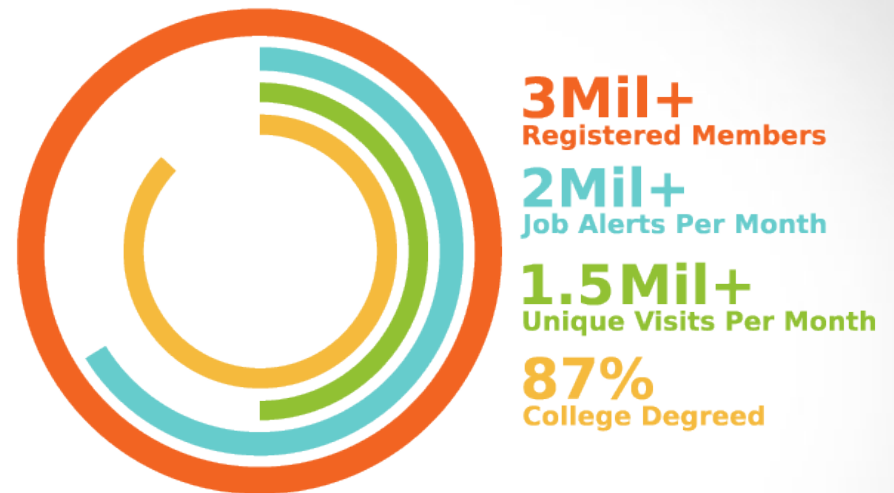
Source: Google Analytics

1. Year ending December 31<sup>st</sup> of each year
2. Monthly average of a 12 month period
3. Monthly average of a 12 month period
4. 2013 includes partner membership
5. As of March 2014

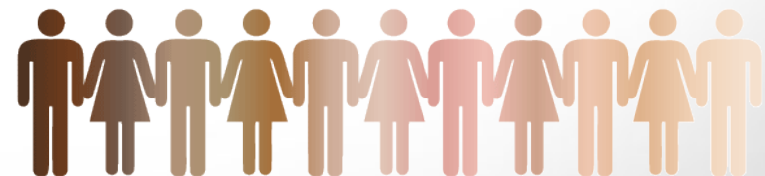


Diverse Recruitment  
Media Views Per Month

[www.prodivnet.com](http://www.prodivnet.com)



## Our Focus On Diversity



100%



# Professional Diversity Network

## Our Partners

Over 50+

Organizations, Not-for-profits, and  
Media Partners







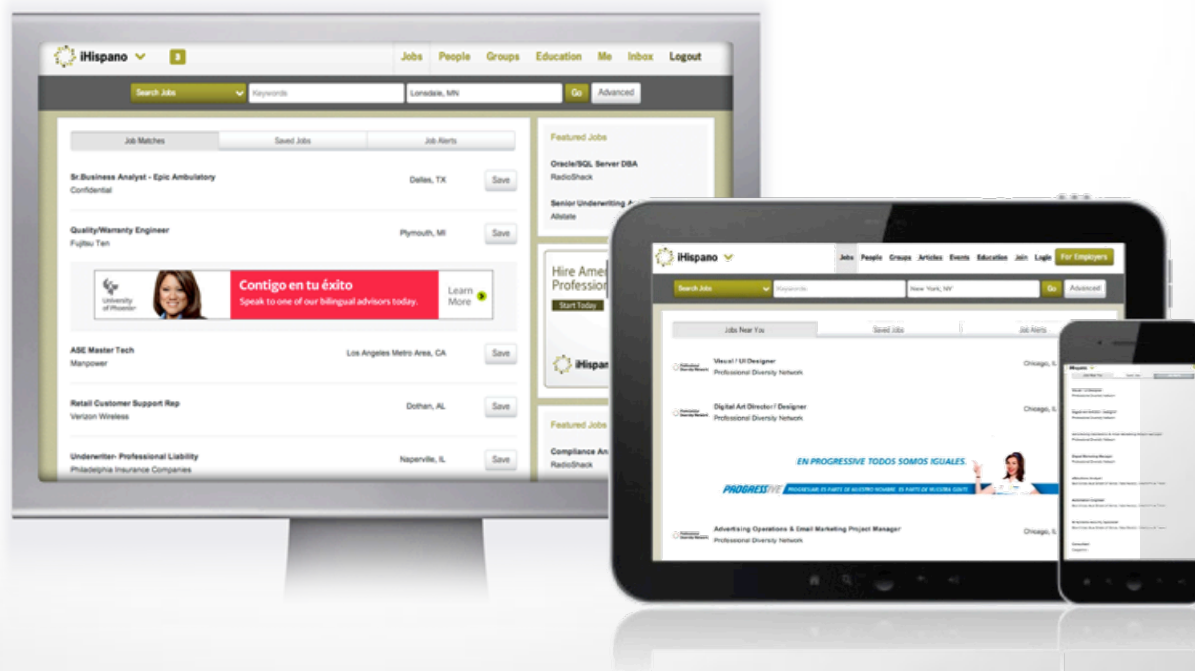
## Our Means

### Semantic Searching (Employer or Seeker)

- Advanced analytics to match diverse talent to career opportunities
- Incorporation of location, current trends, word variations and other natural language elements.

### Mobile and Tablet Friendly

- One site for every screen provides a consistent experience





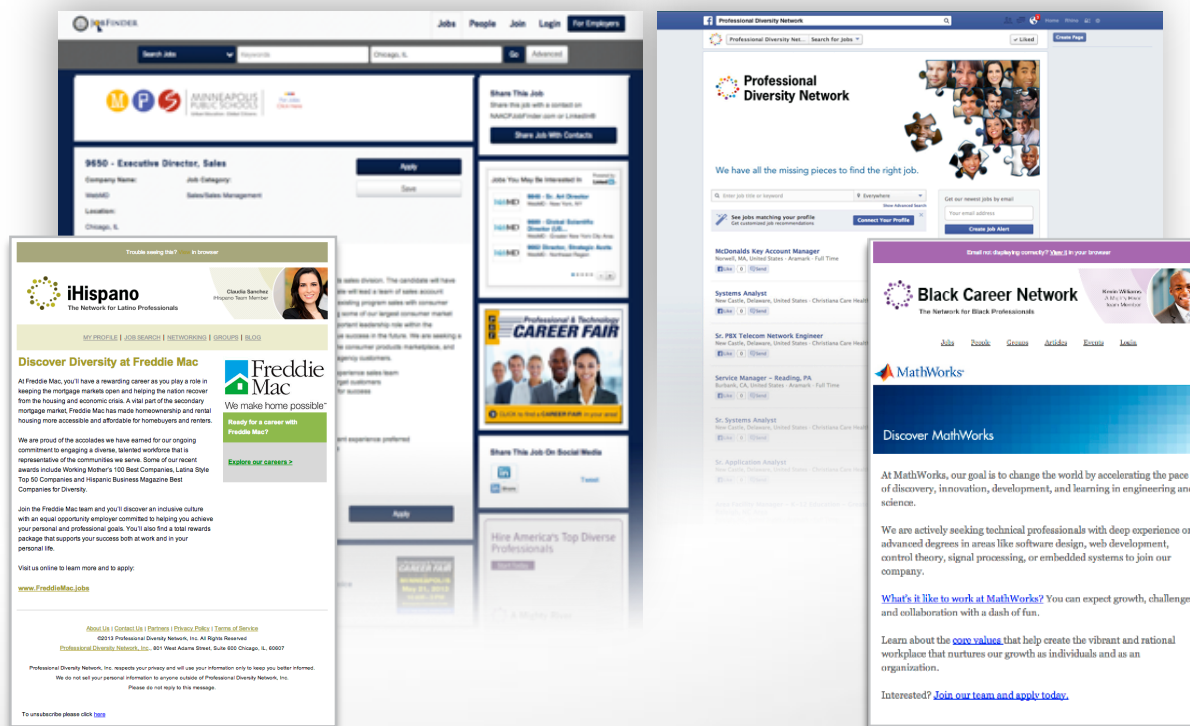
# Professional Diversity Network

## Engagement and Networking

### Extensive Points of Contact

- Social Media recruitment (Twitter, Facebook, and more) across all 8 talent communities
- Geographically and occupationally targeted dedicated emails, and company specific job announcements.
- Diversity relevant proprietary ad network

## Our Means





Professional  
Diversity Network

# Engagement and Networking

## Diversity Recruitment Talent Communities

- Connect with passive candidates
- Promote your culture of diversity and inclusion
- Diversity talent pipeline

Our Means





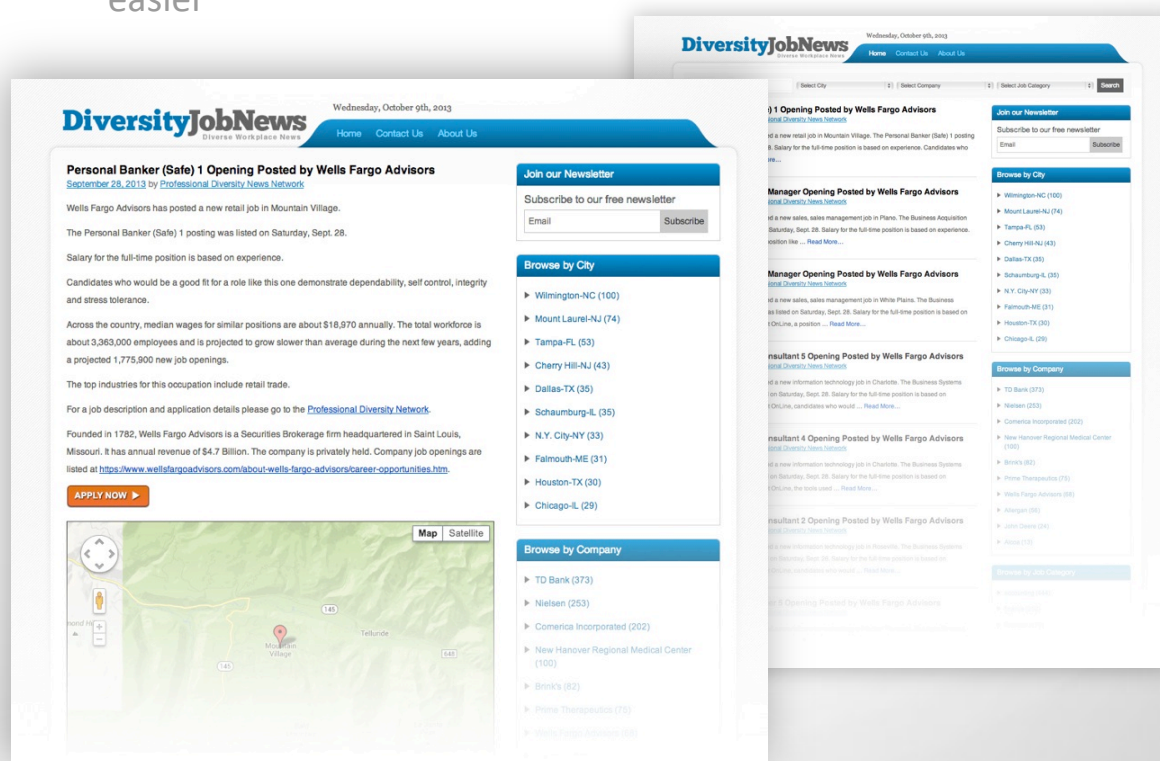
# Professional Diversity Network

## Engagement and Networking

### DiversityJobsNews.com

- Individual news releases for every job posted on Professional Diversity Network Sites
- Provides vital information on the companies, their locations and pertinent industry information that makes their job search easier

## Our Means





**Professional  
Diversity Network**

# Engagement and Networking

## Professional Diversity Network Recruitment Advertising

Connect your recruitment brand with over 28 million diverse Americans

- Geographically targeted
- Occupationally targeted
- Culturally relevant messaging
- Optimized to increase applications
- Reach active and passive candidates

## Our Means



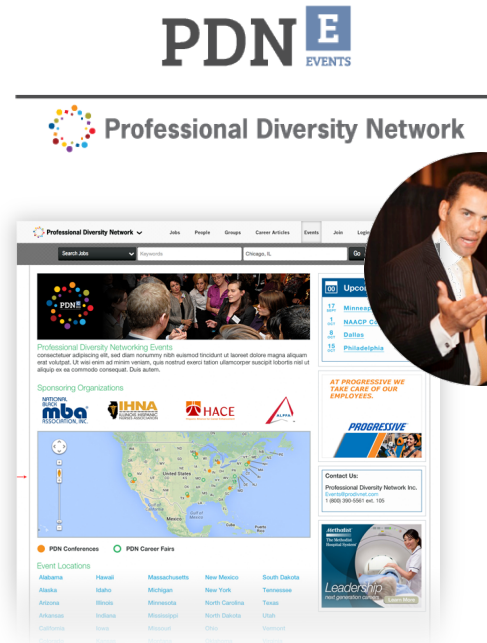




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# Engagement and Networking

**Our Means**



## Career Fairs & Networking Conferences and Diversity Roundtables

- 25+ Nationwide with Industry Leading keynote speakers
- Partnership packages tailored to fit company recruitment needs
- Candidate pre-screening tools to find qualified talent in advance of events

Through March 31, 2014

- Solid balance sheet supported by \$18.3 million in cash and short term investments with no debt and over \$20.2 million of stockholders' equity
- Strong liquidity position provides resources to support long-term growth strategy
- Successfully completed two acquisitions in 2013 adding technology strength, product offering breadth, depth and growth of brand awareness
- Bookings by our direct sales force same quarter year ago grew over 5 times



- With over 3M members and over 40,000 new members a month, Professional Diversity Network is a leader in the diversity recruitment space
- Positioned to consolidate fragmented diversity recruitment with market leading technology, strong direct sales team and partnership with LinkedIn
- Strong liquidity position will support the Company's growth strategy



## Inclusion & Diversity at The McGraw-Hill Companies

“Diversity is a core value of The McGraw-Hill Companies, and our commitment to a diverse work environment spans generations. Today, our reputation for integrity, quality and innovation depends on our ability to transform the diverse experiences, perspectives and ideas of our employees into outstanding information services and analysis that meet the financial, education and business needs of our customers worldwide.

I believe that we are at our best when the men and women of The McGraw-Hill Companies work and thrive in a dynamic environment where inclusion is encouraged, differences are respected, and diversity is of paramount importance.”

Harold McGraw III  
Chairman, President and CEO



***“The McGraw-Hill companies have worked with iHispano since 2005 to increase their diversity talent pipeline of candidates, and Professional Diversity Network is our go-to solution to build a diverse work environment.”***

***-Peter Castillo  
Senior Director, Talent Acquisition***



- Online recruitment revenue was \$2.5 billion in 2011; as America becomes a multicultural majority, the importance of employer to reach diverse candidates intensifies
- LinkedIn's sole diversity recruitment alliance partner
- Registered users in Q1/2014 increased 10%, with over 3.0M users in our user base.
- Our total addressable market includes almost 72M women and 55M racially diverse Americans in the U.S. workforce
- The advent of a multicultural majority in America; growth of the Hispanic population are leading businesses to seek a diverse workforce and to be EEO-OFCCP compliant and competitive
- The Federal Government requires diverse hiring practices by Federal agencies and Federal contractors and subcontractors



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