

## ET NETERA a.s. Company Press Release

### New Job&HR Web Portal [www.Spravnykrok.cz](http://www.Spravnykrok.cz) starts operating

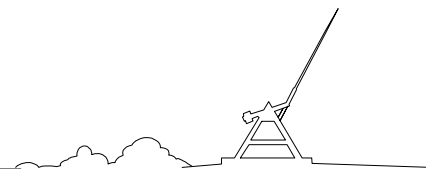
#### New generation web on Czech labour market

Prague, September 9, 2008 – *ET NETERA*, a leading Czech e-business solution supplier, has launched a new Job&HR portal [www.Spravnykrok.cz](http://www.Spravnykrok.cz). It is the only Job&HR portal in the Czech Republic which offers free registration and free offer of job vacancies for companies. Only the real interest of a job applicant is paid for.

Ratibor Líbal, the Project Executive Manager, commented on the new portal launching: „The situation on the Czech electronic labour market is rather alarming. The efficiency falls, the prices grow and the existing portals do not offer any new features for companies or applicants but hide themselves in bad conditions of labour market. After consultations with dozens of specialists we decided to create portal to stir up waters of HR services in the Czech Republic.”

Ratibor Líbal further adds: “We did not mean to create only competition to existing portals. Spravnykrok.cz is mainly a portal for job seekers and our vision is to give them the chance to find their dream job. That’s why it is a system which enables much wider and varied offer of job vacancies thanks to easy accessibility even for minor firms. And therefore there are many other tools and applications which help people in various stages of job seeking. We are at the beginning of a journey. We are preparing other tools and improvements to come in future.”

Besides the new business model the portal offers many other applications and services to its users and clients, e. g. the geographical search of job vacancies on the map inspired by Google technology, search results sorted strictly by relevance, DREEMnet - a system of references similar to popular social networks like LinkedIn or Facebook, DREEMindex application to measure the satisfaction with a job, DREEMjob system for an automatic search for an ideal job etc. The portal was technologically created and is managed by the Et netera company. The Spravnykrok.cz project was invested by the Atobo company.



**Functions, services and applications which differentiate Spravnykrok.cz from other existing portals:**

**Spravnykrok.cz offers to firms:**

- to publish an advertisement free and display it free in a basic form in search results
- to pay only for real applicants who are interested in the offered position in three steps: 1. A job seeker clicks on the advertisement in search result to get complete information (20 CZK), 2. a job seeker contacts the advertiser and sends him his/her CV (90 CZK), 3. the job seeker gets employed (2000 CZK)
- more accurate submission of advertisements and thus more efficient results
- complete online management of advertisements – advertisers may define concrete financial limits, disable and enable advertisements whenever they like
- online detail statistics and efficiency results for every advertisement – advertisers can see how many people viewed the advertisement, how many people clicked on it and how many sent their CVs
- corporate HR specialists and personnel managers have the option to set up free online discussions with job seekers
- the portal is suitable to offer job vacancies even for small regional companies

**Spravnykrok.cz offers to job seekers:**

- geographical search of job vacancies on the map inspired by Google technology
- unique searching machine and search results sorted strictly by relevance (not based on the promotion of advertisers)
- DREAMnet - a system of references similar to popular social networks like LinkedIn or Facebook
- possibility to evaluate an employer by “stickers”
- DREAMjob – a system/application for an automatic search of an ideal job
- a possibility to place a video profile of the job seeker

**ET NETERA a.s. ([www.etnetera.cz](http://www.etnetera.cz))** belongs among the leading Czech providers of complete e-business solutions and technologies. ET NETERA designs, implements and operates companies' portals, intranets, extranets, websites, tailored e-shops, internet payment systems and other tailored web applications. Products and services concentrate on content management (CMS, ECM, WCM), document management (DMS), e-business consultations, web design and guaranteed 24/7 operation of provided solutions. Among the clients of the company there are Annonce, Ahold, Datart, DVC (i-legalne.cz), EMG (knizniweb.cz), Telefonica O2, Siemens, Volksbank and others.

For more information, please contact:

Ondřej Čihař / ET NETERA a.s.

PR & Marketing

tel:+420 233 326 810

mobile: +420 602 603 907

[pr@etnetera.cz](mailto:pr@etnetera.cz)

