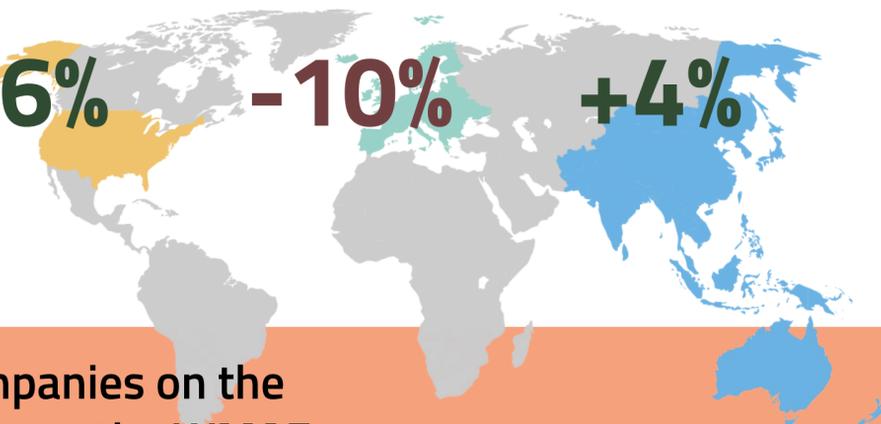
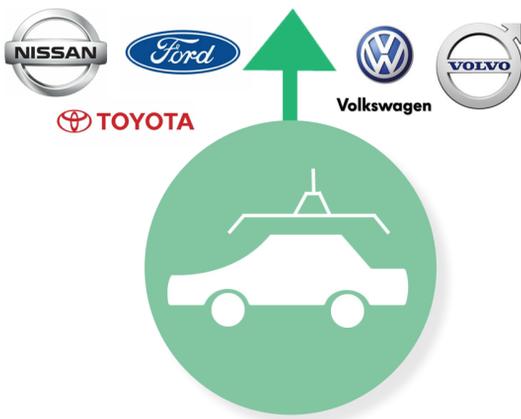


+6% -10% +4%



US companies on the rise among the WMAE

In 2009, 52% of the WMAE were headquartered in Europe and 46% in the US. Ten years later, 52% are headquartered in the US and 42% in Europe.



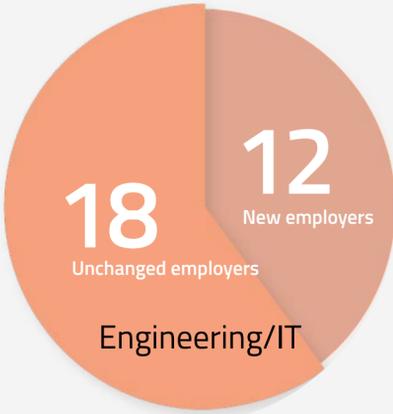
Automotive companies back in contention!

In 2009 the top 30 employer rankings for contained only two automotive company, BMW and Daimler/Mercedes-Benz.

Both lists now contains seven, demonstrating how fresh innovation in this sector has significantly re-vitalized its appeal.

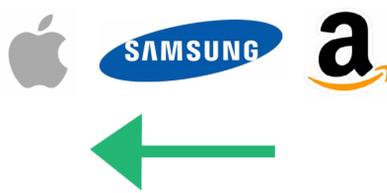
Changes in the Top 30

The majority of the companies in the Top 30 has stayed the same since 2009, in Engineering, there's 12 newcomers, while it's more stable with Business - only 7 has been exchanged.



Google has been at the top for 10 years in a row.

Stability at the top!



When we compare the 2018 top 10 rankings with those of 2009 it is striking how similar they are. The business student top 10 still features Microsoft, the same 2 investment banks, the same top 4 professional services firms, and McKinsey. In the Business Top 10, Apple is the only new one, in Engineering/IT it's also Samsung and Amazon.

Fashion in fashion!



From no presence in 2009, the 2018 business student list of top employers now contains 3 fashion players in the top 30: Adidas, Nike and LVMH.



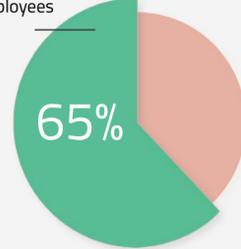
Consumer goods companies in decline

While consumer goods companies are still reasonably well represented among the top 50 employers, their relative appeal has declined with the top 7 in 2009 dropping an average of 10 places in the business student rankings.



Raising interest for large employers

Employers with over 100,000 employees



Larger employers are better represented; today, ~65% of the Top 50 employers have 100,000+ employees, compared to ~55% in 2009.