

SUPERDRUG MOVES RECRUITMENT ONLINE

Superdrug Implements Jobpartners' ActiveRecruiter to Streamline Recruitment

London, UK, October 25th 2005 – Jobpartners, the European leader of software solutions dedicated to the PRM (People Relationship Management) market, today announced that Superdrug has signed up ActiveRecruiter, Jobpartners' online recruitment solution, to optimise its recruitment process. As well as reducing the admin associated with processing CVs, Superdrug anticipates that the solution will help attract and retain candidates and enhance the company's employer brand. The decision was made to move recruitment online following a five month recruitment campaign, which left the company inundated with CVs.

"As a leading beauty and health retailer, Superdrug is continually searching for hot talent," explained Kate Parkes, HR Manager at Superdrug. "At the end of 2004 we ran several job-board campaigns to help us fill vacancies across the UK. We had a fantastic response with an average of around 2000 CVs per month, but since we administered applications at that time using spreadsheets and email, processing this amount of CVs was hugely time-consuming particularly for the field recruiters. It soon became clear that we needed a tool to help us streamline our recruitment process and reduce the burden of the admin – this led to the decision to implement ActiveRecruiter."

ActiveRecruiter is currently being used by Superdrug's regional HR and Head Office HR teams across the UK to fill vacancies for store managers, assistant store managers and pharmacists. The company has just started using ActiveRecruiter to find candidates for Head Office roles and has already had results.

Although ActiveRecruiter has only recently been implemented, Superdrug is already benefiting from the solution.

"Our recruitment process is evolving to become considerably quicker and more efficient than before," commented Kate Parkes. "Prior to implementing ActiveRecruiter we were always a bit nervous about placing recruitment adverts online as we couldn't handle huge numbers of CVs. We can now advertise on job boards with confidence as we know we can deal with applications efficiently. Faster response times together with greater consistency in handling CVs will help us to meet our objective of improving the Superdrug employer brand and attract, hire and retain talented people."

ActiveRecruiter provides Superdrug with a single source for all of its recruitment information. The company ultimately aims to be able to monitor its recruitment performance against the company's Key Performance Indicators. Superdrug intends to pull off reports on the number of CVs it receives against the number of job offers it makes – a process which will be carried out via ActiveRecruiter. The company is also about to use the solution to manage the CVs it receives via its recruitment agency preferred suppliers.

Hire Strategies, a retail consulting company focused on helping retailers maximise their online recruitment activities, was engaged by Superdrug to manage the procurement process and ongoing candidate attraction campaigns. Hire Strategies worked closely with Superdrug and reviewed the offerings of nine software providers and identified Jobpartners' ActiveRecruiter as the best online recruitment solution to meet Superdrug's needs.

"Without the help and guidance from Hire Strategies, I'm sure we'd still be relying on spreadsheets and email," commented Kate Parkes. "Utilising their knowledge and experience of both retail and internet

recruitment, we have been able to get results more cost effectively without having to learn the entire process on our own.”

ActiveRecruiter has now been set-up to manage the entire sourcing process more effectively and quickly resulting in better people relationship management.

- ENDS -

Notes to editors:

About Superdrug

- Superdrug Stores Plc is a leading beauty and health retailer and combines quality with exceptional value for money in both branded and own-brand products. Its mission is to be the customer's favourite, up-to-the-minute beauty and health shop, loved for its value, choice, friendliness and fun.
- For more information about Superdrug careers, visit www.superdrug.com/careers
- In May 2005, Superdrug outlined a £75 million programme for growth in the UK making it the fastest growing beauty and health retailer in the UK.
- Superdrug is the United Kingdom's second-largest Beauty & Health retail chain, attracting more than seven million customers to its stores during the Christmas season alone. The successful Superdrug formula is attributed to its commitment in maintaining an extensive range of its own well-recognised and high quality brands. Superdrug currently operates 700 stores in England, Scotland, Wales and Northern Ireland.
- Superdrug is one of the beauty& health retail brands from the A.S. Watson Group (ASW) family. With a history dating back to 1828, ASW has evolved into an international retail and manufacturing business with operations in 31 markets worldwide.

About Jobpartners

Founded in 2000 and headquartered in London, Jobpartners provides software solutions for qualitative human resources management and People Relationship Management (PRM). The leader in the European market, the company's innovative and straightforward approach provides companies with strategic value by enabling them to establish privileged relationships with new job applicants and current employees. The company's solutions address recruitment issues as well as internal mobility, performance management, executives and key people management, succession planning and career management. With four subsidiaries in Europe, Jobpartners has clients in 41 countries and across all industry sectors. For more information, please visit www.jobpartners.com.