

Media Contact:

Minal Kakkar/Shreya Ganguly

+91-7795471694/9971286764

mediaenquiries@aspiringminds.com

Job skills credentialing platform *AMCAT* partners with Ringier Tanzania for Africa

New Delhi, 27th October, 2015: AMCAT, world's largest job skills credentialing platform has partnered with Tanzania's largest classifieds and business directory *ZoomTanzania.com*, in a bid to make hiring in Africa more efficient and enable easy access to job opportunities for the youth.

In a deal announced today, Aspiring Minds has partnered with Ringier to run the job skills credentialing platform *AMCAT* in Sub-Saharan Africa. With its twelve platforms on the continent, Ringier is providing unrivalled reach through its different channels. *AMCAT*, the world's foremost job readiness credentialing platform, brings state-of-the-art technology and expertise.

AMCAT becomes a game-changer when it comes to hiring in Africa. Often times, recruitment can't be based on diplomas or grades, because degrees are in plenty and lack quality assurance. Also with today's changing corporate requirements, the relevance of a degree itself is in question. In addition, many candidates might apply for a position that they are not really qualified for, making it hard for HR departments to identify suitable candidates between all the applications. *AMCAT* accurately measures job skills and predicts performance in over 90 percent of available jobs. The cloud-based, data-driven, standardized assessment test evaluates more than 200 skills, spanning language, cognitive and functional competencies, personality traits and situation handling.

Himanshu Aggarwal, co-founder and CEO, Aspiring Minds said, "We are very excited about the partnership with Ringier taking *AMCAT* to Africa. *AMCAT* has been very successful in building a merit driven ecosystem for job seekers and employers and providing scientific job readiness feedback to students. Having established ourselves as the largest job credentials provider globally, we look forward to reaching the aspirational African youth through this partnership."

Julian Artopé, Director Ringier Africa said, "*AMCAT* offers a perfect solution for the recruitment problem in Africa. The platform fits perfectly well with *ZoomTanzania's* massive reach. Recruiters finally get a great assessment tool, immediately showing them the best candidates for a position. Job seekers get a chance to differentiate themselves against other candidates and stand out of the crowd. This partnership establishes *ZoomTanzania* as the number one recruiting tool in Tanzania."

Ringier Tanzania partners with job skills credentialing platform AMCAT for Africa

Page 2 of 2

With this new platform Ringier follows its strategy of a market-leading portfolio all over Africa. The company first set foot in Tanzania a year ago with the majority stake at Tanzania's largest classifieds platform *ZoomTanzania.com*.

About Aspiring Minds

Aspiring Minds is a global job skills credentialing leader set up with a vision to create a merit driven talent ecosystem and enable efficient job skills matching by crafting credible and intelligent assessments. The flagship product AMCAT, is the world's most widely-taken employability test helping over two million candidates find the 'right' jobs every year. Backed by state-of-the-art, adaptive assessment technology and machine learning algorithms – it allows adaptive, standardized and reliable measurement of generic employability skills (language, cognitive, behavior) and a wide range of functional skills using simulated assessments. Aspiring Minds enables job seekers to evaluate their job skills, earn industry recognized credentials and find appropriate career opportunities. We also help companies dramatically improve their quality and efficiency of hiring and are today associated with more than 2000 corporations. Founded in 2008 by Himanshu and Varun Aggarwal, Aspiring Minds is a 500+ people strong organization with operations in US, China, India, Middle East, Philippines and Sub-Saharan Africa. For more information, log on to www.aspiringminds.com or www.myamcat.com

About Ringier

Ringier Africa operates 13 content, classifieds and e-commerce sites, as well as a digital marketing agency across six African markets. Launched on the continent in 2011, Ringier Africa represents the most recent international expansion of the Swiss media enterprise Ringier, which also established successful operations in emerging markets in Eastern Europe and Asia since 1989. With a hyper-local approach and supported by the Swiss technology, which is running some of Europe's largest content and classifieds sites, Ringier Africa's 300 employees focus on bringing tailor-made mobile-first experiences to the African consumer.