

Talent Acquisition Solutions.

Futurestep, a Korn/Ferry company, delivers customized, flexible talent acquisition solutions to meet specific workforce needs of organizations around the world. In addition to being a pioneer in recruitment process outsourcing, Futurestep's multitiered portfolio of services includes talent acquisition consulting services, project-based recruitment, and level recruitment.

RECENT DEVELOPMENTS

One of the key differentiators of Korn/Ferry Executive Recruitment solution is the inclusion of Search AssessmentSM, its pre-hiring assessment tool, which provides clients with insights into how individual candidates will lead, approach, and solve complex problems, and utilize their emotional/internal resources to deal with challenges, including what motivates them to succeed. Korn/Ferry recently conducted a study of the long-term results of various hiring methods. The results showed that companies using assessments to choose executives were about eight times more likely to get a candidate whom they would not just keep, but soon promote. This is powerful validation of the effectiveness of Korn/Ferry's approach to executive recruiting.

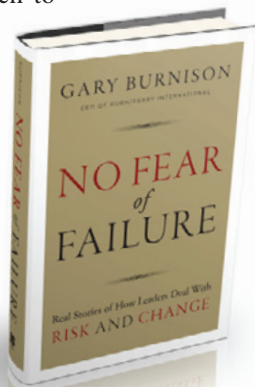
Now in its fourth year, the firm's think tank, The Korn/Ferry Institute, has published scores of articles, studies, and books that explore global best practices in organizational leadership and human capital development. Its research projects, reports, and papers provide a platform for development of the new ideas and subsequent intellectual property that are positioning Korn/Ferry as the dominant talent management authority. They are also the foundation for informed, consultative conversations with clients.

Similarly, the Korn/Ferry Institute's *Briefings on Talent & Leadership*, the firm's quarterly periodical, is dedicated to offering a fresh and unique perspective on the most pressing issues facing boards and the C-suite today. *Briefings* features the work of world-class journalists, contributions from Korn/Ferry consultants, articles by distinguished authors and academics, and interviews with leading thinkers and innovators. Additionally, the award-winning magazine can



be purchased at leading international airports, selected bookstores and newsstands, first-class airport lounges, and on exclusive corporate aircrafts. Recent cover stories have profiled Mexican business magnate Carlos Slim, Cirque du Soleil's Daniel Lamarre, and Burberry's Angela Ahrendts.

Finally, in 2011 Korn/Ferry launched a new global offering providing boards and CEOs with an innovative approach to executive succession: Korn/Ferry CEO Succession. Created through collaboration with a wide range of board clients for whom Korn/Ferry has assisted with the CEO succession process, the offering serves to drive performance and growth by ensuring that the right leadership is cultivated for the company's short-, mid- and long-term objectives.



PROMOTION

Next to its people, the Korn/Ferry brand is the firm's strongest asset. Since its inception, Korn/Ferry has always maintained an extremely aggressive stance in building its global presence and supporting its vision and ongoing growth through a robust and comprehensive marketing approach.

Highlights of Korn/Ferry's marketing efforts over the past year include:

- Launching a state-of-the-art Intranet communications portal: Inside K/F
- Publishing four books: *No Fear of Failure* (reaching number two on BarnesandNoble.com, number one in Amazon.com's Business Leadership category, and number seven on *The New York Times'*

How-to/Advice list), *Breaking Away*, *Elements of Power*, and *Elements of Influence*

- Publishing four issues of *Briefings*
- Completing 88 thought leadership projects
- Hosting 93 conferences and events

AND VALUES

Central to Korn/Ferry's brand values are these beliefs:

Client-centric. The clients' perspectives and needs should be the starting point and reference point for all of Korn/Ferry's thinking.

2. Long-term perspective. Lasting solutions are those that align with Korn/Ferry clients' needs, strategy, and culture.

3. Broad thinking. The best solutions ultimately derive from bringing diverse perspectives to bear on the issue, and from thinking laterally.

4. Combining the best tools with a human touch. Leading-edge tools can be powerful aids to great leadership solutions. However, there is no substitute for the human touch to ultimately interpret, filter, and shape the best leadership teams.

THINGS YOU DIDN'T KNOW ABOUT KORN/FERRY

- Korn/Ferry has conducted more successful executive searches globally than any other firm in history: 150,000 so far and counting.
- Korn/Ferry recently expanded its global footprint with new offices in Johannesburg, South Africa, and Casablanca, Morocco. Additionally, Korn/Ferry opened its fifth office in greater China in Taipei, Taiwan.
- *Briefings on Talent & Leadership* has earned seven awards to date from prestigious international award competitions, recognizing the publication in the categories of best new magazine and overall content/design.



KORN/FERRY Whitehead Mann

1998

Futurestep is launched in a strategic alliance with *The Wall Street Journal*. Korn/Ferry becomes the first executive search firm to use the Internet to serve the escalating demand for mid-level managers.

1999

Korn/Ferry goes public, listed as KFV, becoming the first executive search firm to list its stock on the New York Stock Exchange.

2006

Korn/Ferry acquires Minneapolis-based Lominger Limited Inc., one of the largest global providers of competency-based leadership development tools for individuals, teams, and organizations.

2008

The firm's new visual brand identity is unveiled to promote its unique approach to talent management, combining the intangibles of leadership (the "art") with research-based, statistically validated assessment tools and development resources (the "science").

2009

Korn/Ferry acquires London-based Whitehead Mann, a leading international talent management firm known for its CEO and board relationships and strong roster of clients throughout Europe.